



## Trailers in cinemas and on TV: Parents up in arms

For as many years as ACCM can remember, parents have complained about being ambushed by trailers for upcoming TV programs or movies. They have objected strongly when they have chosen age-appropriate viewing only to experience the intrusion of content (ads and trailers) that was not.

The complaints have intensified as TV relaxed its rules and has allowed the promotion of M and MA15+ programs or movies in lower classified TV programs so long as the content of the trailer itself was not higher than the main program.

For many years, a visit to the cinema was seen as a safer environment as the rules did not allow the screening of trailers for films of a higher classification than the feature. This environment was undermined to some extent when it became permissible to screen trailers for films "yet to be classified" (known as CTC) so long as it had been judged that their classification was likely to be the same as the feature.

And more undermining could be under way. For many years the cinemas operators have wanted to have freedoms similar to those of TV, ie to be able to screen trailers for films classified higher than the feature so long as the content of the trailer itself matched the feature.

During the last month, ACCM decided to assess parents' opinions of such a move. A short survey publicised on at least 4 different parent websites, produced an avalanche of opposition. In just 24 hrs, 2000 responses had been received, with the final count at 2800 after 10 days. Respondents were from all states of Australia, predominantly female, with children under the age of 13 years.

Parents were most vocal, with 95% strongly agreeing, that they want to be able "to choose a movie outing that will be age-appropriate for my children, and so trailers should only be for films that have the same classification as the fea-

ture". Similar levels (91.5%) strongly agreed that a change would allow the promotion of films they did not want their children to see, and (88%) strongly agreed that such a change would mislead their children into thinking the films would be suitable for them.

Survey comments provided interesting reading revealing high concern about many CTC trailer (not seen to match the feature); the many parents who already book and choose to arrive late to avoid trailers, and the numbers who would choose to do so in the future.

Overall, parents showed more concern about present practices for screening trailers on television (77%) than in cinemas (23%). Parents thought that many TV trailers were unsuitable for the time of day that they were shown (84% strongly or somewhat agreed) and had content more adult than the program (89%). Comments included many complaining about trailers for the MA15+ horror movie "It", seen in early evening hours in programs such as The Block.

Ed: see ACCM's comments on such trailers at:

[childrenandmedia.org.au/taking-action/current-campaigns/scary-tv-and-movies-and-their-trailers-scare-children](http://childrenandmedia.org.au/taking-action/current-campaigns/scary-tv-and-movies-and-their-trailers-scare-children)

These findings provide a reason why many parents said that cinemas would be losing their present advantage over TV should trailers change, and that they would be more likely to stay home and watch movies on a streaming service.

The Minister with carriage of the decision about trailers in cinemas is Senator The Hon Mitch Fifield, Minister for Communications, Parliament House Canberra.

Note: The tables and background to the survey can be found at:

[childrenandmedia.org.au/news/news-items/2017/parents-trash-trailers](http://childrenandmedia.org.au/news/news-items/2017/parents-trash-trailers)

## New Australian campaign against junk food ads

Cancer Council NSW has launched 'Our Kids, Our Call' – a new campaign calling on the Federal government to take action and limit junk food advertising to children.

The Nutrition Program Manager at Cancer Council NSW, Wendy Watson, said that Australian children should be free from the manipulative tactics of junk food advertisers. She said that children are being bombarded with unhealthy food ads everywhere and that such advertising influences what foods children like, what they pester their parents to buy and what they want to eat.

The Council recently analysed advertising during popular prime time shows including Channel 9's Australian Ninja Warrior, which debuted in July 2017. The grand final of this show had over 10 junk food ads per hour and marketing tactics by the show's major sponsor, fast food giant KFC, were seen throughout the show. These included frequent shots of the audience waving KFC branded foam fingers. Large digital banners of the KFC logo appeared during a competitor's ninja run and the company slogan was frequently shown on the screen.

Other reality shows analysed included MasterChef Australia and The Voice Australia. MasterChef Australia was ranked the program most watched by children aged 0-14 years by a recent Australian Communications and Media Authority (ACMA) report and the analysis found children were exposed to an average of seven junk food ads per hour during this show. The Voice Australia, which was ranked the second most watched program, had an average of nine junk food ads an hour, compared to only one healthy food ad per hour.

People can find more information and sign up to join the new campaign at

[ourkidsourcall.com.au](http://ourkidsourcall.com.au)



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## EDITORIAL

### Parents trash trailers on TV: time zone troubles.

The comments offered by parents who responded to ACCM's recent online survey about trailers on TV and in cinemas, captured some very timely information about a range of issues.

