

Foxtel – Post-hearing responses
Inquiry into the Alcoholic Beverages Advertising Prohibition Act 2015
22 December 2017

SUPPLEMENTARY QUESTIONS

Question

Can you give examples of how Foxtel restricts alcohol advertising on channels other than dedicated kids channels? Including any specific programs where alcohol advertising is not allowed or period of time when restrictions are in place?

Answer

Please also refer to Foxtel's answer to 'Question 1' of its Questions on Notice.

On channels that are not dedicated children's channels, Foxtel places advertising according to the emotional and intellectual maturity of its intended audience.

In accordance with the above guidelines, examples of programs which are not on dedicated kids channels during which alcohol advertising is not currently allowed due to the intellectual and emotional maturity of the intended audience include:

- Better Homes and Gardens (Lifestyle)
- Kicking and Screaming (FOX8)
- The Nanny (111 Funny)
- America's Funniest Home Videos (PG)