

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 TV2	MediaWorks TV FOUR	
Monday-Friday	0630-0700 0835-0935 1500-1530	0600-0700 0820-0950 1400-1500	
Saturday	0600-0700	0600-0700 1400-1530	
Sunday	0600-0700	0600-1200 1400-1500	No advertising on Sunday mornings

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 TV2	MediaWorks TV FOUR	
Monday-Friday	0700-0835 1530-1700	0700-0820 1500-1700	
Saturday	0700-1000	0700-0950 1630-1830	
Sunday	0700-1000	0600-1200 1630-1700 1800-1830	No advertising on Sunday mornings

Notes:

- 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.
- 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/>