



Australian Broadcasting Corporation

2010 Federal Election

Report of the Chairman, Election Coverage Review Committee

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1 Summary

In the Federal Election of 2010, the ABC again demonstrated its intrinsic role in the proper workings of Australia's democratic society. Voters in urban, regional and remote Australia – and eligible voters in other parts of the world – were able to use the services of the public broadcaster to inform themselves and consider the issues, and the political players vying for their support were able to reach them through the ABC.

This is a role that Australians have come to rely on the ABC to perform over almost 80 years. No other media entity has a comparable breadth of services. And in the 2010 election the ABC's coverage had new or expanded dimensions.

During this campaign the ABC launched a continuous news television channel, ABC News 24. Its main online presence, abc.net.au, carried a wider range of election-related material than ever before. Campaign-related content was made available for portable devices, some of which had not yet appeared during the previous federal election in 2007. ABC specialists were active in social media spaces, where the political protagonists were also increasingly engaged in their own efforts to inform and persuade. ABC TV's live and interactive discussion program, Q&A, in the course of hosting some of the campaign's key events, integrated the old and new by running selected tweets on screen.

This report summarises three main aspects of the ABC's election-related work –

- Monitoring of adherence to ABC standards;
- Provision of free election broadcast time to eligible political parties; and
- Audience response – including complaints and audience numbers on election night.

The report concludes with some comments about the future, in which changes being wrought by technology to the operating environment of the media can be expected to continue.

2 Role and membership of ECRC

The ABC establishes an Election Coverage Review Committee (ECRC) each time a federal, state or territory election is called. It comprises representatives from all relevant ABC Divisions and is chaired by the Director Editorial Policies.

It is principally a committee of review and does not direct day-to-day coverage or supplant the usual lines of editorial authority in each Division during an election campaign. The ECRC monitors and advises on election coverage in accordance with the ABC Editorial Policies. It provides guidance on interpretation of policy and the chairman administers the free election broadcast time on radio and television (supplemented online) which the Board allocates to eligible political parties.

The ECRC for the 2010 Federal election comprised senior representatives from throughout the ABC. Fields of expertise included: news, radio, television, international, online, government and parliamentary relations, audience research, complaints handling, scheduling, and policy. As local knowledge from across the country is important when covering a federal election, the ABC's State and Territory Directors were also represented.

3 Share-of-voice data – use and limitations

During an election campaign, the ABC compiles data about the amount of time occupied by candidates and party officials on ABC platforms. Candidates' and party officials' comments are timed on radio and TV and counted as words of text online. This is what is known as share-of-voice data.

Media Monitors was again commissioned by the ABC to compile the data week by week. The share-of-voice count started from noon on 17 July 2010 – just after the Prime Minister announced the election – and ended at 6pm on polling day, 21 August 2010.

Use and limitations

Share-of-voice data is a useful tool for the ECRC's weekly overview of how the ABC's coverage of a campaign is going. It serves as a broad-brush indicator of who is appearing on ABC platforms, where, and for how long. If one party appears to be getting an apparently large or an apparently small amount of time on-air or space online, the reasons can be queried.

Share-of-voice data has limited utility, however. Share-of-voice data is not a measure of 'bias' and cannot prove or disprove the presence of 'impartiality'. Methodology affects the numbers. Absences, by definition, do not appear in the data. Share-of-voice data must be interpreted with care, and if it is not it may mislead, for a number of reasons, including:

- time on-air or word counts online tell you nothing about what was discussed;
- duration says nothing about tone or context;
- some voices are more effective through brevity, and others lack power despite length;
- opportunities to appear on ABC platforms may be consciously declined by political professionals for their own reasons, or missed through no one's fault;
- incumbents naturally tend to get more time.

A candidate may be shown to have received a given amount of time, but the data can't show whether during that time on air there were, say, gaffes or searching questions or talkback callers' challenges that the candidate would have preferred to avoid. There is nothing neat or mathematical about the hurly-burly of campaigning.

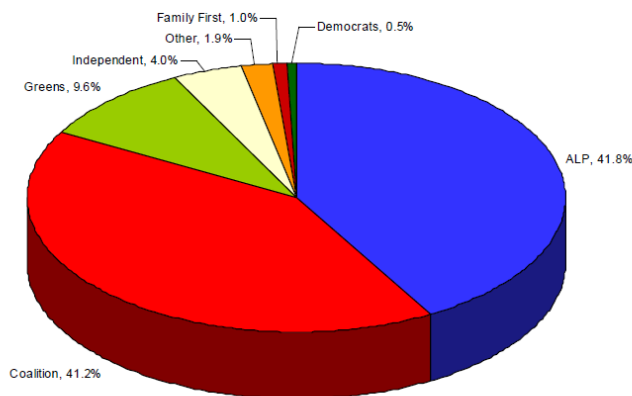
The debates about the Leaders' Debates during the 2010 campaign helped to illustrate how political parties may calculate whether it is in their interests to appear or not to appear on a given media platform at a given time in a campaign. These calculations inevitably affect share-of-voice data.

The factors listed above are discussed in more detail in my report on the 2007 federal election.¹ It is partly because of the limitations of share-of-voice data that in elections since 2007 the ABC has not mandated that each of its content-making Divisions conduct an internal share-of-voice count. The external share-of-voice count commissioned for the ECRC from Media Monitors is regarded as adequate for the management purposes share-of-voice data can serve. (Divisional directors retain a discretion to conduct a count if they so choose.)

¹ ABC, *2007 Federal Election: Report of the Chairman, Election Coverage Review Committee*, February 2008, http://abc.net.au/corp/pubs/documents/ABC_Coverage_of_the_2007_Federal_Election.pdf.

Below is an overview of cumulative share-of-voice data for all ABC platforms over the 2010 election campaign period. For more detailed data see Attachment A. It should be read in conjunction with this text.

► All Combined – Share of Voice Cumulative



	Radio		Television		Internet		Total
	Hrs:Min:Sec	%	Hrs:Min:Sec	%	Words		%
ALP	57:32:08	39.4	26:11:15	47.8	35,458	42.1	41.8
Coalition	57:40:51	39.5	24:00:59	43.9	37,917	45.0	41.2
Greens	16:18:34	11.2	3:17:24	6.0	7,217	8.6	9.6
Independent	7:24:17	5.1	0:57:47	1.8	2,175	2.6	4.0
Other	3:57:04	2.7	0:08:31	0.3	476	0.6	1.9
Family First	1:58:34	1.4	0:07:49	0.2	722	0.9	1.0
Democrats	1:00:57	0.7	0:02:16	0.1	215	0.3	0.5
Total	145:52:25	100.0	54:46:01	100.0	84,180	100.0	100.0

4 Guidance materials

During election campaigns, the ECRC issues guidance to staff to explain the share-of-voice count and assist the interpretation of policy. When unusual issues arise or the same question is frequently asked, guidance is prepared and circulated. For example, in recent elections the ABC has had to consider how it handles election-related material in official ABC spaces on third-party-controlled media platforms such as Facebook. This kind of adaptation to an unfamiliar and changing media environment can be expected to continue. Guidance prepared and circulated as election campaigns unfold will continue to be needed.

One key part of the guidance to staff during election campaigns is intended to help compensate for a major limitation of share-of-voice data (see section 3 above). Staff are required to keep notes of the opportunities the ABC offers to candidates and party officials to appear on ABC platforms when those opportunities are declined or cannot be accepted because of other reasons, such as the invitee being in transit at the time of the relevant program. The fact that opportunities have been offered, and the reasons they were not taken up, can comprise important contemporaneous evidence of efforts to be fair in election coverage. The notes help explain the absences. If opportunities are accepted, the candidate or party official will be counted in share-of-voice data and notes are therefore not necessary.

