



No. 350 March 2018

March 30: revised sports betting ads start

The Australian Communications and Media Authority (ACMA) has approved and released the revised Commercial TV Code provisions governing gambling ads in live sports broadcasts. They commence on March 30 2018.

In summary, there will be no betting ads in live sports on free-to-air TV between 5am and 8.30pm.

These provisions reflect the undertaking made by Minister for Communications Mitch Fifield back on May 5 last year, in response to the strong public outcry about the all-too-frequent exposure of the young to TV ads which promoted gambling.

www.communications.gov.au/sites/g/files/net301/f/factsheet_gambling_advertising.pdf

It has taken nearly 11 months for actual change to Commercial TV Codes to be implemented, with the long delay due to a number of factors:

- the industry had demanded and got a reduction in TV licence fees to compensate for the loss of ad revenue;
- it was waiting for a package of media reform legislation to pass Federal Parliament (late October);
- it then started (Nov 2017) a consultation process with the public about the proposed changes;
- FreeTV was then required under s 123(4)(b)(iii) of the Broadcasting Services Act to send the proposed Code revisions to the ACMA for approval and release:

www.acma.gov.au/Industry/Broadcast/Television/Advertising/new-gambling-advertising-rules-during-live-sports

The latter process included FreeTV satisfying the ACMA that the Code changes include appropriate community safeguards for the matters covered, and the public had had an adequate opportunity to comment on the proposed Code.

The public submissions to the FreeTV consultation included strong representations from the Alliance for Gambling Reform, and from the Victorian Responsible Gambling Foundation. They both argued (as did ACCM in a letter to Minister Fifield

back in April last year) that 8.30 pm was too early to allow betting ads especially during weekend sports, with the vulnerable teenage audience highly likely to be watching well after 8.30pm. Further, they argued that a start time of 8.30pm (if accepted) should apply no matter in which state viewers were watching (a provision not previously in the proposed Code).

The outcome? For Free to Air TV the time that betting ads can start will be 8.30 pm in the time zone of the viewer.

Tots and Tech: challenges for early childhood in a digital age



Friday 18 May, 2018, 9am-4:30pm
Hedley Beare Centre
51 Fremantle Drive, Stirling ACT

MORE INFORMATION

childrenandmedia.org.au/events/accm-seminars

There was a separate review of the Codes of the pay-TV services. The outcome is that generally the applicable time zone will be that of Australian Eastern Standard (or Daylight) Time no matter where the actual sporting event is taking place. This is because the argument was made and accepted that ads are usually inserted nationally. There may be a variation if a channel has broadcast differing content in different geographical areas, or delivers addressable advertising*.

The rules that will apply to online/ streaming services have been the subject of separate legislation and a Senate review. ACCM's submission to this review can be found here:

childrenandmedia.org.au/assets/files/news/submissions/2018/accm_-submission_sports-betting_2018.pdf

The Senate Committee reported on Feb 12 and the Bill has now passed both Houses (28 March):

www.aph.gov.au/Parliamentary_Business/Committees/Senate/Environment_and_Communications/CommsOnline-ContentBill/Report

The Committee agreed with the overall approach and drafting of the bill. It noted that online services are not currently subject to any gambling promotion restrictions, and that the amendments extend the restrictions that currently apply to the broadcast of gambling promotional content during live sport to the online environment. In doing so, it ensures that there is a level playing field between competing services and platforms, and that the ACMA becomes the single, independent regulator for both broadcasters and online content service providers in relation to gambling promotional content.

The Labor Committee members issued a separate report lamenting the slow progress of the Govt in implementing change. The Greens member found the Bill inadequate to prevent significant harms.

ACCM remains concerned about this issue. Exposure to gambling advertising is contributing to future problem gamblers in Australia by setting up pathways that become the norm for adult behaviour. The research on gambling advertising and on family co-viewing justifies strong government action on betting ads in both terrestrial and online media, up to and including an outright ban.

*addressable advertising see:

www.thinkwithgoogle.com/marketing-resources/addressable-tv-advertising-personal-video-experience/

STOP PRESS

The ACMA has just announced a period for consultation on new rules for online services

www.acma.gov.au/



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small screen

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EDITORIAL

The uncertain future of Australian content

The future of Australian children's and Australian content quotas remains in limbo as the Minister for Communications Mitch Fifield continues his stance of not releasing the report of the Government Inquiry conducted by the Department of Communications, the Australian Communications and Media Authority and Screen Australia. This Inquiry took submissions from the TV networks, the production industry and the community until late September last year.



Barbara Biggins
OAM
Hon CEO

www.communications.gov.au/have-your-say/australian-and-childrens-screen-content-review

Similar territory was canvassed in the House Standing Committee on Communications and the Arts inquiry into: Factors contributing to the growth and sustainability of the Australian film and television industry. Its findings were released in December.

www.aph.gov.au/Parliamentary_Business/Committees/House/Communications/AustralianfilmandTV/Report

Throughout these inquiries the production industry and community groups have strongly argued for the importance of keeping Australian stories on our screens (on commercial TV, the ABC and the new services), especially for our children.

