



August 31, 2007

ATT: Project Manager

Content Monitoring and Review Section
Australian Communications and Media Authority (ACMA)
PO Box Q500
Queen Victoria Building NSW 1230

Re: Children's Television Standards Review (CTS)

Nickelodeon Networks acknowledges and supports The Australian Subscription Television and Radio Services (**ASTRA**) submission to ACMA. It believes that the current review of the CTS (whilst not specifically directed at the Subscription Television industry) has the potential to impact on the service it provides to children and families.

Now in its 12th year, Nickelodeon Australia airs Nickelodeon and Nick Jr. channels 24 hours a day, seven days a week and is seen in over 1.9 million households via AUSTAR, FOXTEL, and OPTUS. The network produces and sources the best programs locally and from around the globe that stimulate, educate, involve and excite developing and enquiring minds.

Nickelodeon is the world's leading entertainment brand for kids, and the company's portfolio extends across television, online, mobile, theme parks and music. Nickelodeon has built a diverse, global business by putting kids first in everything it does.

Nickelodeon Australia has a dynamic, interactive relationship with its audience - kids aged 0 to 15. The philosophy of the channels is based on engaging with kids in a way that reflects their lives, and creates an entertainment service and brand for kids both on and off air.

Nickelodeon is for, by and about kids and their families.

Nickelodeon strongly believes in the family unit with Nick Jr. encouraging and providing family viewing opportunities for a toddler and their parents. Nickelodeon provides a safe universe for kids 5-12 years where they can 'chill out' and have a blast, and their parents can relax knowing their child is enjoying great entertainment in a 'kid-safe environment'.

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**GPO Box 4371
Sydney NSW
Australia 2001**

**5 Thomas Holt Drive
North Ryde NSW
Australia 2113**

**T: 612 9813 6200
F: 612 9813 6299
www.nickelodeon.com.au**



Nickelodeon Networks is committed to working in partnership with parents for the health and wellbeing of their children. It recognises that childhood obesity is a complex problem that requires a holistic approach.

Since its launch 12 years ago, Nickelodeon Australia has taken a positive and pro-active approach across all platforms, regarding corporate and pro-social responsibilities.

By empowering kids with information and support, they can lead the way in making major changes not only in their lives, but also in their communities as well.

Nickelodeon has been responsible for the long-form production and broadcast of programs which encourage smart nutrition decisions and active lifestyles for children. Titles include Logie, Emmy and ASTRA Award nominated and winning programming - Nickelodeon's Australian Kids' Choice Awards, Camp Orange, SARVO, The Upside Down Show, Nick Jr.'s Ollie, Cooking for Kids with Luis, Gardening for Kids with Madi, Blue Water High, Lazy Town, and Hi 5.

Nickelodeon supported the Australian Government Department of Health & Aging campaigns:

- 'Go for 2+5' campaign developed to promote the consumption of 2 serves of fruit + 5 serves of vegetables every day.
- 'Get Moving'. Acknowledging the importance of daily physical activity, Nickelodeon developed an integrated promotion encouraging kids to invent a new game; The National Game.

In support of the Australian Association of National Advertisers (AANA) - 'Eat Well, Play Well, Live Well' - Nickelodeon supported the 'Jo Lively' campaign on air endorsing the key message for 6-12 year olds to lead healthy and balanced lifestyles. The campaign represented the industry's commitment and observance to the AANA Code for Advertising to Children.

In addition, Nickelodeon Australia commits financial investment and airtime to creating innovative short-form productions in support of health and wellness messaging. Examples of our productions include Inside Eddie Johnson, Sugar Crash, Healthy Woman, Your Ball Needs You, Play It, Kids Playing Soccer, Fat Files, Extreme Dream (kids have the chance to win a trip to Snow Camp), FitBoy, Dance Along, On Your Mark and Silly Yoga.

It is our belief that media should organise or support community events that help to address childhood health and obesity issues.



Nickelodeon recognises the importance of promoting healthy, active lifestyles and reflects the needs and wants of its audience and their environment. The company's current commitment to health and wellness is in line with its pro-social legacy established in 1996 with Nickelodeon's 'Nick Takes Over' events, an initiative created to actively engage kids with Nickelodeon.

- Since launch, Nick Takes Over events have travelled all over the country, entertaining over 200,000 kids.
- The Big Help, an initiative launched in Australia on Nickelodeon in 1998 provided kids with the tools to help by demonstrating practical tips and rewarded those kids by showing how they helped. The Big Help showcased NICK community events via the Big Help Buddy program. On air The Big Help News films (a 3-5 minute fortnightly spot) showed kids helping and showcased their letters and emails of tips and activities which kids believed were of 'Big Help'.
- World Wide Day of Play - Local and International production (2004)
Over 900,000 kids in Australia and Nine countries globally celebrated health and fitness activities in organised fairs, walks, parties and field days. Nickelodeon Australia, in association with partners, FOXTEL and AUSTAR hosted a special WWDOP free event encouraging kids to get up, get out and PLAY!
- Nickelodeon regularly involves its star talent (eg. Fitboy, SARVO hosts Maude and Kyle) and kids' favourite costume characters, such as SpongeBob SquarePants, and Dora the Explorer in local events which support healthy lifestyle messages in the community.

It is in Nickelodeon's corporate DNA to tackle issues of primary importance to our audience and to engage them with information and resources to make their lives better.

We continue to do this and in 2007/2008 Nickelodeon Networks will be promoting health and wellness messaging by:

- Spending \$1,000,000 on programming which encourages and supports healthy lifestyle choices for children such as - regular exercise, eating a balanced and healthy diet and maintaining positive self esteem
- Dedicating 10% of promotional airtime across the network to health and wellbeing messages
- Launching a multi-media platform Health and Wellness campaign



We support ASTRA's view that a ban on advertising is not an appropriate approach to the childhood obesity issue. Our aim is to be part of the solution and work alongside government, the education sector and like-minded organisations to help disseminate positive messages about diet, nutrition, exercise and parenting to promote healthier lifestyle choices amongst children.

While Nickelodeon acknowledges that advertising is part of its business model - to help fund relevant, entertaining and local production for Australian children – we have strict standards and practices in place to ensure children are protected from material that is potentially harmful.

Nickelodeon's advertising standards are derived of existing laws/codes outlined by ACMA, AANA, ADMA and ASTRA. Nickelodeon will continue to work with like-minded commercial partners to reach children online, on-the-ground and on air to promote the importance of leading a healthy and balanced lifestyle.

With regards to the tradable obligations issue Nickelodeon fully supports ASTRA's view to retain the status quo. Any trade which results in a network monopoly of content rights would be anti-competitive to other children's and commercial networks. Such a model would create an unfair market with restricted competition, resulting in poor quality and choice for viewers along with limited opportunity for Australian producers.

I would welcome the opportunity to provide further information to ACMA regarding Nickelodeon Networks commitment to providing Australian children of a dedicated, entertainment service.

Regards,

Katrina Southon
General Manager
Nickelodeon Networks