As mentioned in our front page article this issue, parents commented (unprompted) about the screening on free-to-air TV, of trailers for the MA15+ classified horror movie *"It"*. See the extended Internet trailer at:

[youtube.com/watch?v=cdg193GvnBA](https://youtube.com/watch?v=cdg193GvnBA)

Parents reported seeing the "for TV" trailers (which could be different from the internet versions) in family-oriented shows such as Nine's *The Block*, in Seven's *Little Big Shots*, in "an early evening children's movie", "at 5pm", in "daylight hours", "at 7pm", "in the pre-8:30pm timeslot and that are typically family shows".

Now, while it was obviously not OK by these parents to show the trailers at these times, it could be that it was OK by the free-to-air Code of Practice (CoP) to do so.

The CoP rules around trailers are complicated (see Small Screen Feb 2016:

[childrenandmedia.org.au/assets/files/resources/small-screen/ss-316-Feb.pdf](http://childrenandmedia.org.au/assets/files/resources/small-screen/ss-316-Feb.pdf)

They allow trailers for M and MA15+ programs and movies to be shown in most programs (a few exceptions) provided that the content of the trailer is OK for the time zone.

There are no G time zones on TV anymore (just a few zones for children's programs). Most mid afternoon to early evening time zones are PG; the M time zone starts at 7.30pm, and MA15+ at 8.30pm. The CoP (at 2.4.1) does allow however, that the content of trailers in G or PG programs, that screen between 7.30pm and 8.30pm, should be no more than PG.

### Movies for the school holidays

This summary starts with a warning - the film *"It"* is not a film for children, despite featuring children, and being widely promoted just before the school holidays with images of a red balloon. *"It"* is rated MA15+ with the guidelines *Strong horror themes and violence*.

Fortunately there are more family-friendly films on offer.

There are three recently released G rated movies. Of these, *Captain Underpants* and *The Emoji Movie* are likely to be enjoyed by primary school-aged viewers, although some scenes make them less suitable for under fives. *Rip Tide* is aimed more at the tween and young teen age group and may lack interest for children under seven.

The recently released *Lego Ninjago Movie* is rated PG. Once again, it has some scenes that may be scary for the very young but is otherwise likely

So *The Block*, for example, is classified PG, screens at 7.30pm (an M time zone) but the content of any trailers should be no more than PG. *Little Big Shots* is classified PG, screens in PG time and so trailer content could be expected to be PG.



Barbara Biggins  
OAM  
Hon CEO

The contentious issue may well be whether the trailer content for *"It"* could be classed as PG. ACCM has found great difficulty in the past in having trailers, containing what to a child would be quite scary images, assessed by the industry or the ACMA as more than PG. This flies in the face of a considerable body of research, see

[childrenandmedia.org.au/assets/files/resources/small-screen/ss-320-June.pdf](http://childrenandmedia.org.au/assets/files/resources/small-screen/ss-320-June.pdf)

and defies parental experience of the effects of exposure to even very brief scary images on their children - images they couldn't have anticipated let alone give any parental guidance about.

What's to be done about this issue in particular? It would need any parents or carers who saw such trailers and who can recall the channel, date, and program, to lodge a complaint with the channel they were watching.

[freetv.com.au/Content/Common/OnlineComplaintStep1.aspx](http://freetv.com.au/Content/Common/OnlineComplaintStep1.aspx)

The process involves waiting for a reply from the network, and then sending the complaint on to the Australian Communications and Media Authority:

[acma.gov.au/Citizen/Complaints/TV-and-Radio-complaints](http://acma.gov.au/Citizen/Complaints/TV-and-Radio-complaints)

Telling ACCM about the complaint can also be useful:

[childrenandmedia.org.au/contact-us](http://childrenandmedia.org.au/contact-us)

to be enjoyed by both children and their parents and carers.

Read ACCM reviews of these films at :

[childrenandmedia.org.au/movie-reviews/](http://childrenandmedia.org.au/movie-reviews/)



**Little Big Shots  
International Film  
Festival for Kids  
in Adelaide**

**Friday 13th & Saturday 14th October, 2017**

**GU Film House (Adelaide City)**

[childrenandmedia.org.au/events/little-big-shots-film-festival](http://childrenandmedia.org.au/events/little-big-shots-film-festival)



# Clips 'n' Cuts

## small screen no. 345 September 2017

# DIGITAL DETOX

If you spend more time checking emails than the number of goals scored at your child's weekend soccer match, you may need to detox. If your toddler throws a techno tantrum when you try to get them to put their device down, they may need to detox. If a screen is the last thing your teenager looks at before going to bed, they may need a detox.

It's a battle cry in homes around Australia – "Put down your phone!" And it's not a problem restricted to the kids; parents, too, need to lay down their devices.

