



ADVERTISING ON
TELEVISION

GETTING IT RIGHT
FOR CHILDREN



New Zealand Television Broadcasters' Council

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All those involved in television broadcasting recognise the need for a high level of social responsibility in communicating to children. In New Zealand, an effective system of self-regulation ensures that advertisers, advertising agencies and television companies also take into account the United Nations Convention on the Rights of the Child.

While recognising a child's right (in Article 13) to "freedom to seek, receive and impart information and ideas of all kinds, ...through any media of the child's choice", the Convention calls on the media to support parents who have the primary responsibility for the upbringing and development of their children.

The Convention asks the media to acknowledge each child's individuality, uniqueness, strength and capability, while affording children 'extra protection' from violence, unsafe practices, indecency, offensive language or bad taste. This code provides that protection.

Making Self-Regulation Work

Through membership of the Advertising Standards Authority Inc (ASA) in New Zealand, advertisers, advertising agencies and media agree to operate according to the Advertising Codes of Practice. They include a Code for Advertising to Children. The Television Commercials Approval Bureau scrutinises all advertisements prior to broadcast as part of the television networks' commitment to the Codes.

To supplement these Codes, free-to-air television has a number of policies and voluntary rules concerning advertising and children's programmes. These were first developed in 1995.

Consultation with ANZA (the Association of New Zealand Advertisers), CAANZ (Communications Agencies Association), New Zealand On Air and the Children's Television Foundation and other interested parties has led to this new edition of the guidelines which sets the responsibilities of television broadcasters in advertising and programming for children. These named organisations all support the guidelines, in principle.

On behalf of the free-to-air television industry, the New Zealand Television Broadcasters' Council (NZTBC) is committed to continued compliance and on-going consultation with key stakeholders in television programming and advertising appealing specifically to children.

Bruce Wallace
Executive Director
NZTBC
2001

1.No Advertising in Pre-school Television:

- Advertising, sponsorship or prize packs are not allowed during pre-school television programming.
- The broadcasters currently define these times as:
TV2 : Mon-Fri 8.35-9.35am;
TV3 : Mon-Fri 8.30-9.30am;
Mon-Fri 2.30-3.30pm
Please contact individual broadcasters to confirm these times as schedules need to be flexible and may change.

2.No Advertising on Sunday mornings:

- By law there are no advertisements until midday on TV2 and TV3.

3.Limited Advertising in School-age Children's Television:

- Advertising levels in school-age children's programming (5-13 year olds) are reduced to a maximum of 10 minutes per hour, plus 2 minutes of appropriately classified station promotions.
- The broadcasters currently define these times as:
TV2 : Mon-Fri 7.00-8.35am;
Mon-Fri 3.30-5.00pm;
Sat 6.00-9.00am
TV3 : Mon-Fri 6.30-8.30am;
Mon-Fri 3.30-5.00pm;
Sat 6.30-9.30am

Please contact individual broadcasters to confirm these times as schedules need to be flexible and may change.

4.Compliance with Advertising Codes of Practice:

- All television advertising must abide by the relevant Advertising Codes of Practice. The Codes apply to all media and cover a range of issues. They include the Code for Advertising to Children, the Code for Ethics and for People in Advertising. For more information, see page 5.

5.'Treat' Food Advertising:

- This category of advertising is specifically regulated by the ASA Codes for Advertising of Food and Advertising to Children.

6.Separation of Programmes and Advertising:

- Advertising must be clearly recognisable as such and not part of the editorial content of children's programmes.
- Licensed products, which are a direct spin-off from a television programme or its characters, cannot be advertised within that programme.

Note: Advertisements of a composite or montage nature, where several individual products are featured, may be placed within associated programmes if the reference to the licensed product is brief and incidental, i.e. an advertisement promoting a retail outlet featuring a selection of different toys of which only one is related to the programme.

7.Repetition:

- Advertisements during children's programming will not be repeated excessively.
- No advertisement may be played more than twice within an hour per channel per day.
- No advertisement may be played more than three times within each specified children's programming time period per channel per day.

8.Programme Issues:

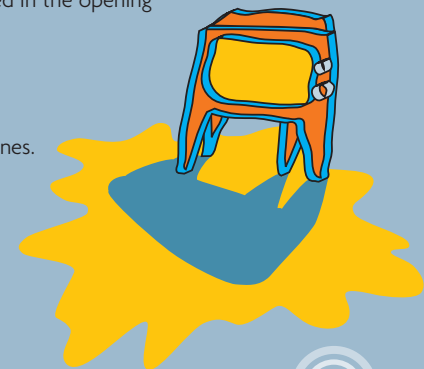
- The Broadcasting Standards Authority has approved a Code of Free-to-Air Television Broadcasting Practice which includes references to children. All programmes comply with the Code.
- The host, or any other regular presenter or programme character, must not endorse, promote or sell products or services within the programme.
- Children's programming can contain product exposure by way of prizes for competitions. In these instances, references to the name of the product and visual representation, such as a pack shot, are appropriate. Hosts cannot endorse product by emphasizing features such as newness, desirability, 'play-ability' or performance.

9.Sponsorships:

- Sponsorship during children's programming will be limited and socially responsible.
- Alcohol sponsorship is not allowed.
- Sponsors can promote their association with the programme through other avenues (i.e. press or sales promotion), however any commercial acknowledgement associated with the actual programme on air must not be dominant i.e. corporate or product identification via opening and closing billboard with verbal and/or visual acknowledgement. No advertising footage will be allowed in the opening and closing credits.

10.0900 Numbers:

- 0900 numbers that promote competitions and games of chance must not be screened in children's programme zones.



The ASA Code for Advertising to Children

The Code defines “children” as being 13 years and younger. Briefly, the Code requires advertisements to children to:

- Be clearly recognisable as such by children and be differentiated from programmes.
- Observe a high standard of social responsibility.
- Not mislead or deceive or be likely to mislead or deceive children, abuse the trust of or exploit the lack of knowledge of children, exploit the superstitious or without justifiable reason play on fear.
- Not encourage inappropriate purchases or excessive consumption.

Please refer to the Advertising Codes of Practice for the complete Code and details of other relevant Codes.

They can be obtained from:

Advertising Standards Authority Inc
PO Box 10-675
Wellington

Telephone +4 472 7852
Facsimile +4 471 1785
Email asa@asa.co.nz



How To Make A Complaint

About an Advertisement:

Complaints about advertisements should be addressed to The Secretary, Advertising Standards Complaints Board, PO Box 10-675, Wellington. www.asa.co.nz These should be made in writing, dated and signed by the complainant. The approximate time, date and station of broadcast should be specified.

About a Programme:

Complaints about programmes should, in the first instance, be made to the broadcaster responsible for transmitting the programme. If you are dissatisfied with the broadcaster's response then you can make a formal complaint in writing to the broadcaster.

TV2 : PO Box 3819, Auckland
Tel: +9 916 7002

TV3 : Private Bag 92-624, Symonds Street, Auckland
Tel: +9 913 3344

If necessary, appeals are heard by the Broadcasting Standards Authority (BSA), except in the case of privacy issues.