

Key Questions for the CTS Review

Quota levels

1. a) Are the current C and P quota levels still appropriate for today's Australian child audience?
b) If current C and P quota levels are inappropriate, what are appropriate levels for C and P quotas and why?
2. a) Is the current balance between CTS sub-quota requirements (for example first release Australian drama) appropriate for today's Australian child audience?
b) If the current balance between CTS sub-quota requirements is not appropriate, how should it be amended?
3. a) Are the changes to film funding announced in the 2007–08 Budget likely to affect the production of children's television in Australia?
b) What are the likely affects of these changes?

Criteria for C and P programs

4. a) Are the classification criteria for C and P programs still appropriate for today's Australian child audience? If so, why?
b) If the classification criteria for C and P programs are not appropriate, what modifications need to be made?
5. a) Can the current classification criteria for C and P programs be easily understood and interpreted?
b) If the current classification criteria for C and P programs cannot be easily understood and interpreted, how could they be amended to ensure clarity?
6. a) Do the current classification criteria for C and P programs impede innovation in C and P programming?
b) If the current classification criteria for C and P programs impede innovation, how could they be amended to encourage innovative programming?
7. a) Do the current CTS impede the development of specific forms of innovative content, such as user-generated content or television content that also utilises cross-platform delivery, for example, the internet or mobile phones?
b) If so, how could they be amended to encourage that type of content?
8. a) Do the current criteria encourage the production of C and P programming that is contrary to international trends in content and style of programming?
b) If so, how could the criteria be amended to address this?

Timing

9. a) Are the current C and P time bands prescribed in CTS 3 appropriate for Australian children today?
 - b) If the current C and P time bands are not appropriate, what amendments should be made to them?
10. a) Should ACMA provide more incentives to licensees to show children's programs in more desirable timeslots?
 - b) If so, what form should these incentives take?

Program placement

11. a) Is the requirement to show C and P programs every weekday still appropriate?
 - b) If not, how should this requirement be amended?
12. a) Does the requirement to show C and P material in 30-minute blocks impede the scheduling of C and P material in larger blocks?
 - b) If so, how should this be amended?

Program promotion

13. a) Should program promotion be addressed within the CTS?
 - b) If so, what form should this take?

Issues not specifically addressed

14. ACMA is of the view that the following provisions of the CTS are operating effectively:
 - program promotions and station identifications
 - community service announcements
 - news flashes and announcements
 - unsuitable material
 - advertising during P time
 - time limits for advertising during C time
 - separation of advertisements and sponsorship announcements
 - repetition of advertisements
 - undue pressure in advertisements
 - competitions
 - use of program personalities and characters
 - advertising of alcoholic drinks
- a) Are these provisions still appropriate?
- b) If not, how should they be amended?

Food and beverage advertising to children

15. a) Should the CTS be amended to specifically address the issue of food advertising independently of advertising more generally?
b) If so, what form should these amendments take?
16. a) Should industry be required to adopt a monitoring and reporting role regarding the outcomes of the new AANA *Food and Beverages Marketing and Communications Code* before any changes to the CTS are considered?
b) Why or why not?
17. a) Should advertising provisions to children (currently in both the CTS and the *Commercial Television Industry Code of Practice*) be consolidated under the CTS?
b) Why or why not?
18. a) Should the amount of food advertising allowed during C programs be limited?
b) Why or why not?
19. a) Should food advertising be banned during C programs?
b) Why or why not?
20. a) Should all food advertising directed to children be banned?
b) Why or why not?

Regulating the use of premium offers

21. a) Should the CTS provisions (CTS 20) in relation to premium offers be maintained?
b) If not, why?
22. a) If the CTS provision relating to premium offers is maintained, do the definitions contained within the provision need to be clarified?
b) If so, what changes need to be made?
23. a) Should the use of premium offers in food advertising be banned during C programs?
b) Why or why not?
24. a) Should the use of premium offers in all food advertising to children be banned?
b) Why or why not?

Regulating prizes

25. a) Should the restrictions in relation to the presentation of prizes contained in CTS 9 be maintained in their current form? If so, why?
b) If not, how should the requirements contained in CTS 9 be amended?

Schedule variation and displacement

26. a) Should the current notification requirements (as contained in CTS 3) for the variation and displacement of C and P programs be maintained in their current form? If so, why?
b) If not, how could the notification requirements be amended, while still ensuring accountability in scheduling?

27. a) Should the displacement restrictions for P programs be brought into line with the requirements for the displacement of C programs?
- b) Why or why not?
28. a) Should displacement requirements for C programs be amended to allow for displacement in a case where a major sporting event can reasonably be expected to run overtime?
- b) Why or why not?

Classification process

29. a) Should the current classification process for C and P programs be maintained in its current form?
- b) If not, what form should the process take—for example, a peer assessment model, an audit model, a minimum total annual expenditure model, reduced assessment for accredited producers or another model?
30. a) Does the current classification process for C and P programs impede innovation in children's programming?
- b) If so, how could the process be amended to encourage innovative children's programming?
31. If pre-classification were not required for C and P programs, what alternative measures could be used to ensure that C and P programs continued to meet the CTS classification criteria?

Tradable obligations

32. What would be the benefits of a tradable obligations scheme?
33. What would be the challenges for such a scheme?
34. Could a tradable obligations scheme better position the CTS for the future media environment?
35. a) Would a tradable obligations scheme assist in achieving the CTS objective of providing for children to be specifically catered for in programming?
- b) Why or why not?
36. How would a tradable obligations scheme be best structured to ensure the desired outcomes for the child audience were achieved?
37. What structure or conditions would need to be put in place to facilitate trading?
38. If a tradable obligations scheme were to be introduced, who should be able to participate in trading:
- i) free-to-air commercial television licensees;
 - ii) national broadcasters;
 - iii) open narrowcasters;
 - iv) datacasters; or
 - v) community service broadcasters?
39. Are there any other issues, not identified above, which would need to be addressed to ensure a successful tradable obligations scheme?