Statement from a Seven spokesperson

This was not advertorial content or a paid segment. Advertisers cannot buy editorial space on 7NEWS. We made and error, and we owned it swiftly by correcting the information on air because accuracy matters to us and to our highly engaged audience. This story was of high interest to parents, many of whom have been following the national conversation about melatonin and children's sleep products. Consumer reports are an essential part of our news coverage every night at 6.00pm – just as important as the international reporting we cover from our correspondents in conflict zones – and should be recognised as such by the ABC.