

While I have a good number of concerns that fall under items (a) to (c) of the Terms of Reference, these appear to have been covered by other submissions. Accordingly, I restrict this submission to one matter, which clearly falls under item (d) - 'any other matters'.

My concern relates to situations where advertising content is inconsistent with program content. Technological advances in recent years has yielded hard disk or DVD recording systems (such as Foxtel's IQ and other branded PVRs), which are now used in a reasonably significant proportion of Australian homes (including ours).

My wife and I regularly use our system to record live sports and other non-adult programmes in the late evening or middle of the night, and watch them (often in the company of our young daughter) at a more sleep-friendly time. The problem is that the advertising content within some of these 'suitable for general viewing' programs is based on the 'time slot' rather than the program content. I refer to the likes of 'Sniff and Stiff' and 'Call 1300 Hot Babes', as examples.

I suggest that the Broadcasting Code must now acknowledge this technology and require advertising content to be consistent with program content, irrespective of the hour of day or night that a program is screened.

Regards

Gary Hunter