But we're not confident of achieving that outcome.

On 29 March, the *Make it Australian* campaign formally wrote an open letter, signed by over 250 sector workers, to federal parliamentarians which said:

WE are storytellers – writers, producers, directors, casts and crews who make screen stories that honour past Australians and connect present and future generations to our history and to our values.

YOU are elected representatives – the custodians of Australia's stories, our unique culture. You create the environment within which our nation's stories thrive or die.

Ours is a partnership. And we need your help.

Our ability to keep telling Australian stories on screen is at risk, our voices in danger of being drowned out by a deluge of overseas content.

And if our nation's stories aren't told, they die. And when they die, future generations won't know who we are and what makes us us.

That's why we need to 'Make it Australian'.

We need:

- 1. Australian content rules to evolve, to cover new media like Netflix, Amazon, Telstra TV, telcos and ISPs;*
- 2. Competitive tax incentives; and*
- 3. Well-funded public broadcasters and screen agencies.*

Then we can compete. Australians telling the diverse stories of our people, our country.

We call on parliamentarians, the custodians of our uniquely Australian stories, to commit to growing our screen industry so that our Australian stories will be told to our children, grandchildren and the generations of Australians that follow.

And so say all of us.

NEW BOOK

The Art of Screen Time

How your family can balance digital media and real life

Anya Kamentz

Today's babies often begin interacting with screens at around four months old. But is this good news or bad news? In this book Anya Kamentz--an expert on education and technology, as well as a mother of two young children--takes a practical look at the subject.



www.amazon.com/Art-Screen-Time-Balance-Digital/dp/1610396723

NEW PUBLICATIONS

ADVERTISING

Borzekowski, D.L.G., Pires, P.P., 2018.
A six country study of young children's media exposure, logo recognition, and dietary preferences.
Journal of Children and Media 0, 1–16.

Eagle, L., Dahl, S., 2018.
Product placement in old and new media: examining the evidence for concern.
J Bus Ethics 147, 605–618.

Naderer, B., et al, 2018.
Children's attitudinal and behavioral reactions to product placements: investigating the role of placement frequency, placement integration, and parental mediation.
International Journal of Advertising 37, 236–255.

HEALTH

Akacem L., Wright K., LeBourgeois M., 2018.
Sensitivity of the circadian system to evening bright light in preschool-age children.
Physiological Reports 6, e13617.
doi.org/10.14814/phy2.13617

Ghobadi S., et al, 2017.
Association of eating while television viewing and overweight/obesity among children and adolescents: a systematic review and meta-analysis of observational studies.
Obesity Reviews 19, 313–320.

Lee, J., Kubik, M.Y., Fulkerson, J.A., 2018.
Media devices in parents' and children's bedrooms and children's media use.
American Journal of Health Behavior 42, 135–143.

Nathanson A., Beyens I 2018.
The role of sleep in the relation between young children's mobile media use and effortful control.
British Journal of Developmental Psychology 36, 1–21.

INTERNET

Livingstone, S., Mascheroni, G., Staksrud, E., 2018.
European research on children's internet use: Assessing the past and anticipating the future.
New Media & Society 20, 1103–1122.

McInroy, L.B., Mishna, F., 2017.
Cyberbullying on online gaming platforms for children and youth.
Child Adolesc Soc Work J 34, 597–607.

MEDIA & CHILD DEVELOPMENT

Scarf, D., Hinten, A.E., 2018.
Television format and children's executive function.

Pediatrics e20172674.
<https://doi.org/10.1542/peds.2017-2674>

Schmitt, K.L., et al, 2018.
Learning through play: The impact of web-based games on early literacy development.
Computers in Human Behavior 81, 378–389.

MOBILE PHONES

Eisenhart, M., Allaman, E., 2018.
Text messaging in the school lives of American high school girls.
Ethnography and Education 13, 235–253.

Reed, J., Hirsh-Pasek, K., & Golinkoff, R. M. (2017).
Learning on hold: Cell phones sidetrack parent-child interactions.
Developmental Psychology, 53(8), 1428–1436.

PARENTAL MEDIATION

Lee, E.-Y., et al, 2018.
Role of parental and environmental characteristics in toddlers' physical activity and screen time: Bayesian analysis of structural equation models.
International Journal of Behavioral Nutrition and Physical Activity 15, 17.

Mares, M.-L., et al, 2018.
A house divided: Parental disparity and conflict over media rules predict children's outcomes.
Computers in Human Behavior 81, 177–188.

SOCIAL IMPACTS

Bamford, A., 2017.
Putting the focus on children as deliverers of new technologies.
Learning Landscapes 11, 1, 13–18.

Hawley, E., 2018.
Children's television, environmental pedagogy and the (un)natural world of dirtgirlworld.
Continuum 32, 162–172.

