

**THE JOINT SELECT COMMITTEE ON GAMBLING REFORM  
INQUIRY INTO THE ADVERTISING AND PROMOTION OF GAMBLING SERVICES IN SPORT  
NETWORK TEN RESPONSE TO QUESTIONS ON NOTICE  
19 April 2013**

Network Ten thanks the Committee for the opportunity to appear at the inquiry hearings on 27 March 2013. Please find below our responses to the Committee's Questions on Notice.

**Quantitative audience research regarding the promotion of gambling during sports broadcasts.**

Network Ten regularly assesses audience perceptions of its broadcasts. Audience ratings figures provide one obvious quantitative measure. Another measure of audience perceptions is the number of complaints that the network and industry receives.

For example, Mr Ciobo asked how many complaints Ten has received about the appropriateness of content in our news programs with respect to children. While we do not have complaint data specifically referring to the suitability of news content for children, Network Ten received 127 complaints under the *Commercial Television Industry Code of Practice* (Code) that may relate to the strength or intensity of material presented in our news programming for 2006-2012.<sup>1</sup> Of those complaints, only one resulted in a breach finding by the Australian Communications & Media Authority. This compares to 4 complaints regarding betting/gambling advertising.

**The proportion of revenue that the free-to-air industry gains from gambling advertising.**

This information is not available.

**Comparison of no. of child viewers of sporting events to other programming**

Audience ratings figures indicate that at any time of the day or night, children are watching commercial free-to-air television. Higher-rating programs will invariably attract more child viewers than lower-rating programs.

For example, on Sunday evenings *MasterChef: The Professionals* attracted an average of 138,000 viewers under 18 years of age in Ten's five metropolitan markets.<sup>2</sup> Weekday editions of *Ten News At Five* are watched by an average of 46,000 viewers (0-17 age group). Ten's Australian Formula 1 Grand Prix 2013 coverage attracted 110,000 viewers under 18 years of age. The Hopman Cup day sessions attracted an average of 7,000 viewers in the 0-17 age group.

As Free TV has previously submitted, the proportion of child viewers of popular sporting events is low compared to other programming and most of those child viewers are watching with an adult.<sup>3</sup> Children and young people are watching less commercial free-to-air television than ever, and they make up only a small proportion of Free TV's overall audience.

The 110,000 viewers aged 0-17 watching the 2013 Australian F1 GP represented only 8% of total

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<sup>1</sup> Source: Free TV Code Complaints database.

<sup>2</sup> Source: OzTAM, 1/1/13-16/4/13, Consolidated, (Live for Co-viewing data), five city metro.

<sup>3</sup> See Committee Inquiry Submission No. 9 – Free TV

viewers. 89,000 of those child viewers were co-viewing with an adult (about 8 out of 10 child viewers). Child Viewers (0-17) represented 7% of the total average audience for the Hopman Cup day sessions. By comparison the proportion for *MasterChef: The Professionals* (Sunday evenings) was 14%.

The fact that the small proportions of children mostly watch sport with an adult is particularly important. Parents or guardians are able to provide guidance to younger viewers. In contrast, the code anticipates that children may be watching dedicated children's programming without adult supervision. The Code seeks to balance placing restrictions on material not intended for children while enabling responsible viewing for the vast majority of the sporting audience who are adults.

With Free TV's proposed amendments to the Code for promotion of live odds during live sporting events, we consider the current regulatory arrangements reflect the appropriate balance.