5 Free time broadcasts

The ABC is expressly committed to some fundamental democratic principles, among them parliamentary democracy. Again in the 2010 election period, the ABC Board granted free broadcast time on ABC1 TV and ABC Local Radio throughout Australia to eligible political parties (see Attachment B). The parties prepare their own material and the ABC requires only that they comply with guidelines established partly by law (ABC Act sections 79A and 79B) and partly by the ABC Board (see Attachment C).

The largest portion of the free broadcast time is allocated to the parties with a prospect of forming the next Government. Efforts are made to apportion time fairly to minor parties according to their existing parliamentary representation, the extent to which they field candidates, and their support in opinion polls.

Minor parties can and do make applications during election campaigns for more time and these applications are assessed against the criteria on a case by case basis. If an application by one party is successful – for instance, because its support in opinion polls exceeds a particular level and the party becomes eligible for more time – my practice is to inform all the other parties of the decision and the reasons for it. In apportioning free broadcast time, the ABC cannot anticipate the voters. A particular party may believe, on the basis of published polls and its own information, that its position is likely to be improved significantly after polling day. And accordingly it may seek from the ABC a larger share of free broadcast time to reflect what it believes to be its likely growth in popular support. Even if that predicted support does eventuate at the ballot box, the ABC cannot grant time in a campaign based on predictions of the outcome. The ABC does, however, reconsider its criteria for allocation of free broadcast time after election results are known. This review will be undertaken following the close result of the 2010 federal election.

Over the past four years – for federal, state and territory elections – the production guidelines for free election broadcasts have been relaxed to encourage greater variety of presentation and the use by the parties of more of the techniques of television production with which audiences are familiar. The prohibition against advertising and personal attacks has remained.

The order in which the parties are scheduled for broadcast on radio and TV over the period of the campaign is determined by ballot at a meeting to which the parties' representatives are invited. The complete schedules, showing the dates and times each party's material was broadcast, comprise Attachment D. After they have gone to air on radio or TV, the parties' broadcasts are uploaded to the election page of abc.net.au, which increases the opportunities for the public to hear and see them.

The scheduling of the major parties' half-hour policy launch broadcasts is often subject to uncertainty and last-minute announcements, as happened during the recent campaign. This is partly because the parties tend to 'launch' their campaigns not at the beginning of an election period but towards the end. This is a matter for the parties. But one effect on the ABC is to reduce significantly the potential slots in which the launches can be broadcast on ABC1 TV. This is particularly the case if a launch occurs in the final week of a campaign. The ABC, as a matter of policy, observes the 'blackout' on election broadcasts which by statute binds the commercial media from midnight on the Wednesday preceding polling day. The ABC's strong commitment to news and current affairs, including nowadays the discussion program Q&A, absorbs much of the available prime time slots. Schedules may also be affected by last-minute decisions about the Leaders' Debates. These scheduling complexities will also be considered by the ABC in its ongoing review of free broadcast time.

6 Audience responses

The ABC's Audience and Consumer Affairs section (A&CA) received 2885 contacts from its audiences relating to the Federal election, comprising complaints (2366), requests/suggestions (447) and appreciative comments (72).

The largest category of complaint related to bias (982), of which 545 alleged anti-Opposition/pro-Government bias, 330 alleged anti-Government/pro-Opposition bias and 107 did not specify. The next largest category of complaints related to scheduling and program changes (637), of which 409 complained that the special edition of the 7.30 Report on Sunday 22 August, the night after polling, had interrupted the scheduled programs Life and Criminal Justice.

At time of writing, investigation of election-related complaints by A&CA was continuing.

7 How the public responded to the ABC on election night 2010

On the evening of polling day, Saturday 21 August 2010, the ABC's coverage was the most watched TV election coverage. ABC service spanned the radio (local stations and national networks), online and mobile platforms. The ABC's coverage extended throughout Australia and beyond it.

For ABC1 and ABC News 24, the combined metro and regional audience was 1.4 million. ABC Online had 10.6 million views on Saturday 21 August, a record, and one million unique browsers. More detail can be found in Attachment E.

8 Looking ahead

Federal election 2010 did not produce a result on the night of the count. The process took until 7 September. Independents determined who would govern Australia for the first time since 1940-41. Contrasting recent events with those times – via the histories of leading figures of that pre-television era, such as Menzies, Curtin, Keith Murdoch, and the Fairfax and Packer families – what is striking is the transformation of the media environment in which the ABC operated then compared to its operating environment today.

It is in a context of rapid and major change for all media that ABC coverage of elections needs to be assessed. Fresh and arresting questions are straining to be asked and answered, including: Are political parties' free election broadcasts nowadays simply a species of user-generated content?

The ABC is ready to tackle those issues, always with the public interest as its guide.

The ABC Managing Director, Mark Scott, reviewed aspects of coverage of the campaign by a range of media in a speech delivered on 2 September 2010.² The following excerpts give a sense of the challenges and opportunities that all participants in Australia's democracy – politicians, media and voters – can debate and respond to if they choose:

The mixed model of public and commercial news services has served Australia well for over sixty years – and will serve us well in the age of 24 hour news as well. Competition, despite the protestations of the monopolists, has been to the advantage of both audiences and practitioners.

² The Quest for Truth: Quality Journalism and a 21st Century ABC, <http://www.abc.net.au/corp/pubs/documents/3001084.pdf>.

...

One of the joys of online is that you have space. Space to run details on every candidate in every seat on Antony Green's election pages. Pendulums and calculators and demographic analysis. Detailed policy briefings. Press conferences available in full. Debates. Archival material. All there for anyone who is interested, anyone who wants it.

I remember being delighted when Annabel Crabb wrote a story for The Drum trying to explain what it is like following these candidates. A storm erupted about the behaviour of the journalistic pack, now visible for all to see. She wrote a piece, and in it, noted her surprised realisation that she has already passed the 2,500 word mark. Virtually an impossibility in print for a weekday turnaround piece. More words than half a 30 minute news bulletin. But the space is there online to tell the story properly.

I do think one of the achievements of this campaign was the deconstruction of the political process for all to see. Look at Gruen Nation. Remarkable audiences, being educated about the dark arts of political communication, the construction of crafted messages, the execution of the smear, the dog whistle, the earworm jingle. We laughed and we learned and – by the last week of the campaign when the advertising barrage was remorseless – we were all wiser.

But interestingly, I think all these features, culminating in the most comprehensive and exhaustive campaign coverage ever – do not capture its single most salient aspect – the voices of the public being heard more than ever before.

...

The blogosphere is no place for the faint-hearted. You know that by reading comments on stories – and they are the ones that got through the moderation process. There is no filter on Twitter. And I expect there will now always be savagery in the criticism of much mainstream media performance, just as most weeks there is robust criticism of the professionals who run out onto sporting fields or those who get elected to office.

What is important, though, is to find the signal through the noise. There was some significance in the signal that could be heard from those writing and commentating on campaign coverage over the five weeks.

And of course, we had clearly demonstrated in the campaign that the people formerly known as the audience knew how to ask pretty good questions. Questions that were funny, full of emotion, questions fuelled by rage or fear, uncertainty or contempt.

...

I agree with John Hartigan's assessment that newspapers need to evolve to deliver news content 24 hours a day, to audiences in print and on a range of devices. This has been the key to our thinking at the ABC. It has led to a million iPhone and 100,000 iPad ABC apps being downloaded – delivering the best of our websites, the latest news and now live streaming ABC News 24.

And I would tentatively suggest you see some signs of that already in this campaign. I would argue when the race was on, it was a digital event – for all media organisations – broadcasters and publishers.

Breaking news live, instant feedback and response, the power of the visuals – immediately accessible. People were not waiting for tomorrow morning to find out what happened – and nor were they waiting for the evening news.

...