Your family has the opportunity to hit that reset button and take back control on the amount of time they spend staring at their screens. Digital Detox, introduced by Parentech last year, has this year attracted hundreds of Aussie techno dieters who will embark on a four-week program in an attempt to reduce their family's reliance on technology.

"Last year we asked parents what they were most concerned about when it came to technology and their response was overwhelmingly the amount of time their kids spend looking at screens," says Shelley Hill of the Australian Parents Council, which runs the program. "But most often the parents who sign up to the detox are also concerned about their own device overuse. That's why this program is not just aimed at the kids but the parents, too."

It's not just children who are addicted to their phones, tablets, computers and TV screens. Parents also need to put down their devices and reconnect with their families

WORDS MERCEDES MAGUIRE

All Australian teenagers, two-thirds of primary school aged children and one third of preschoolers own a digital device, a recent survey by the Royal Children's Hospital Melbourne found.

More concerning are the findings around parental control of children's devices with 85 per cent of parents admitting they use screens to keep children occupied and up to 50 per cent of toddlers and preschoolers using their devices without parental supervision.

"I don't know that device use is getting worse necessarily, but it is getting more complicated," Hill says.

"Children are expected to have devices at school nowadays but when that bell rings at the end of the school day, parents then become responsible for managing how and when they are used.

"We recognise that there are fantastic benefits to children using technology, but we still need help with how to balance device use," Kristy Goodwin is a digital parenting

educator and author of *Raising Your Child In A Digital World*. She says if parents are looking to reduce their family's screen time, "digital amputation" is not the answer.

"The idea of having no screens at all is not the answer," Goodwin says.

"We first need to acknowledge that screens are not toxic or a taboo subject, there's a lot of good that comes from screen time for kids.

"If a program is well-matched to your child, it can improve language skills, it can facilitate relationships via apps like Snapchat, it can help to teach abstract concepts in subjects like maths and science and it can compensate for fine motor skills.

"The real issue is how much of the screen time is dedicated to leisure and how much to education. The ratio should fall to education, but we all need a little downtime, too."

Goodwin says red flags for overuse of devices in families are:

1 If screens are replacing face-to-face relationships;

2 If play time and outdoor time is being sacrificed for screen time;

3 If you find it difficult to put your device down;

4 If you're missing out on basic needs, such as meals.

Goodwin adds the rise of techno-glect, the term used for parental neglect due to device use, has translated to a spike in playground injuries, proving the issue is not just with children. The effect overuse of devices has on the parent-child relationship is also worrying, she says.

"If we constantly succumb to the pull of our devices, it can affect our relationships," she says. "I've been guilty of checking an email while pushing my child on the swing.

"The idea is not to demonise parents but if children keep seeing us attached to our apps, how will they learn differently?

"A study was done where parents and children were observed in a food court and it found parents became increasingly frustrated with their children when the parent was on their device."

Hill says you can ease the family into a digital detox by implementing simple house rules, for example, no devices at the dinner table, no devices in the bedroom and don't speak to each other while looking at your device. ●

For more information visit [austparents.edu.au](http://austparents.edu.au)

SAWEEKEND 23 to 24 -9-17

## Debt takes fun out of Toys 'R' Us

Toys 'R' Us struggled with the rise of discounters like Wal-Mart Stores, Target, and Amazon; below, its giraffe mascot

LILLIAN RIZZO  
SUZANNE KAPNER

Toys 'R' Us, the rainbow-coloured toy emporium that for decades was the go-to spot for birthday and holiday gifts, filed for bankruptcy protection yesterday, undone by debt and the rapid shift to online shopping.

As part of the restructuring process, Toys 'R' Us plans to close some underperforming stores. Its remaining locations would be reconfigured to be more experienced-based, incorporating amenities such as in-store play areas, they added.

The company expects most of its stores will be open for the holidays and it will use a large bankruptcy loan to continue buying merchandise and funding its operations, the people said.

The company, which operates about 1700 stores around the world, was a classic example of a "category killer," a huge specialty store with low prices that squeezed independent shops.

It swallowed up several rivals that have themselves filed for bankruptcy protection, including FAO Schwartz and Kay Bee Toys, a mall-based chain that liquidated hundreds of stores before it was sold.

"They are the last major free-standing toy retailer in the US," said Jim Silver, the chief executive of TTPM, a website that reviews thousands of toys each year for consumers.

As the testing ground for new products, Toys 'R' Us often identifies hits before rivals, as it did with Zhu Zhu pets in 2009, Mr Silver said.

But like many other big-box chains, including Borders, Circuit City and Sports Authority, Toys 'R' Us struggled with the rise of discounters like Wal-Mart Stores and Target, and more recently, Amazon. It was late to develop and expand its e-commerce business and placed big bets on licensed toys for Star Wars and Lego movies that missed expectations.

