

# Commercial TV 1998 content results

The Australian Broadcasting Authority's (ABA) requirement for a minimum 55% Australian transmission quota was met by all commercial television networks in 1998. The 13 capital city stations of the Seven, Nine and Ten networks monitored by the ABA all increased their Australian programming last year.

In evening viewing (5pm - midnight), the Nine network screened 63% Australian programming, Seven 55% and Ten 48%.

Foreign drama was the top-ranked program category for Seven and Nine network stations between 5pm and midnight. Levels of foreign drama in this time period reached as high as 38% for Seven Sydney and 33% for Nine Melbourne.

For Ten network stations, overseas-produced light entertainment and drama were the top ranked program categories in the evening. These categories occupied roughly equivalent amounts of screen time and together accounted for 46% of programs broadcast between 5pm and midnight.

News and current affairs were the largest single category of Australian programming, occupying about 20% of evening broadcasts for all networks.

The ABA's Australian Content Standard requires a minimum amount of Australian first release drama broadcast between 5pm and midnight. The requirement is measured in points, with a drama score of at least 225 points required in any one year, and 775 over three years. In 1998, the Seven network achieved the highest drama score of 301 points for its Adelaide service and 295 points for the other cities. All networks met the points requirement for 1996-98, with Seven Brisbane achieving 895 points for the three years.

In 1998, Seven's Australian first release drama was mainly serials

(115 hours) and series (82 hours) and totalled 205 hours between 5pm and midnight. Ten's 230 hours was mainly serials (192 hours), and Nine included series (83 hours) and serials (40 hours) in a total of just under 140 hours.

All networks also met their obligations for new Australian documentary, with some Seven and Nine network stations exceeding the 10 hour minimum requirement for first run Australian documentaries. Nine Sydney screened 39.7 hours of new Australian documentaries while Seven Brisbane screened 27.5 hours.

All network stations exceeded the overall C quota of 260 hours of children's C classified programs, with Australian programs dominating the C programs broadcast in 1998. The requirement for first release Australian children's C drama increased from 28 to 32 hours. All networks met this target and exceeded the eight-hour quota for repeat C drama programs. Nine broadcast 52.5 hours of repeat Australian C drama.

Karen Winton

	Run	Measure	Minimum annual requirement	Seven Network		Nine Network		Ten Network	
				ATN Sydney	HSV Melbourne	TCN Sydney	GTV Melbourne	TEN Sydney	ATV Melbourne
<b>Australian Programs</b>	all	%,6am-12mn	55%	55.9	57.2	64.7	64	56.1	56.1
<b>Australian Drama</b>	first release	total annual score	225 points (average 260 over three years)	295	295	252.6	249.8	277.8	277.8
<b>Australian Documentary</b>	first release	total hours	10 hours	20.5	13	39.7	37.7	11.5	11.5
<b>Australian Children's Drama</b>	first release	total hours	32 hours	33.6	33.6	32	32	32.5	32.5
	repeats	total hours	8 hours	29	29.5	52.5	52.5	32	32
<b>Australian Children's C programs</b>	first release	total hours - includes C drama	130 hours	131.6	131.6	133.5	133.5	132.5	132.5
<b>Children's C programs</b>	all	total hours all C programs	260 hours	265.6	265.6	269.5	270.5	263.5	263.5
<b>Australian Pre-school P programs</b>	all	total hours	130 hours	130.5	130.5	130.5	130.5	130.5	130.5

Source: Australian Broadcasting Authority