[Visiting US media academic, Jay] Rosen said we should plan more thoroughly and consult more widely around what national issues are at play in an election campaign. Long before the campaign starts, talk with the community, engage with experts, undertake polling, think about national challenges: the immediate and the far-reaching.

And then articulate that agenda – let the political leaders know that we will be doing stories on these things, asking questions, seeking policy responses and political insights to them. And if the politicians will not engage, devote space to these issues anyway, using experts, finding divergent voices, doing real investigations.

It would not be the ABC's agenda, it would be an agenda framed by the audiences we engage with – and the voters who fund us – from all around the nation.

Paul Chadwick
Director Editorial Policies
Chairman, Election Coverage Review Committee

1 October 2010

Attachment A ABC Federal Election Monitoring: Quantitative share-of-voice data compiled by Media Monitors – Cumulative – 17 July to 21 August 2010

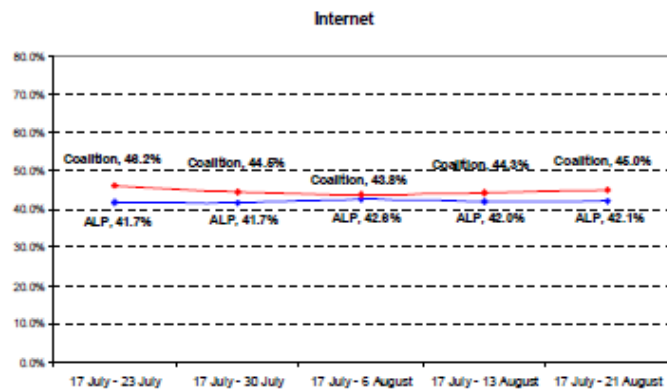
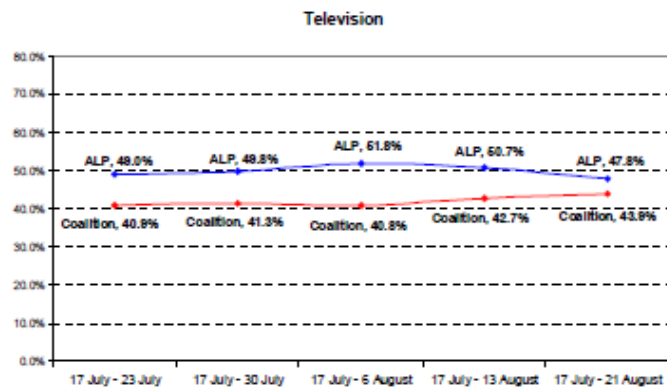
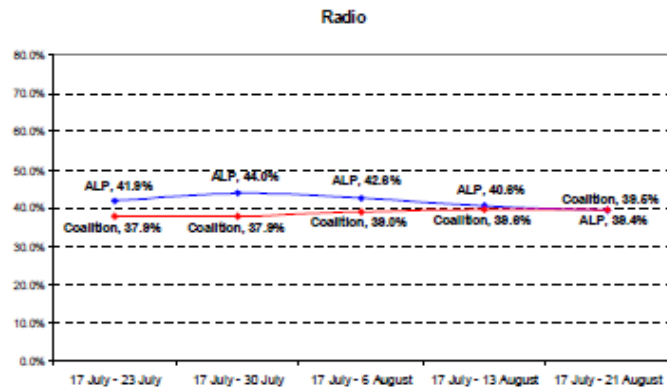


ABC Federal Election Monitoring
12pm 17 July–6pm 21 August 2010

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► Share of Voice by Platform Trend Analysis (Major Parties Only) – Cumulative



► Program Share of Voice Cumulative

		Total Duration/ Words	ALP	Coalition	Democrats	Family First	Greens	Independent	Other	Total
			%	%	%	%	%	%	%	%
Radio										
National Current Affairs Programs										
	<i>AM</i>	4:07:26	45.7	46.2	0.0	0.0	6.7	1.4	0.0	100.0
	<i>The World Today</i>	3:21:08	42.8	46.8	3.3	0.4	3.2	3.4	0.2	100.0
	<i>PM</i>	3:54:53	47.6	47.5	0.0	0.0	1.7	3.1	0.1	100.0
	National Current Affairs Programs Total	11:23:27	45.5	46.8	1.0	0.1	4.0	2.6	0.1	100.0
Radio National Programs										
	<i>Breakfast</i>	5:16:00	47.9	43.0	0.2	0.0	7.0	1.1	0.8	100.0
	<i>Saturday Extra</i>	0:12:15	21.6	61.6	0.0	0.0	16.7	0.0	0.0	100.0
	<i>Australia Talks</i>	0:20:44	51.7	48.3	0.0	0.0	0.0	0.0	0.0	100.0
	Radio National Programs Total	5:48:59	47.2	44.0	0.1	0.0	7.0	1.0	0.7	100.0
Triple J										
	<i>Hack</i>	1:35:51	38.6	41.3	0.0	0.9	13.1	0.0	6.2	100.0
	Triple J Total	1:35:51	38.6	41.3	0.0	0.9	13.1	0.0	6.2	100.0
NewsRadio										
	<i>Breakfast</i>	6:40:17	45.0	46.2	0.1	0.0	5.7	2.9	0.0	100.0
	NewsRadio Total	6:40:17	45.0	46.2	0.1	0.0	5.7	2.9	0.0	100.0
Local Radio News 7.45am										
	702 ABC Sydney	0:18:36	37.5	45.3	0.0	0.0	16.5	0.7	0.0	100.0
	774 ABC Melbourne	0:16:45	40.6	46.0	0.0	0.0	13.4	0.0	0.0	100.0
	612 ABC Brisbane	0:15:23	44.6	47.2	0.0	0.0	8.1	0.0	0.0	100.0
	891 ABC Adelaide	0:17:50	41.2	44.2	1.3	0.0	13.3	0.0	0.0	100.0
	720 ABC Perth	0:23:53	55.8	38.6	0.0	0.0	5.7	0.0	0.0	100.0
	666 ABC Canberra	0:16:04	38.7	46.2	2.5	0.0	12.7	0.0	0.0	100.0
	936 ABC Hobart	0:16:11	35.4	42.7	1.3	0.0	18.4	2.1	0.0	100.0
	105.7 ABC Darwin	0:28:41	40.5	40.6	0.7	0.0	11.2	5.9	1.0	100.0
	Local Radio News 7.45am Total	2:33:23	42.3	43.3	0.7	0.0	12.1	1.4	0.2	100.0

Table 1.



		Total Duration/ Words	ALP	Coalition	Democrats	Family First	Greens	Independent	Other	Total
			%	%	%	%	%	%	%	%
Local Radio News 12pm										
	702 ABC Sydney	0:21:03	49.2	47.7	0.0	0.0	3.1	0.0	0.0	100.0
	774 ABC Melbourne	0:18:33	40.8	47.1	0.0	0.0	12.1	0.0	0.0	100.0
	612 ABC Brisbane	0:19:18	51.3	39.6	0.0	0.0	7.1	1.6	0.5	100.0
	891 ABC Adelaide	0:20:03	44.8	46.3	0.0	0.3	5.9	2.2	0.5	100.0
	720 ABC Perth	0:16:30	44.1	48.9	0.0	0.0	5.4	0.0	1.6	100.0
	686 ABC Canberra	0:18:20	46.2	47.9	0.0	0.0	5.9	0.0	0.0	100.0
	936 ABC Hobart	0:16:13	45.8	46.2	0.0	0.0	7.9	0.0	0.0	100.0
	105.7 ABC Darwin	0:22:04	39.2	50.8	0.0	0.0	6.2	2.3	1.5	100.0
	Local Radio News 12pm Total	2:32:04	45.1	46.9	0.0	0.0	6.6	0.8	0.5	100.0
Local Radio News 6pm										
	702 ABC Sydney	0:12:34	50.9	40.2	0.0	0.0	8.9	0.0	0.0	100.0
	774 ABC Melbourne	0:15:57	45.0	45.6	0.0	0.0	7.4	2.0	0.0	100.0
	612 ABC Brisbane	0:15:56	40.6	45.5	0.0	0.0	11.3	2.6	0.0	100.0
	891 ABC Adelaide	0:11:31	47.6	41.5	0.0	0.0	5.8	5.1	0.0	100.0
	720 ABC Perth	0:12:37	49.0	41.2	0.0	0.0	9.8	0.0	0.0	100.0
	686 ABC Canberra	0:14:35	41.3	41.9	0.0	0.0	14.5	2.3	0.0	100.0
	936 ABC Hobart	0:13:22	44.9	44.5	0.0	0.0	8.1	2.5	0.0	100.0
	105.7 ABC Darwin	0:15:45	52.1	42.5	0.0	0.0	5.4	0.0	0.0	100.0
	Local Radio News 6pm Total	1:52:17	46.3	43.0	0.0	0.0	9.0	1.8	0.0	100.0