The filing was triggered by vendors and suppliers tightening terms with the company ahead of the key holiday selling season, which accounted for 40 per cent of its \$US1.5 billion in

revenue last year. For the past several years, the company has lost money in each quarter except its holiday quarter. "None of the suppliers want this company to disappear, but they have a fiduciary responsibility to their own shareholders," said an insider.

The toy industry is in tumult. Lego earlier this month reported its first quarterly-sales decline in 13 years and announced plans to cut 8 per cent of staff.

Mattel, the maker of Barbie and Hot Wheels, replaced its CEO earlier this year after weak holiday sales. Shares of Mattel and Hasbro fell on Monday after *The Wall Street Journal* and others reported last week that Toys 'R' Us was preparing to seek bankruptcy protection before the holidays.

It is "probably a little bit of a perfect storm," said

Mark Carson, president of Fat Brain Toys, which began selling its educational and learning toys to Toys 'R' Us a little over a

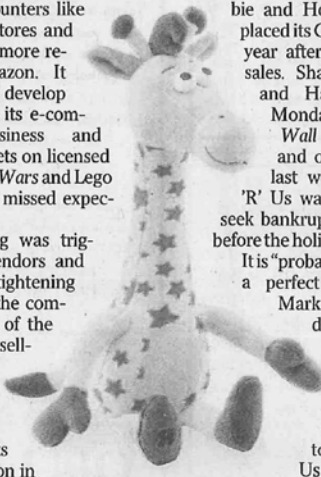
year ago. "There is a lot of general pressure on brick and mortar retail. They are obviously having to account for some of the sins of the past in their structure and financing."

The internet has reshaped the marketing of new toys. Companies once relied on TV commercials to generate excitement for that season's must-have items. But ratings for networks such as Nickelodeon and Cartoon Network have suffered as young viewers turn to commercial-free streaming services such as Netflix. Children don't have Facebook accounts, making it difficult for digital marketers to find ways to pick up the slack.

The Wayne, New Jersey, company had hired restructuring advisers at law firm Kirkland & Ellis and was working with Lazard to try to refinance its debt, which stood at about \$US5 billion as of the end of April. The company had planned to update investors next week.

A Toys 'R' Us restructuring would add to a list of more than 20 retailers, including RadioShack and Payless Shoes, that have filed for bankruptcy since the beginning of the year.

Another big-box chain, Staples, recently agreed to be taken private in a leveraged buyout.



# POOR VALUES PUT YOUNG AT RISK

*An appreciation of respect, empathy and consent helps counter online abuse*

JULIE INMAN GRANT



A recent incident involving students from St Peter's College in South Australia has caused us to again question whether the values of respect, empathy and consent are being imparted to our younger generation.

The Adelaide students now face criminal charges after reportedly filming and sharing humiliating, sexually explicit material during a private party. This practice is what we term image-based abuse — the antithesis of consent, empathy and respect.

While we often read about most the egregious cases, this malicious practice is becoming rampant in our society. Research findings released recently reveal that one in five Australians have experienced image-based abuse. This is up from one in 10 two years ago.

Modelling positive behaviour with our own technology use is paramount, as well as letting our kids know we will be there for them if something does go wrong online.

The education system is the secondary line of defence. We need to do a better job at consistently teaching online safety and respectful relationships education. At the school level, we need to work at stamping out all forms of technology-facilitated abuse and build that culture of mutual respect.

In short, the old boys need to teach the young boys new thinking around online respect and we need to reinforce that the mean girls who bully others are not the queen bees in the female student hierarchy.

**Image-based abuse victims often feel betrayed, violated and powerless**

The eSafety Office has been given national responsibility for tackling insidious online abuse. This includes developing a national online portal and reporting tool to help Australians access tangible support when intimate images or videos are shared without their consent. This will be rolled out in the coming months.

The need is urgent and compelling. Already this year my office has received more than 400 reports of image-based abuse through our hotline.

We know from testimonials that image-based abuse victims often feel betrayed, violated and powerless. Their images can spread like wildfire — on popular social media sites, via text or messaging apps and on websites that thrive from hosting this type of material where images of predominantly young women are collected and traded like footy cards.

For victims, it is not only the immediate hurt of this betrayal that is most concerning; it is that feeling of devastation and angst that never goes away. With image-based abuse, the targets don't know how widely their images have been viewed and where and when they will reappear in the future.

The disturbing behaviour we see playing out online reminds us that we are living in a very different time. Young people today have been exposed to far more graphic, sexualised and violent content in advertising, mainstream media and online than earlier generations ever were. This generation is taking sexualised media to a new level with its perfectly curated revealing selfies on Instagram and through the sharing of their supposedly temporary nudes over Snapchat.

Our challenge is to ensure that our enduring values of consent, respect and empathy are not extinguished from modern day human interaction online.