Lauricella, A. R., et al 2018.
Exploring how teens and parents responded to 13 Reasons Why: Global Report.

Evanston, IL: Center on Media and Human Development, Northwestern University

Roni, S.M., Merga, M.K., 2017.
The influence of device access and gender on children's reading frequency.
Public Library Quarterly 36, 334–348.

Stemers, J., 2017.
Public service broadcasting, children's television, and market failure: The case of the United Kingdom.
International Journal on Media Management 19, 298–314.

VIDEO GAMES

Drummond, D., et al., 2018.
Serious video games in pediatrics.
Arch Pediatr 25, 48–54.

Gabbiadini A., Riva P., 2017.
The lone gamer: Social exclusion predicts violent video game preferences and fuels aggressive inclinations in adolescent players.
Aggressive Behavior 44, 113–124.

Greitemeyer, T., 2018.
The spreading impact of playing violent video games on aggression.
Computers in Human Behavior 80, 216–219.

VIOLENCE

Patton, D.U., McGregor, K., Slutkin, G., 2018.
Youth gun violence prevention in a digital age.
Pediatrics e20172438.
doi.org/10.1542/peds.2017-2438

EVENTS

Children's Screen Time Action Network Conference

The very first conference dedicated to reducing children's screen time!

April 20 -21, 2018
Wheelock College
Boston, Massachusetts

Early Childhood Australia Reconciliation Symposium

11–12 May 2018
Fremantle, WA

ecareconciliationsymposium.com.au/register/

ACTF comedy script-writing workshops for school students

By video in June and August for schools all over Australia

education@actf.com.au

Digital Media & Developing Minds

October 15-18 2018
Long Island New York

meetings.cshl.edu

AUSTRALIAN COUNCIL ON CHILDREN AND THE MEDIA
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WORLD NEWS

New BBC kids app

Kidscreen reports that the BBC is giving their child audiences more ways to create and share interactive content, the UK broadcaster BBC has launched CBBC Buzz, a new free app for under-13s featuring short videos, GIFs, challenges, quizzes and memes.

The 'kid-safe' platform will offer 40 new pieces of content per day in two daily content drops, before and after school.

As with other existing social networks, children will be in charge of their own feed by choosing their favorite CBBC shows and the topics they want to follow. Also, with parent permission, children can take part in challenges based on series like Danger Mouse, and The Blue Planet.

Kids can express opinions on any piece of content through expressive emojis, and tap on icons to see what other users have posted in response to a challenge. To ensure age-appropriateness, in addition to parental controls, there will be a moderation team to approve or decline user-generated content.

To help users navigate online risks like cyber-bullying, online privacy and malware, the app features content from the BBC's new website Own It.

The arrival of CBBC Buzz follows the broadcaster's recent admission that it is losing young viewers to other social media platforms like YouTube and streaming services such as Netflix.

<http://kidscreen.com/2018/04/06/bbc-releases-sharing-app-for-under-13s/>

Two thirds of young children do not do enough physical activity

The largest global study to examine physical activity in children aged between two and five years old has found that 66 per cent of Western Australian children are not getting the nationally recommended three hours of daily physical activity needed for their growth and development.

The PLAYCE study, led by The University of Western Australia tracked the physical activity of 1600 children from more than 100 Perth early childhood education and care services over the past two years.

UWA lead researcher Associate Professor Hayley Christian said the findings indicated the average daily physical activity on care and non-care days combined was 150 minutes in toddlers and 174 minutes in preschoolers. In comparison, over an 8-hour day at early childhood education and care the activity was only 123 minutes for toddlers and 139 minutes for preschoolers.

Associate Professor Christian said the study also found only 16 per cent of early childhood education and care services had a written physical activity policy in place.

The team are currently working with the early childhood education and care sector to trial professional development programs that will create more physical activity opportunities for children attending care.

<http://www.news.uwa.edu.au/2018040610512/research/two-thirds-young-children-do-not-do-enough-physical-activity>

Family rules and screen use

In order to understand how rules for electronic gadgets work in families, researchers from the University of Michigan and the University of Washington asked 249 families with 10- to 17-year-old children about their household rules.

Of special interest were the kids' expectations for their parents' technology use. Overall, children said they wanted their parents to cut back on their tech time, becoming more moderate in use and more in balance with other activities.

Many children agreed with parents that there should be no technology at all in certain situations, such as mealtime and when they were trying to have a conversation with their parents.

Children also said that parents should 'practice what they preach', for example no texting while driving, even when sitting at a red light.

Children were also concerned about oversharing by their parents, saying that parents shouldn't feel free to post information about their children without their approval.

Parents in the survey tended to not be concerned about different rules for parents and children. Children, however, saw that as hypocritical. They also said it was easier to follow the rules when they applied to parents and kids alike.

<https://health.usnews.com/health-care/articles/2018-04-09/what-your-kids-want-to-tell-you-about-social-media>