Table 2.



		Total Duration/ Words	ALP	Coalition	Democrats	Family First	Greens	Independent	Other	Total
			%	%	%	%	%	%	%	%
Local Radio News 10pm										
	702 ABC Sydney	0:16:27	49.6	41.5	0.0	0.0	8.8	0.0	0.0	100.0
	774 ABC Melbourne	0:11:29	46.2	43.3	0.0	2.6	8.0	0.0	0.0	100.0
	612 ABC Brisbane	0:16:17	48.6	38.9	0.0	0.0	10.6	1.8	0.0	100.0
	891 ABC Adelaide	0:12:15	49.8	37.1	1.4	0.0	11.7	0.0	0.0	100.0
	720 ABC Perth	0:17:52	47.5	38.7	0.0	1.7	11.0	1.1	0.0	100.0
	686 ABC Canberra	0:16:11	44.8	46.1	0.0	0.0	9.1	0.0	0.0	100.0
	936 ABC Hobart	0:12:24	39.4	44.9	2.0	0.0	13.3	0.4	0.0	100.0
	105.7 ABC Darwin	0:14:28	40.9	46.0	0.0	0.0	13.1	0.0	0.0	100.0
	Local Radio News 10pm Total	1:57:23	46.0	42.0	0.4	0.5	10.7	0.5	0.0	100.0
Local Radio Mornings										
	702 ABC Sydney	2:30:02	32.8	32.4	0.0	0.0	24.0	10.8	0.0	100.0
	774 ABC Melbourne	5:29:56	50.6	35.0	0.0	2.5	8.6	3.4	0.0	100.0
	612 ABC Brisbane	7:29:30	42.0	43.0	0.0	1.7	7.8	3.6	1.8	100.0
	891 ABC Adelaide	4:50:10	37.5	35.9	5.7	4.3	9.4	3.9	3.2	100.0
	720 ABC Perth	3:34:46	45.8	39.7	0.0	0.0	13.6	0.0	0.9	100.0
	686 ABC Canberra	1:45:43	37.3	46.3	0.0	0.0	16.4	0.0	0.0	100.0
	936 ABC Hobart	8:01:56	37.5	35.5	1.1	0.0	11.1	7.2	7.5	100.0
	105.7 ABC Darwin	2:32:01	31.8	36.9	0.0	0.0	19.7	9.0	2.6	100.0
	Local Radio Mornings Total	36:14:04	40.5	37.8	1.0	1.3	11.8	4.8	2.7	100.0

Table 3.



		Total Duration/ Words	ALP	Coalition	Democrats	Family First	Greens	Independent	Other	Total
			%	%	%	%	%	%	%	%
	Local Radio Drive									
	702 ABC Sydney	2:05:43	41.4	36.4	0.0	0.0	8.1	14.0	0.0	100.0
	774 ABC Melbourne	1:01:03	45.3	48.1	0.0	0.0	4.5	2.1	0.0	100.0
	612 ABC Brisbane	1:15:17	22.9	28.7	2.0	13.1	22.9	4.6	5.8	100.0
	891 ABC Adelaide	1:17:26	46.0	33.4	2.0	1.1	7.6	10.0	0.0	100.0
	720 ABC Perth	1:00:17	48.3	45.7	0.0	0.0	4.6	1.3	0.0	100.0
	666 ABC Canberra	1:58:25	49.6	47.0	0.0	0.0	3.4	0.0	0.0	100.0
	936 ABC Hobart	2:41:18	38.1	44.7	0.0	0.0	16.9	0.3	0.0	100.0
	105.7 ABC Darwin	1:14:31	35.7	54.8	0.0	0.0	4.4	4.8	0.3	100.0
	Local Radio Drive Total	12:34:00	40.9	42.3	0.4	1.4	9.7	4.6	0.6	100.0

Table 4.

		Total Duration/ Words	ALP	Coalition	Democrats	Family First	Greens	Independent	Other	Total
			%	%	%	%	%	%	%	%
Regional Local Radio Mornings										
	ABC Newcastle	1:06:26	43.5	50.9	0.0	0.0	0.6	0.0	5.0	100.0
	ABC North Coast NSW	2:53:56	31.1	32.6	3.8	0.0	20.1	11.0	1.4	100.0
	ABC Mid North Coast NSW	2:18:58	28.5	27.8	0.0	0.0	23.4	15.0	5.3	100.0
	ABC South East NSW	2:37:39	35.0	44.3	0.0	4.1	8.2	6.6	1.9	100.0
	ABC Illawarra-Wollongong NSW	4:25:45	32.7	31.5	2.5	0.0	21.4	1.6	10.3	100.0
	ABC Central West - Orange NSW	1:43:57	15.4	23.5	2.8	2.9	16.9	32.8	5.8	100.0
	ABC Goulburn Murray Albury/Wodonga VIC	3:24:54	31.1	31.8	3.5	8.1	12.2	7.7	5.5	100.0
	ABC Gippsland VIC	3:17:10	29.7	31.7	0.0	9.1	20.4	4.5	4.6	100.0
	ABC Sunshine Coast Maroochydore QLD	0:52:33	23.4	23.9	0.0	0.0	23.4	0.3	29.0	100.0
	ABC Tropical North QLD	2:59:09	38.3	34.5	0.0	1.7	17.0	6.1	2.3	100.0
	ABC Capricornia QLD	1:41:37	34.3	43.4	0.0	0.0	11.3	7.0	4.0	100.0
	ABC Gold Coast QLD	1:58:58	47.0	41.8	0.0	0.0	4.6	0.0	6.5	100.0
	ABC Wide Bay Bundaberg QLD	1:59:16	41.8	37.2	0.0	2.9	12.6	1.1	4.4	100.0
	ABC Far North Cairns QLD	2:10:06	34.1	29.4	0.0	6.5	7.5	22.5	0.0	100.0
	ABC North QLD Townsville	2:23:43	37.9	42.2	0.0	3.0	7.4	9.6	0.0	100.0
	ABC Southern QLD Toowoomba	1:19:58	30.0	23.9	0.0	11.2	23.4	11.4	0.0	100.0
	ABC North & West SA	2:06:40	35.7	40.7	0.0	2.5	16.8	4.3	0.0	100.0
	ABC South West Bunbury WA	1:27:13	28.4	35.1	0.0	0.0	17.3	0.0	19.3	100.0
Regional Local Radio Mornings Total		40:47:58	33.4	34.6	1.0	3.1	15.1	7.8	5.0	100.0

Table 5.