Parents have an important role to play in imparting these core values to their children and staying engaged in both their online and offline lives.

Across genders, this culture of incivility is not only evident in the actions of those taking and spreading this material but also in the passive inaction of onlookers and bystanders. While they may not be taking the images, they are enabling this practice by either on-sharing or not standing up against the abuse. Calling it out, speaking up and letting parents and teachers know when something rude, ugly and harmful is going on goes a long way in dissolving a culture of bullying and harassment.

Young people can also become part of the solution by understanding that seeking help in a time of online crisis is a sign of strength, not weakness. By telling a trusted adult, by reporting online abuse to the eSafety Office or by speaking to a support service like Kids Helpline, a young person is a step closer to finding relief from the abuse.

Ultimately, young people need to better understand the consequences of their online actions. What might seem like a bit of a laugh or the online boasting of a sexual conquest can have seriously devastating outcomes for not only the target of abuse but across the social fabric of the school or community. Those who perpetuate image-based abuse are also at-risk of criminal sanction.

We all have a responsibility to help shape the future citizens and leaders of tomorrow. Part of this is ensuring that universally shared values like respect are constantly reinforced in every aspect of their lives — online and offline.

For Australians experiencing any form of online abuse, including cyber-bullying, image-based abuse or child online exploitation (if a person under the age of 18 experiences image-based abuse or was under 18 at the time the image was taken), they can report it to the eSafety Office at [www.esafety.gov.au](http://www.esafety.gov.au).

*Julie Inman Grant is the eSafety Commissioner*

*The Australian 25-9-17*



# TV expert slams ACMA research

## EXCLUSIVE

STEPHEN BROOK  
TELEVISION

Prominent children's TV expert Patricia Edgar has launched a scathing attack on the media regulator, claiming a key report on the future of children's television was based on "appalling research".

The Australian Communications and Media Authority last month submitted the research report to the Department of Communications' Australian and

Children's Screen Content Review.

Commercial networks hope the review will recommend the scrapping of quotas into the amount of "C" children's programming and "P" preschool programs they broadcast.

The report — *Children's television viewing and multi-screen behaviour* — claims that "broadcast TV viewing remains an important part of the way Australian children and families access children's programming" and that children "are still watching programs specifically made for them" as "a

regular part of daily life". Ms Edgar, who was an architect of the C classification system but now argues the P and C quotas should be scrapped, told *The Australian* that the ACMA report is "absolutely appalling research".

The "children's programs" referred to in the report often fall outside the C and P programs, Ms Edgar said.

"This might be the feature film *Frozen* rather than a C-classified program. This research is not about those programs — it is about something very much broader, the notion that kids 0-14

would watch children's programs on any format," she said.

The ACMA report shows that children up to 14 years old prefer reality TV and light entertainment shows such as *MasterChef* and *The Voice*.

It says the top 10 children's programs viewed by the 0-14 group are younger children's programs, such as *Play School Celebrity Covers* and *The Wiggles Meet the Orchestra*.

"The report does not spell out the fact that quota programs don't feature highly in children's viewing, unless they are overseas pro-

grams made for the younger audience, usually in the UK. So the main finding of the report is, to say the least, misleading," Ms Edgar says in a discussion paper co-written in conjunction with her husband, Don Edgar.

"This research would not make the grade in an undergraduate class on survey research," Ms Edgar, founding director of the Australian Children's Television Foundation, writes in her submission to the review.

"The study does show clearly that kids now spend more time online than they do watching tele-

vision, but the research is so poorly designed and reported that it is misleading."

But Jonquil Ritter, executive manager, content safeguards branch at ACMA, says the research is deliberately broad-ranging.

"The research looks at children television viewing and multi-screen use generally. If it was going to be confined to C and P classification programs, which ACMA does report on regularly, you wouldn't be able to see more broadly how children behave.

*Continued on Page 26*

*Continued from Page 24*

"I think in the report it is quite clear when we are talking about programs that children are watching generally and the C and P programs."

Edgar criticises the ACMA report for combining children into a single 0-14 age group, when children's viewing patterns change radically as they age.

Preschoolers' viewing is under the control of their parents, while five to seven-year-olds retain the viewing patterns of preschoolers. Eight to 12-year-olds search for more stimulating fare and when children reach puberty they move to mobile devices.

"The report shows no understanding of this difference and thus it fails to offer any meaningful data on trends away from



**Play School in ACMA's top 10**

scheduled free-to-air viewing overall."

But Ms Ritter said quite a lot of the report was broken down into specific age groups of 0-4, 5-12 and 13-17. "The 0-14 age group is supplied by the OzTAM ratings agency. It is broken down into smaller groups where it is possible and useful to do so, such as on

pages 7, 9, 11, 13, 14, 17, 21, 25 and in many of the tables and figures in Appendix A of the report. But you have to have sufficient numbers for it to be meaningful data," Ms Ritter said.

