



- a. the impact of the scheme
- b. the scheme's contribution towards achieving relevant objects of the Act
- c. the level of complexity of the scheme
- d. administering and interpreting the scheme
- e. achieving the required level of expenditure
- f. possible amendments to the legislation underpinning the scheme
- g. the operation of the scheme in a changing industry
- h. other issues raised in the Minister's Direction:
 - the amount, range and nature of Australian content broadcast on subscription television
 - the capacity of subscription television broadcasters to produce, commission or purchase Australian programs
 - requirements for national content imposed on the subscription broadcasting sector in other countries
 - Australia's position in the international audiovisual marketplace and relevant international trends and developments.



Discussion paper

The discussion paper, along with other information about the review is available on the ABA's web site: www.aba.gov.au/tv/investigations/projects/review_subsTV/index.htm.

Submissions

See discussion paper for how to make a submission.

Closing date

Submissions should reach the ABA by 5 pm, 7 February 2003.

New Australian content standard for commercial television

The ABA has determined amendments to the Australian content standard for commercial television following a year-long review. The revised standard came into effect on 1 January 2003.

The revised standard maintains current levels of Australian programs on commercial television, including a range of quality adult drama, children's drama and documentary programs. It also includes a number of measures to improve the operation of the standard, particularly adult drama and C drama.

'The ABA's new standard should better serve the interests of audiences, broadcasters and content producers,' said Professor Flint. 'The points system for first-release Australian adult drama has been updated to reflect the changes that have occurred in average licence fees

paid by broadcasters for different drama genre over recent years. This should increase incentives for commercial television licensees to broadcast more expensive series, miniseries and telemovies — programs that are popular with Australian audiences but expensive to produce.'

The new drama rules include a proposed incentive for expensive series produced by the independent production sector, recognising the importance of maintaining diversity of content sources for Australian programs.

'Importantly, current levels of quality Australian children's drama are maintained,' said Professor Flint. 'With better targeting of C programs particularly for older children or so-called "tweens", and increased incentives for broadcasters to schedule children's movies and miniseries in the early evening.'

The Chairman thanked everyone who had participated in the review and assisted the ABA in its consideration of a wide range of issues that go to the heart of television's contribution to Australian cultural life.



Australian content standard and Children's Television Standards

To see the variations to the Australian content standard and consequential variations to the Children's Television Standards, go to: www.aba.gov.au/tv/content/ozcont/

The consolidated new standard and Children's Television Standards will be available on the ABA web site soon.