		Total Duration/ Words	ALP	Coalition	Democrats	Family First	Greens	Independent	Other	Total
			%	%	%	%	%	%	%	%
Country Hour										
	NSW	0:45:50	34.7	42.6	0.0	0.0	14.0	7.3	1.4	100.0
	VIC	0:46:37	45.4	48.0	0.0	0.0	0.0	6.6	0.0	100.0
	QLD	0:42:54	48.3	39.4	0.0	0.0	5.1	7.2	0.0	100.0
	SA	0:33:25	37.2	43.3	0.0	0.0	9.8	9.7	0.0	100.0
	WA	0:31:23	42.3	46.5	0.0	0.0	1.8	9.6	0.0	100.0
	TAS	1:25:54	32.1	36.8	0.0	0.0	27.2	3.9	0.0	100.0
	NT	0:53:10	33.8	26.7	0.0	0.0	16.7	13.4	9.3	100.0
	Country Hour Total	5:39:13	38.0	39.4	0.0	0.0	13.2	7.8	1.7	100.0
Regional Local Radio Drive										
	ABC Newcastle	1:32:57	45.0	34.4	0.0	1.8	8.8	8.1	2.0	100.0
	ABC Illawarra- Wollongong NSW	0:24:34	44.4	43.0	0.0	0.0	1.6	0.0	11.0	
	ABC NSW Statewide Drive	0:50:42	31.9	31.3	0.0	0.0	4.0	15.2	17.6	100.0
	ABC VIC Statewide Drive	2:34:10	40.0	39.3	0.0	0.0	17.2	3.4	0.0	100.0
	ABC Sunshine Coast Maroochydore QLD	2:10:00	41.1	35.0	0.0	0.0	13.5	7.6	2.7	100.0
	ABC Gold Coast QLD	0:40:59	44.2	47.8	0.0	0.0	6.6	1.4	0.0	100.0
	ABC Far North Cairns QLD	1:18:49	35.2	52.5	0.0	0.0	0.0	1.6	10.7	
	ABC North QLD Townsville	1:17:21	34.0	61.5	0.0	0.0	0.0	4.6	0.0	100.0
	ABC QLD Regional Radio	0:49:33	44.5	42.3	0.0	0.0	5.4	0.8	7.0	100.0
	ABC North & West SA	1:11:46	30.8	39.3	4.7	0.0	13.4	11.8	0.0	100.0
	ABC South West Bunbury WA	1:06:17	28.9	36.6	0.0	0.0	17.9	8.8	7.9	100.0
	ABC Nth. TAS Regional Radio	2:16:21	47.3	42.4	0.0	0.0	9.9	0.3	0.0	100.0
	Regional Local Radio Drive Total	16:13:29	39.5	41.5	0.3	0.2	9.8	5.2	3.5	100.0
	Radio Total	145:52:25	39.4	39.5	0.7	1.4	11.2	5.1	2.7	100.0

Table 6.

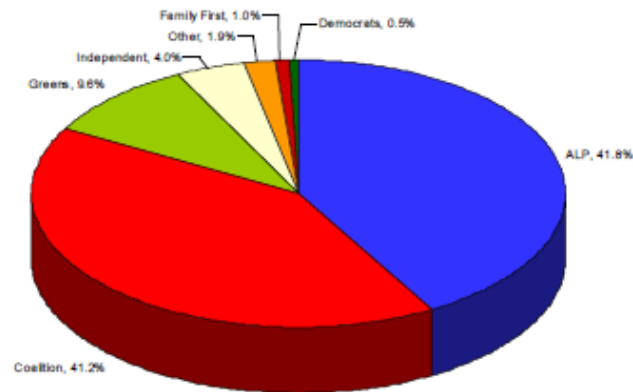


		Total Duration/ Words	ALP	Coalition	Democrats	Family First	Greens	Independent	Other	Total
			%	%	%	%	%	%	%	%
Television										
National TV News & Current Affairs										
	<i>Federal Election Announced</i>	0:48:56	55.3	26.3	0.0	0.0	18.5	0.0	0.0	100.0
	<i>7.30 Report</i>	3:26:57	50.3	45.8	0.0	0.0	1.8	0.1	2.0	100.0
	<i>7.30 Report/ABC News24 Launch</i>	0:00:55	65.5	0.0	0.0	0.0	34.5	0.0	0.0	100.0
	<i>Lateline</i>	4:02:50	44.3	44.1	0.0	0.0	4.7	6.8	0.1	100.0
	<i>Lateline Business</i>	0:11:02	52.6	45.2	0.0	0.0	2.3	0.0	0.0	100.0
	<i>Midday Report</i>	0:39:02	57.2	42.1	0.0	0.0	0.7	0.0	0.0	100.0
	<i>Insiders</i>	1:17:57	69.9	29.1	0.0	0.0	1.0	0.0	0.0	100.0
	<i>Four Corners</i>	0:16:04	53.6	46.4	0.0	0.0	0.0	0.0	0.0	100.0
	<i>Landline</i>	0:08:01	34.1	65.9	0.0	0.0	0.0	0.0	0.0	100.0
	<i>Q&A</i>	2:34:06	51.3	42.7	0.0	0.0	6.0	0.0	0.0	100.0
	<i>Australia Votes 2010: Leaders Debate</i>	0:49:59	54.1	45.9	0.0	0.0	0.0	0.0	0.0	100.0
	<i>National Press Club Address</i>	0:44:52	50.6	49.4	0.0	0.0	0.0	0.0	0.0	100.0
	<i>Q&A: Population Debate</i>	0:09:51	32.5	35.7	0.0	0.0	31.8	0.0	0.0	100.0
	<i>National Press Club Debate – The Health Debate</i>	0:49:01	49.1	50.9	0.0	0.0	0.0	0.0	0.0	100.0
	<i>National Press Club Debate – The Foreign Affairs Debate</i>	0:51:48	51.5	48.5	0.0	0.0	0.0	0.0	0.0	100.0
	<i>National Press Club Debate – The Economic Debate</i>	0:55:06	45.2	54.8	0.0	0.0	0.0	0.0	0.0	100.0
	<i>Dick Smith's Population Puzzle</i>	0:03:06	68.3	8.6	0.0	0.0	23.1	0.0	0.0	100.0
	<i>Compass – Faith in Politics</i>	0:18:57	24.0	47.3	0.0	0.0	28.7	0.0	0.0	100.0
	<i>Leaders Forum</i>	1:34:04	53.7	46.3	0.0	0.0	0.0	0.0	0.0	100.0
	<i>National Press Club Address: Bob Brown</i>	0:58:10	0.0	0.0	0.0	0.0	100.0	0.0	0.0	100.0
	<i>National Press Club Address: Julia Gillard</i>	0:51:59	100.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
	<i>National Press Club Address: Tony Abbott</i>	0:50:31	0.0	100.0	0.0	0.0	0.0	0.0	0.0	100.0
	National TV News & Current Affairs Total	22:23:14	48.4	42.4	0.0	0.0	7.6	1.2	0.3	100.0
	ABC2									
	<i>News Breakfast</i>	7:11:32	43.4	46.3	0.5	1.8	6.6	1.3	0.1	100.0
	ABC2 Total	7:11:32	43.4	46.3	0.5	1.8	6.6	1.3	0.1	100.0

