

The Children’s Television Policies

Advertising in Pre-School and School-Age Children’s Television Programming Times

No Advertising in Pre-School Television Programming Times:

- Advertising, sponsorship or prize packs are not allowed during pre-school television programming.
- The broadcasters currently define these programming times as:

	Television New Zealand		MediaWorks TV
	TV2	TVNZ7	FOUR
Monday-Friday	0630-0700 0815-0900 1500-1530	0600-0800	0600-0700 0830-1000 1400-1500
Saturday	0600-0715	0600-0800	0600-0700 1400-1530
Sunday	0600-1000	0600-0800	0600-0700 0830-0915 1400-1530

The advertising free zones total 55 hours, 15 minutes per week

Limited Advertising in School-Age Children’s Television Programming Times:

- Advertising levels in school-age children’s programming times (5-13 year olds) are reduced to a maximum of 10 minutes per hour, plus 2 minutes of appropriately classified station promotions.
- The broadcasters currently define these programming times as:

	Television New Zealand	MediaWorks TV	
	TV2	FOUR	
Monday-Friday	0700-0815 0900-0930 1530-1700	0700-0830 1500-1630	
Saturday	0715-1000	0700-1000 1530-1700	
Sunday		0700-0830 0915-1200 1530-1700) No advertising due to Sunday) morning advertising restrictions

The restricted advertising zones total 44 hours, 15 minutes per week

The total restricted and advertising free zones per week across the three channels is 99 hours, 30 minutes per week, an increase of over 51 hours per week or 107% over 2008.

Notes:

1. Programming schedules need to be flexible and may change. The information above is as accurate and up-to-date as possible but for confirmation of these programming times please contact individual broadcasters.
2. For full information on the Free-to-Air Television broadcasters’ policies and voluntary rules concerning advertising and children’s programmes please go to <http://www.thinktv.co.nz/thinktv/standards-and-regulations/>