Ms Edgar writes: "For the Australian and Children's Screen Content Review to be informed about the value of P and C classified programs, ACMA really needs to get its research questions and policy issues sorted out better than this. The 2017 research report reads like an exercise in obfuscation.

"The real trends in Australian children's TV viewing and kids' interest in quota programs get little clarification from this report. Their very absences from viewing patterns suggest the current regulated Australian programs have little relevance for children's viewing."

# TV remains most switched-on for sales results

## EXCLUSIVE

DARREN DAVIDSON  
ADVERTISING

Facebook, Snapchat and Google's YouTube might generate all the buzz these days through claims of billions of daily video views but television remains the main game in town when it comes to the performance of marketing campaigns in the \$15 billion Australian ad industry.

Despite increased competition from digital channels, streaming services and ad skipping, television delivers nearly twice the sales uplift of search marketing activity.

That's the verdict of a \$1 million study commissioned by

industry group ThinkTV. It found that television is the most efficient media channel for brands across four key advertiser categories: fast-moving consumer goods (FMCG), automotive, finance and e-commerce.

Research firm Ebiquity crunched the numbers contained in three years of sales data from 21 advertisers including Unilever, Pfizer and Kimberly-Clark.

In an excerpt of a study that will be officially unveiled this Thursday at the ReThinkTV industry conference, Ebiquity managing director Richard Basil-Jones outlined the main findings, including:

Media investment across all sectors generated an average sales return on investment of \$1.30 for every dollar invested by FMCG

brands, \$5.90 for automotive, \$1.80 for e-commerce and \$2 for finance.

Across the sectors, television generated the greatest return on investment by sales in FMCG, automotive and finance.

Television has the strongest retention rate of all media at 68 per cent, followed by out-of-home, print, online display, radio, search and online video.

Finance advertisers have, on average, over-invested in online display formats, which has been a large part of their combined media spend but has generated the lowest return on investment.

Mr Basil-Jones said: "On aggregate, TV emerges as the clear winner across all of industry, which is a testament to its enduring power for brands."

The findings come as tech giants such as Facebook and Google step up their efforts to win over a bigger slice of television ad budgets, and advertisers continue to push for cost savings by reducing ad spending.

The free-to-air television ad market is set to shrink at a compound annual rate of 4.7 per cent over the next four years to \$2.9bn in 2021, from \$3.8bn last year, according to PwC.

In a world of zero-based budgeting, where finance managers plan each year's budget as if starting their marketing department from scratch rather than adjusting the previous year's spending, there is a bigger focus at the corporate level on short-term measures like return on investment.

## Putting ideas into action

Families, ABC Kids and true crime podcasts are some ideas that won big at the ABC's Great Ideas Grant, the \$20 million content fund ABC managing director Michelle Guthrie launched in March. "All ABC employees had the opportunity to vote and give feedback on the pitches," Leisa Bacon, ABC director of audiences, told *Diary*. ABC executives selected a shortlist and the 11 winning teams pitched the ideas to the audiences committee of content directors as well as Guthrie and Bacon. The 11 successful initiatives

are multi-platform. A broad journalism project around families won the largest grant, while a true crime podcast series off the back of the *Trace* podcast, which has had 1 million downloads, gained funding. Another project will see the creation of an audio version of ABC Kids.

*The Australian 11-9-17*

# Movie trailer changes could 'harm' children: claim

■ Karl Quinn

Children could suffer lasting psychological damage if proposed changes to cinema trailer classifications are approved, a child protection group claims.

The Australian Council on Children and the Media, which runs the Know Before You Go movie review service for parents, has drawn attention to a proposal now before Communications Minister Mitch Fifield that seeks to allow trailers for M-rated movies to be screened before movies rated PG, so long as the trailers themselves are rated, or likely to be rated, PG.

Parenting expert Steve Biddulph,



a patron of the ACCM, on Wednesday urged his 170,000 or so Facebook followers to complete a survey posted by the group seeking views on the matter.

In its first 24 hours, the survey has drawn about 2300 responses from

concerned parents; the group's last survey received 1000 responses in two months.

The ACCM's Barbara Biggins claims the proposed changes could "create a misleading idea of what the film is about", and might generate "an extremely scary experience that doesn't bother an adult but may stay with a child".

There is also a "philosophical issue" in the proposed change, she said. "Having chosen my entertainment and paid for it, I don't want M-rated movies being marketed to my child."

Lesley-Anne Ey, a lecturer in child development at the University of South Australia, argues the pro-

posed changes "place children at risk of being exposed to adult content" that "can have a huge impact on their psyche".