		Total Duration/ Words	ALP	Coalition	Democrats	Family First	Greens	Independent	Other	Total
ABC News24										
	<i>Afternoon Live</i>	11:13:15	46.9	46.1	0.0	0.0	4.1	2.5	0.5	100.0
	<i>The Drum</i>	1:55:55	39.0	47.6	0.0	0.0	4.8	8.5	0.0	100.0
	<i>The World</i>	0:50:17	57.7	41.4	0.0	0.0	0.4	0.5	0.0	100.0
	ABC News24 Total	13:59:27	46.4	46.0	0.0	0.0	4.0	3.2	0.4	100.0
State TV News 7pm										
	Sydney ABN2	1:02:36	51.8	43.7	0.0	0.0	3.8	0.7	0.0	100.0
	Melbourne ABV2	1:01:10	51.1	43.2	0.0	0.0	4.9	0.7	0.0	100.0
	Brisbane ABQ2	1:06:25	51.5	44.3	0.0	0.0	3.2	0.6	0.3	100.0
	Adelaide ABS2	1:02:32	50.9	43.3	0.4	0.0	4.1	1.3	0.0	100.0
	Perth ABW2	1:04:31	49.9	44.8	0.0	0.0	4.5	0.7	0.0	100.0
	Canberra ABC2	1:04:31	50.3	44.0	0.0	0.0	5.0	0.7	0.0	100.0
	Hobart ABT2	0:59:36	50.8	40.5	0.0	0.0	6.9	1.8	0.0	100.0
	Darwin ABD6	1:08:26	51.2	43.8	0.0	0.0	3.7	0.7	0.7	100.0
	State TV News 7pm Total	8:29:47	51.0	43.5	0.0	0.0	4.5	0.9	0.1	100.0
Stateline										
	Sydney ABN2	0:18:39	57.3	39.5	0.0	0.0	0.5	2.7	0.0	100.0
	Melbourne ABV2	0:19:29	58.2	26.5	0.0	0.0	12.7	2.6	0.0	100.0
	Brisbane ABQ2	0:19:17	46.0	50.9	0.0	0.0	0.5	2.6	0.0	100.0
	Adelaide ABS2	0:17:32	54.8	35.4	0.0	0.0	0.6	9.2	0.0	100.0
	Perth ABW2	0:16:31	56.0	38.2	0.0	0.0	3.6	2.1	0.0	100.0
	Canberra ABC2	0:38:30	43.5	39.4	0.0	0.0	15.8	1.3	0.0	100.0
	Hobart ABT2	0:15:31	56.8	36.9	0.0	0.0	2.3	4.0	0.0	100.0
	Darwin ABD6	0:16:32	54.4	45.6	0.0	0.0	0.0	0.0	0.0	100.0
	Stateline Total	2:42:01	52.1	39.1	0.0	0.0	6.0	2.8	0.0	100.0
	Television Total	54:46:01	47.8	43.9	0.1	0.2	6.0	1.8	0.3	100.0
Internet										
<i>abc.net.au</i>										
	<i>abc.net.au/news/tag/federal-elections</i>	84,180	42.1	45.0	0.3	0.9	8.6	2.6	0.6	100.0
	abc.net.au Total	84,180	42.1	45.0	0.3	0.9	8.6	2.6	0.6	100.0
	Internet Total	84,180	42.1	45.0	0.3	0.9	8.6	2.6	0.6	100.0

Table 7.

► All Combined – Share of Voice Cumulative



	Radio		Television		Internet		Total
	Hrs:Min:Sec	%	Hrs:Min:Sec	%	Words		%
ALP	57:32:08	39.4	26:11:15	47.8	35,458	42.1	41.8
Coalition	57:40:51	39.5	24:00:59	43.9	37,917	45.0	41.2
Greens	16:18:34	11.2	3:17:24	6.0	7,217	8.6	9.6
Independent	7:24:17	5.1	0:57:47	1.8	2,175	2.6	4.0
Other	3:57:04	2.7	0:08:31	0.3	476	0.6	1.9
Family First	1:58:34	1.4	0:07:49	0.2	722	0.9	1.0
Democrats	1:00:57	0.7	0:02:16	0.1	215	0.3	0.5
Total	145:52:25	100.0	54:46:01	100.0	84,180	100.0	100.0

Table 16.

The ALP had the highest share of voice in television coverage over the five weeks, with 47.8%. However, the Coalition had a marginally larger share of voice in radio coverage (39.5%, compared to the ALP's 39.4%). There was a greater difference in internet coverage, with the Coalition receiving 45.0% of the total and the ALP receiving a lower 42.1% share.


Overall, there was only a small difference in the total share of voice between the major parties (41.8% for the ALP and 41.2% for the Coalition).

The Greens had the highest total share of voice of the minor parties with 9.6%. Independents had an overall share of voice of 4.0% while Other candidates had a share of voice of 1.9% for the first five weeks of the campaign.

▶ Leading Spokespeople – Cumulative

		Radio		Television		Internet		Total
		Hrs:Min:Sec	%	Hrs:Min:Sec	%	Words	%	%
Julia Gillard	ALP	12:59:45	8.9	11:08:06	20.3	13,382	15.9	12.4
Tony Abbott	Coalition	10:06:07	6.9	9:22:18	17.1	15,228	18.1	10.6
Bob Brown	Greens	4:22:46	3.0	2:10:59	4.0	2,564	3.0	3.2
Wayne Swan	ALP	3:05:58	2.1	2:19:56	4.3	3,468	4.1	2.9
Joe Hockey	Coalition	3:26:00	2.4	2:11:28	4.0	1,786	2.1	2.7
Andrew Robb	Coalition	2:17:20	1.6	1:56:25	3.5	3,040	3.6	2.3
Barnaby Joyce	Coalition	2:20:39	1.6	0:51:25	1.6	1,004	1.2	1.6
Chris Bowen	ALP	1:41:52	1.2	1:02:16	1.9	1,572	1.9	1.4
Scott Morrison	Coalition	1:12:00	0.8	1:31:37	2.8	1,289	1.5	1.4
Tony Burke	ALP	1:37:38	1.1	0:54:13	1.6	710	0.8	1.2
All Other Spokespeople		102:42:20	70.4	21:17:18	38.9	40,139	47.7	60.3
Total		145:52:25	100.0	54:46:01	100.0	84,180	100.0	100.0

Table 18.



► Methodology

Each reference has been individually assessed using the following methodology:

For **Television and Radio** all election material is individually assessed in the following manner:

- > Identification of party spokespeople in each reference;
- > All reported references tallied; and
- > Share of voice determined for each of the identified parties.

Length of direct quotes (min:sec) are determined on all relevant references to determine share of voice by issue, spokespeople and political party.

Internet

The <http://www.abc.net.au/news/tag/federal-election> site is monitored daily. All election material is individually assessed in the following manner:

- > Identification of party spokespeople in each reference;
- > All reported references tallied; and
- > Share of voice determined for each of the identified parties.

Word counts of direct quotations and paraphrasing of identified parties are conducted on all relevant published references to determine share of voice by issue, spokespersons and political party.

Share of Voice: Comments by candidates/party spokespeople* are timed (radio and television) and counted (internet) to calculate the share of voice. This form of report does not take into account comment by ABC presenters or non-party commentators.

Percentages have been rounded to the nearest single decimal place.

Analysis began when the Prime Minister announced the election, just after midday on Saturday 17 July, 2010.

*Official Party spokespeople are defined as:

- "Party officials", including a person who is an office-holder of the party (e.g. the President, Director, Secretary, Treasurer); or
- Designated spokespeople (e.g. someone who is identified as an authorised spokesperson); or
- State or Territory politicians who comment on federal election issues; or
- Former party leaders (ex-prime ministers and ex-Leaders of the Opposition) or former Ministers.

Media Monitors quantitative media analysis reports provide valuable information on the volume of media coverage and audience in various regions and categories to assist clients in evaluation of publicity and planning media strategy. In-depth quantitative and qualitative analysis provides additional information on the favourability of media coverage measured in terms of its positioning, prominence, messages communicated and other key variables and is recommended where thorough understanding of the likely impact and effects of media coverage is required. Contact Media Monitors for more information on in-depth quantitative and qualitative media analysis.

