

**Response from ACMA:**

The ACMA will look into it and consider whether to conduct a formal investigation.

The requirements for adequate disclosures are set out in the *Commercial television industry code of practice* are as follows:

If a Factual Program endorses or features a third party's products or services in accordance with a Commercial Arrangement, the Licensee must bring this to the attention of viewers in one of the following ways:

- a) during the Factual Program; or
- b) in the closing credits of the Factual Program; or
- c) in a billboard appearing directly before, during or after the Factual Program; or
- d) on the official website of the Factual Program; or
- e) any other way that adequately brings the arrangement to the attention of viewers.

The ACMA has also recently published an [Investigation report BI-559](#) in which it articulated its views about disclosure requirements in factual programs.