She cites the example of her own daughter, then aged five, who was watching *Sesame Street* when the signal was interrupted to bring footage of the 9/11 attacks.

Though trailers are unlikely to feature such traumatic images linked to real-world events, Ms Ey believes a PG-rated trailer for an M-rated film is a form of "false advertising".

"It indicates that the content is going to be child-friendly, when in fact it is not."

But the organisation behind the proposed change says such concerns

are misplaced. "This is something we've been pushing for close to eight years," Motion Picture Distributors Association of Australia spokeswoman Lori Flekser said.

"Trailers are available across the internet; cinema is one of the last places they are regulated. During school holidays it really restricts the ability to trailer films that are coming up after the holidays, which are primarily M-rated," she said.

Ms Flekser cited the example of *Lion*, a PG-rated film whose audience was primarily adult, and the inability of the distributor of *Jasper Jones*, which was rated M, to target that same audience by screening its trailer before it.

*The Age 8-9-17*

## NEW PUBLICATIONS

## ADVERTISING

Cosenza, E.L., et al, 2017  
**Analysis of food advertising in children's tv programming.**  
*FASEB J* 31, 45.2-45.2.

Dixon, H., et al, 2017  
**Food marketing with movie character toys: Effects on young children's preferences for unhealthy and healthier fast food meals.**  
*Appetite* 117, 342-350

Mhurchu, C., et al, 2016  
**Protecting New Zealand children from exposure to the marketing of unhealthy foods and drinks: a comparison of three nutrient profiling systems to classify foods**  
*NZ Med J* 129.1441 41-53.

Swinburn, B., et al, 2017  
**Proposed new industry code on unhealthy food marketing to children and young people: will it make a difference?**  
*NZ. Med. J* 130, 94-101.

Vandevijvere, S., et al 2017  
**Unhealthy food marketing to New Zealand children and adolescents through the internet.**  
*Faculty of Social Sciences - Papers* 32-43.

## CHILDRENS TELEVISION

Hahn, L., et al, 2017  
**The importance of altruistic versus egoistic motivations: a content analysis of conflicted motivations in children's television programming.**  
*Communication Reports* 30, 67-79.

Potter, A., 2017  
**Funding contemporary children's television: How digital convergence encourages retro reboots.**  
*International Journal on Media Management* 19, 108-122.

## COMPUTERS &amp; INTERNET

Camerini, A.-L., Schulz, P.J., Jeannet, A.-M., 2017  
**The social inequalities of Internet access, its use, and the impact on children's academic performance: Evidence from a longitudinal study in Switzerland.**  
*New Media & Society*  
 1461444817725918.

Holloway, D, Green, L., 2016  
**The Internet of toys.**  
*Communication Research and Practice* 2.4: 506-519.

## HEALTH

Işık, B., Ayaz Alkaya, S., 2017  
**Internet use and psychosocial health of school aged children.**  
*Psychiatry Research* 255, 204-208.

Howie, E.K., et al, 2017.  
**Head, trunk and arm posture amplitude and variation, muscle activity, sedentariness and physical activity of 3 to 5 year-old children during tablet computer use compared to television watching and toy play.**  
*Applied Ergonomics* 65, 41-50.

## MOBILE PHONES

Langer, C.E., et al, 2017  
**Patterns of cellular phone use among young people in 12 countries: Implications for RF exposure.**  
*Environment International* 107, 65-74.

## SOCIAL &amp; EMOTIONAL DEVELOPMENT

Abdullah, M, Rahman, N., 2017  
**Effects of TV crime shows on behavioural development of children.**  
*SHS Web of Conferences. Vol. 33. EDP Sciences.*

Dawson, R.S., 2017  
**Talking to adolescents about social media.**  
*Pediatr Ann* 46, e274-e276.

Khan, K.S., et al, 2017  
**Association between television viewing and parent-child reading in the early home environment.**  
*Journal of Developmental & Behavioral Pediatrics* 38, 521-527.

Kleemans, M., Schlindwein, L.F., Dohmen, R., 2017  
**Preadolescents' emotional and prosocial responses to negative tv news: investigating the beneficial effects of constructive reporting and peer discussion.**  
*J Youth Adolescence* 46, 2060-2072.

Neuman, S.B., Wong, K.M., Kaefer, T., 2017.  
**Content not form predicts oral language comprehension: the influence of the medium on preschoolers' story understanding.**  
*Read Writ* 30, 1753-1771.

Slater, A., et al, 2017.  
**More than just child's play?: An experimental investigation of the impact of an appearance-focused internet game on body image and career aspirations of young girls.**  
*J Youth Adolescence* 46, 2047-2059.

Taylor, G., Monaghan, P., Westermann, G., 2017.