FACT SHEET

ALLOCATION OF FREE BROADCAST TIME TO POLITICAL PARTIES DURING ELECTION CAMPAIGNS Australian Broadcasting Corporation



LEGISLATIVE AND POLICY GUIDELINES

Under Section 79A of the *Australian Broadcasting Corporation Act 1983*, the ABC may determine, subject to the Act, to what extent and in what manner it will broadcast political matter.

The ABC Board has determined that free broadcasting time shall be allocated to political parties during election campaigns according to the eligibility and allocation criteria set out in this document.

The criteria and guidelines to be applied in allocating free election broadcast time are founded on some basic assumptions:

- For the proper functioning of representative government in a democracy, it is essential that the public are fully informed of the issues of current debate and of the position and policies of those parties competing for political office.
- The public is entitled to hear the principal points of view on all questions of importance.
- The right to hear alternative policies and points of view is inherent in the concepts of objective reporting and impartiality, which are part of the ABC's statutory duty.
- The full exchange of opinion is one of the safeguards of free institutions and of democracy itself.

Consistent with these principles, the ABC makes allocations of free broadcast time on ABC radio and television during Federal, State and Territory election campaigns for party political purposes as described below. Allocations are made in relation to campaigns for general elections and not in relation to by-elections, local elections or elections involving only the upper house of a parliament.

ALLOCATION OF FREE BROADCAST TIME TO THE GOVERNMENT AND THE OFFICIAL OPPOSITION

The Government and the official Opposition in an outgoing Federal, State or Territory Parliament or Assembly are granted equal time by the ABC for election broadcasts within the relevant jurisdiction during election campaigns. When political parties are in coalition, either as a Government or as the official Opposition, the ABC will provide an equal allocation of time to the Government and to the official Opposition, leaving it to the parties which are in coalition to divide the time between them as they see fit.

ELIGIBILITY OF MINOR PARTIES FOR INITIAL ALLOCATION OF FREE BROADCAST TIME

The ABC reserves to itself the right to grant or withhold free broadcast time to political parties, including those not currently represented in the Parliament or Assembly. The following criteria have been established by the ABC Board to determine whether a party is eligible for a grant of free election broadcast time.

1. Threshold Criterion: Number of seats contested

Parties must stand candidates in at least 10% of vacant seats in the House of Parliament in which the party is contesting seats.

In a Federal Election, there is an additional criterion. Parties must stand candidates in the majority of States and Territories. This means that parties must stand candidates in at least five of the eight States and Territories.

2. Additional Criteria: Demonstrated public support

Established minor parties

Established minor parties are parties, other than those making up the Government and the official Opposition, which have contested a previous election in the jurisdiction in which the election is being held.

Established minor parties must demonstrate public support according to any one of the following criteria:

- Election of at least one member to the Parliament concerned at the immediately preceding election or in the case of the Senate at the previous Senate election; or
- The polling of at least 5% of first preference votes cast for either House at the immediately preceding election for the Parliament concerned; or
- Having at least 5% nationwide, State-wide or Territory-wide support (depending on the election concerned) in a recent, recognised, and published independent poll.

New parties

New parties are those parties which have not previously contested an election in the jurisdiction in which the election is being held.

New parties must demonstrate at least 5% nationwide, State-wide or Territory-wide support (depending on the election concerned) in a recent, recognised, and published independent poll.

A new party may also be eligible for a grant of free broadcast time where a member of Parliament leaves a party that contested the previous election and, while remaining a member of Parliament, joins a new party that is contesting the current election.

ELIGIBILITY OF MINOR PARTIES FOR ADDITIONAL ALLOCATION OF FREE BROADCAST TIME

Any additional allocation of free election broadcast time to an established minor party or a new party may be granted where the party stands candidates in at least 20% of vacant seats in the House of Parliament for which the party is contesting and meets either of the following criteria:

- in the case of an established minor party, the party polled at least 10% of first preference votes cast for either House at the immediately preceding election for the Parliament concerned; or

- in the case of an established minor party or a new party, the party demonstrates at least 10% nationwide, State-wide or Territory-wide support (depending on the election concerned) in a recent, recognised and published independent poll.

TIME ALLOCATED TO PARTIES

Government and official Opposition parties

The Government and official Opposition parties will be granted 45 minutes free time on ABC1 Television and 45 minutes on ABC Local Radio in federal elections. The allocation for State and Territory elections will be 22 minutes free time on ABC1 Television and 22 minutes on ABC Local Radio.

In the case of Federal elections, the time is allocated as follows:

- ABC1 Television (total 45 minutes):
 - 27 minutes for the party election launch;
 - 18 minutes, split into six 3-minute spots, for policy announcements.
- ABC Local Radio (total 45 minutes):
 - 27 minutes for the party election launch;
 - 18 minutes, split into six 3-minute spots, for policy announcements.

In the case of State or Territory elections, the time is allocated as follows:

- ABC1 Television (total 22 minutes):
 - 10 minutes for the election policy launch;
 - 12 minutes, split into four 3-minute spots, for policy announcements.
- ABC Local Radio (total 22 minutes):
 - 10 minutes for the election policy launch;
 - 12 minutes, split into four 3-minute spots, for policy announcements.

Parties will not be permitted to divide up or combine their allocations, for example to make two 3-minute spots into three 2-minute spots or to make three 3-minute spots into a 9-minute spot.

Minor or new parties

The time allocated for minor or new parties is at the discretion of the ABC Board, based on the number of seats contested, demonstrated

public support, and any other factors deemed relevant.

If a minor or new party meets the twin criteria of contesting at least 10% of vacant seats in an election and demonstrates at least 5% public support (in votes cast or in polls) or has at least one member in the existing parliament, then the party may be granted one 3-minute spot on ABC1 Television and one 3-minute spot on ABC Local Radio for a policy announcement.

If a party meets the twin criteria of contesting at least 20% of vacant seats in an election and demonstrates at least 10% public support in votes cast or polls, then the party may be granted an additional 3-minute spot on ABC1 Television and an additional 3-minute spot on ABC Local Radio for a policy announcement.

The ABC Board retains a discretion to make further allocations of free election broadcast time.

MONITORING, PRODUCTION GUIDELINES AND ENQUIRIES

The ABC establishes, for each election, an Election Coverage Review Committee. This Committee does not direct coverage of elections on a day-to-day basis, but monitors and reviews

the ABC's performance, balance and fairness in accordance with the prescribed editorial standards (set out in ABC Editorial Policies).

For each election, detailed production guidelines are issued to parties eligible for a grant of free election broadcast time. The production guidelines outline the allocation of free time on ABC radio and television, conditions for broadcasting, ABC technical and production standards to be observed, copyright clearance requirements, online posting of party election broadcast material and other necessary information. The scheduling of announcements is drawn by ballot to which eligible parties are invited to send a representative. The ballot is held as soon as practicable after an election is announced. Free broadcast time scheduled as a result of the ballot is conditional on parties fulfilling, by the time nominations close, the eligibility criterion in relation to the number of candidates standing.

Enquiries about the details of the allocation of election free time on ABC radio and television should be directed to Paul Chadwick, Chairman, ABC Election Coverage Review Committee, on telephone (02) 8333-5254 or (03) 9626-1631, by facsimile on (02) 8333-5252 or (03) 9626-1598, or by email to abc.ecrc@abc.net.au.

Attachment C Production guidelines for free broadcasts by political parties, Federal Election 2010

Australian Broadcasting Corporation

PRODUCTION GUIDELINES FOR FREE BROADCASTS BY POLITICAL PARTIES

Federal Election 2010

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NOTE: These Production Guidelines apply only to the 2010 Federal Election and should not be relied upon for any other election. The ABC may revise these election production guidelines from time to time, at the ABC's sole discretion.

I. Introduction

This document sets out the ABC's production guidelines for party broadcasts for the Federal Election 2010, including our technical and other requirements.

