

## APPENDIX 4

### Expenditure by Commercial Television on Australian Programs

	92/93	93/94	94/95	95/96	96/97	change 95/96 - 96/97
Aust Drama	89.0	72.6	72.8	77.2	73.8	-4.4%
Children's Drama	4.4	3.0	4.4	7.0	7.8	11.3%
Documentaries	17.9	19.3	24.0	24.0	13.3	-44.7%
<b>Total Australian</b>	<b>517.6</b>	<b>469.9</b>	<b>477.4</b>	<b>504.0</b>	<b>549.6</b>	<b>9.0</b>
Foreign Drama	164.9	160.9	183.4	174.2	199.6	14.6
<b>Total OS</b>	<b>183.2</b>	<b>184.1</b>	<b>200.6</b>	<b>196.5</b>	<b>214.9</b>	<b>9.4</b>
<b>Total Spending</b>	<b>700.7</b>	<b>654.0</b>	<b>678.0</b>	<b>700.6</b>	<b>764.5</b>	<b>9.1</b>

Source: ABA Broadcasting Financial Results 1996/97

Note: The figures for children's drama in 1995/96 reflects the increases in the children's drama quota introduced then. Prior to 1996 the requirement for first release children's drama was 16 hours and there was no requirement as there is now for 8 hours of repeat children's drama.

## APPENDIX 5

### CONTENT REGULATION ELSEWHERE

#### Europe

The main instrument of regulation is the European Council directive "Television without Frontiers" of 1989 (Directive 89/552/EEC).

Article 4 requires that where practicable a majority of transmission time should be reserved for European programs.

In addition, article 5 requires that at least 10% shall be devoted to European work produced by independent producers.

From its monitoring the EC reported that the vast majority of broadcasters complied with both requirements.

The requirements set out in the European directive are the minimum to be adopted by the member states. Additional provisions that are not in conflict with the Directive may be implemented.

Article 3 says member states are "free to require television broadcasters under their jurisdiction to comply with more detailed or stricter rules in the areas covered by this directive".

The following is a selection of countries where additional content regulation has occurred.

#### Denmark

At least 50% of programs must be of Nordic origin (in addition to European directive).

#### France

50% of prime time (6.00pm to 11.00pm each day and 2.00pm to 6.00pm on Wednesday) must be original French language works and an additional 10% must be works from European Commission countries.

#### Italy

At least 50% of all movies screened must be European, of which half must be Italian.

#### Spain

51% of transmission time must be for European works. At least half of the 51% must be in Spanish or one of the other official languages of Spain.

### United Kingdom

Non-European works are limited to less than 50% of the broadcasting time.

For Channel 3 (Independent Television Commission) 65% of programs, including repeats, must be originally commissioned rather than acquired by the channel. Channel 3 licence specifies there must be minimum quantities of particular types of programs.

Both channel 3 and 4 have to devote a majority of their transmission time to European material, including 25% of independently produced programs.

Plus, there continues to be an implicit uncodified 86% British Quota (Jacka & Cunningham p127).

### Canada

60% of total transmission time has to be Canadian.

In addition there are Canadian content requirements for prime time (6.00pm to midnight) as follows;

- public licensees- 60%
- private licensees- 50%

Source: Franco Papandrea 1997 "Cultural Regulation of Australian Television Programs," Bureau of Transport and Communications and Economics, AGPS Canberra.

## APPENDIX 6

**Table 1 - NZOA TV Program Funding 1995/6 & 1996/7**

	hours	'96/97 funding (\$000)	% of total production cost	hours	'95/96 funding	% of total Production Cost
Drama/						
comedy	62	\$15,998	55%	77	\$13,914	60%
Documentaries	99	\$9,758	62%	107	\$9,329	71%
Children and young persons	410	\$10,790	78%	391	\$9,179	79%
Special interest programs	204	\$10,790	85%	247	\$11,755	80%
Total production funding	775	\$44,841		822	\$44,177	
Plus development funding		\$260			\$751	
Total television funding		\$45,101			\$44,928	

Source: NZ on Air Annual Reports 1995/6 p x and 1996/7 p.x (put in page

**Table 2 - NZOA Subsidised Television Program Funding 1990-1997 (Hours)**

Program Type	1990	1991	1992	1993	1994	1995	1996	1997
Drama	49	77	187	213	229	218	77	62
Documentaries	60	119	112	214	200	169	107	103
Children's	162	283	410	447	476	469	391	410
Maori	74	118	145	118	116	n/a	n/a	n/a
Special interest	189	91	90	134	148	210	247	204
Total	534	688	944	1126	1169	1066	822	779

Source: NZOA Annual Reports 1994/95 (p37), 1995/96 (p38), 1996/97 (p27)

NOTE: Since 1994 most support for Maori programming has been through NZ On Air to Te Manga: Paho, the separate and independent Maori broadcasting funding agency - hence these figures are not now published in NZ On Air Annual Reports.