**Investigating the association between children's screen media exposure and vocabulary size in the UK.**  
*Journal of Children and Media* 0, 1-15.

## VIOLENCE

Dillon, K.P., Bushman, B.J., 2017.  
**Effects of exposure to gun violence in movies on children's interest in real guns.**  
*JAMA Pediatr.* doi:10.1001/jamapediatrics.2017.2229

## EVENTS

**The Office of the eSafety Commissioner and Netsafe NZ are co-hosting:**

**Online Safety on the Edge**

**1 – 3 November 2017  
 Hilton, Sydney.**

[esafety.gov.au/on-the-edge-17](https://esafety.gov.au/on-the-edge-17)

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**Live Wires Forum**

**24-25 November 2017**

**Moonee Valley Racing Club,  
 Melbourne**

**A two-day professional development event connecting the latest thinking in early childhood theory, practice and pedagogy in digital technologies, with hands-on practical sessions. An opportunity to connect with other educators and experts. The forum will cover areas of challenges and concerns, current and future directions.**

[earlychildhoodaustralia.org.au/events/live-wires-forum/](https://earlychildhoodaustralia.org.au/events/live-wires-forum/)

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**Children's Media Symposium:  
 From Print to Screen**

**24-26 November, 2017**

**University of the Sunshine Coast,  
 Queensland, Australia**

[childrensmediasymposium.net](https://childrensmediasymposium.net)



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## WORLD NEWS

## The effects of guns in movies

Every day in the United States, nearly 40 children are shot and more than 1.7 million children live in a home with unsecured guns.

Given these figures, a new US study by researchers from Ohio State University set out to find the immediate effects of exposure to movie characters with guns on children's unsupervised play with guns.

The randomized study included 104 children aged 8 to 12 years who were tested in pairs. They were randomly assigned to watch a movie clip containing guns or a movie clip not containing guns. They were then provided with a selection of toys to play with which included a real, but disabled gun

Children who viewed a PG-rated movie containing guns played with the real gun longer and pulled the trigger more times than did children who viewed the same movie not containing guns.

The researchers say that despite the limitations of such a study, the connection shown in this experiment is a compelling start to a broader conversation on the various factors that can increase a child's interest in guns and violence, including gun violence in movies.

Dillon, K.P., Bushman, B.J., 2017. **Effects of exposure to gun violence in movies on children's interest in real guns.** *JAMA Pediatr.*

<http://jamanetwork.com/journals/jamapediatrics/fullarticle/2654597>

## ***The New Normal: Parents, teens and digital devices***

This report from the USC Annenberg School for Communication and Journalism is based on an April 2017 national online survey of the media habits and attitudes of Japanese parents and teens age 13 to 18. The sample included 600 children and their parents. In the survey, parents and teens were asked about their own media habits, and those of their family members. A key question was the degree to which Japanese teens and parents feel distracted by — and even addicted to — their mobile devices and the amount of conflict this caused in families.

Once collected, the data was compared to the results of research briefs conducted by the US based organization, Common Sense Media - *The Common Sense Census: Plugged-In Parents of Tweens and Teens* and *Technology Addiction*.

In addition to tracking addiction, distraction and conflict, the study also explored questions related to the potential benefits of device use, as well as ubiquity and usage.

Results from the two countries were very similar in most areas, but US parents seemed to have a much more positive view of technology. Compared to 25% of Japanese parents, most American parents (88%) had an optimistic view of the benefits of technology, including mobile devices, in terms of helping their children acquire new skills.

[http://assets.uscannenberg.org/docs/CS DigitalDevicesJapan v8 press.pdf](http://assets.uscannenberg.org/docs/CS%20DigitalDevicesJapan%20v8%20press.pdf)

### Children's knowledge and judgment of new advertising formats

Contemporary advertising is decreasingly about influencing children through persuasive messages and increasingly about influencing them through a number of new advertising tactics.

A new Belgian study set out to find out how children might cope with advertising by understanding and evaluating the new advertising tactics.

Working with 12 focus groups involving 60 European children aged between 9 and 11, the study investigated children's advertising literacy by exploring their knowledge of, and reasoning about, new advertising formats.

In particular, insight is provided into children's critical reflection on the tactics of brand integration, interactivity and personalization in the advertising strategies, brand placement, advergames and retargeted pre-roll video ads on social media.

The study showed that while children do not necessarily spontaneously do so, they appeared to have the ability to understand the tactics used by advertisers and formed judgments about their appropriateness.

De Pauw, P et al (2017). **From persuasive messages to tactics: Exploring children's knowledge and judgment of new advertising formats**. Presented at the The 67th Annual Conference of the International Communication Association.

<https://biblio.ugent.be/publication/8526668>