These guidelines have been drafted in accordance with the ABC's legal obligations and editorial policies:

- *Australian Broadcasting Act 1983 (Cth)*, especially s. 79A (broadcasting of political or controversial matter) and s. 8(1)(b) (duty of ABC Board to maintain independence and integrity of the ABC);
- Australian Broadcasting Corporation, *Editorial Policies*, especially Section 12 (Political and election broadcasts).

Additional information about the ABC's policy for allocating free time to political parties can be found in:

- Australian Broadcasting Corporation, *Allocation of Free Broadcast Time to Political Parties During Election Campaigns*, Fact sheet.

Any offer of party election broadcast time is conditional on ABC Board approval. The ABC has a broad discretion to determine the extent and manner in which political matter will be broadcast. "Political matter" is defined by statute to be "any political matter, including the policy launch of a political party."

II. Eligibility for free broadcast time

The ABC reserves the right to grant or withhold free broadcast time to political parties, including those not currently represented in federal Parliament, on the basis of the measure of demonstrated public support and any other factors the ABC Board deems relevant.

The Government and the official Opposition in an outgoing federal Parliament are granted equal time by the ABC for election broadcasts during election campaigns being conducted for the federal Parliament.

Other parties may also qualify for the grant of free time, subject to the eligibility criteria set out below. The criteria established by the ABC Board for determining whether a party will be granted free broadcast time are based on the number of seats contested, demonstrated public support and any other factors deemed relevant.

To be eligible for free broadcast time, established minor parties (i.e., those which have contested a previous federal election) and new parties (i.e., those which have not previously contested a federal election) must contest at least 10% of vacant seats in either House of Parliament in the forthcoming election, in a majority of States and Territories. For scheduling reasons, the ballot for allocating free broadcast time may occur prior to the closing date for nomination of candidates. Party representatives attending the ballot must provide adequate assurance that their party will, at close of nominations, be contesting the minimum number of seats.

In addition, established minor parties and new parties must have demonstrated public support according to the following criteria:

- established minor parties must have:
 - at least one member elected to the federal Parliament in the immediately preceding election or, in the case of the Senate, the previous Senate election, or

- o have polled at least 5% of valid votes cast for either House at the immediately preceding national election;
- new parties must demonstrate at least 5% national public support shown in a recent, recognised and published independent poll.

III. Type and manner of presentation of political matters

A. Content of election broadcasts

1. Guiding principles and obligations

As noted in the ABC's Editorial Policies (Section 12), we are loath to impose restrictions on speakers at election periods. However, the ABC is subject to certain legal and other obligations which will affect our decisions about whether to approve material submitted by a political party for broadcast. The ABC is obliged to ensure that:

- the ABC acts in accordance with principles of fairness and objectivity in our election coverage;
- the national broadcasting service is not used as a medium for personal attack, as distinguished from criticism of a party and its policies;
- the ABC does not broadcast material which, in the opinion of the ABC, is defamatory or otherwise unlawful; and
- the ABC does not broadcast election advertisements, as distinct from broadcasts of political matters.

2. Purpose

The political parties must use the time on ABC platforms for the party's policy launch and announcements of policy on particular issues.

3. Broadcast of advertisements prohibited

Since the ABC is not permitted by statute to broadcast advertisements (ABC Act, section 31), the nature of material provided by each political party must be in the form of a political comment or statement only and must not be in the nature of an advertisement. The ABC reserves the right at its sole discretion to refrain from broadcasting any material which it considers may constitute an advertisement.

4. Material must inform

Launches and announcements to be disseminated free by the ABC must aim to inform voters about election policy matters. In determining whether material submitted for a party election broadcast is "political matter" or is an "advertisement", the ABC will take into account:

- the content;
- the presentation of the material, including style, tone and emphasis; and

- the extent to which the material resembles advertisements typically broadcast on commercial media.¹

5. Methods of presentation to be consistent with ABC's obligations of independence and integrity²

A party's policy launch must be made predominantly by the party leader, but other speakers may be used provided they are candidates or sitting members.

A party's policy announcements must be made by one or more speakers who are sitting members or candidates at the relevant election. (The formal introductory and closing announcements may be in a different voice but must be identified.)

News and current affairs style interview presentations will not be permitted.

Use of graphics and/or vision to illustrate key points is permitted provided the overall effect is not the same or substantially the same as advertising on commercial radio or television. For example, graphics prepared by a party for use in other contexts may be re-used in the party's free election broadcast time provided they are informative, and not accompanied by sound effects or other characteristics of advertising.

Campaign slogans should not appear in announcements. They tend to make them resemble political advertisements. Campaign slogans may appear in policy launch material where the slogan formed part of the backdrop used at the venue for the launch.

6. Indemnity

The ABC requires that each political party, in consideration of the ABC permitting it to make free election broadcasts, executes a suitable form of release and indemnity in favour of the ABC in respect of any liability which may arise out of any such election broadcast. The ABC shall also retain the right in its absolute discretion to refrain from broadcasting or publishing online any material which it considers may be of a defamatory nature or unlawful in any other respect.

B. Press ads for pre-election broadcasts

While the Corporation recognises the right of a political party to advertise that its broadcasts will be scheduled on ABC Radio and ABC TV and made available on ABC Online, it would ask that any such advertisements make it clear that the broadcasts are not ABC programs.

C. Copyright clearance

Where a political party proposes to use any material in which it does not own copyright, it is the responsibility of that political party to obtain copyright clearance and to evidence that clearance to the satisfaction of the ABC as and when required.

D. Participants' consent

Where a political party proposes to use any material in which an identifiable person appears, and that person is not a candidate, it is the responsibility of that political party to obtain permission of the person concerned and to evidence that permission to the satisfaction of the ABC as and when required. If the identifiable person is a child, the

¹ Material that resembles advertisements may include: stylised images, misleading non-verbal impressions, repeated catchwords and/or attempts to associate parties or candidates with anything universally approved or, conversely, universally condemned.

² Section 8(1)(b), Australian Broadcasting Corporation Act 1983 (Cth).

child's parent or guardian's permission must be obtained. An exception is footage shot of party launches, where permission from audience members is implicit.

ABC content containing vision and/or sound of an identifiable person will not be released for use in political party advertisements unless that political party has obtained permission from the person concerned.³

IV. Broadcasts of political matters

A. Television

1. Length of broadcasts

a. Government and Opposition parties

For the Federal Election, the ABC has determined that Government and Opposition parties will each be granted 45 minutes free time on ABC Television:

Policy Launches: A 27-minute slot on the ABC Television main channel (ABC1) for the policy launch.

Policy Announcements: The balance of free time (18 minutes) will be divided into six 3-minute segments for announcements on ABC1 of policy on particular issues.

b. Minor and new parties

Policy Announcements: If a minor or new party meets the minimum eligibility criteria for free broadcast time, then the party may be granted one 3-minute announcement on ABC1.

If the party exceeds the twin eligibility criteria by contesting at least 20% of the seats in the Federal Election in a majority of States and Territories, and demonstrating at least 10% public support, then the party may be granted an additional 3-minute announcement on ABC Television.

2. Scheduling of broadcasts

The order in time in which the parties' policy launches and announcements will be broadcast will be determined at the ballot.

Broadcasts will be scheduled on ABC Television main channel (ABC1). Transmission times may be varied at the ABC's discretion.

Policy Launches: Policy launches will broadcast at a schedule to be determined by the ABC and will not be scheduled before 1800 hours. Policy launches are usually broadcast in the final week prior to polling day. The ABC follows, as a matter of policy, the "election blackout" period which runs from midnight on the Wednesday before polling day. Broadcast times may be altered at the ABC's discretion.

Policy Announcements: Announcements will broadcast at a schedule to be determined by the ABC.

The ABC will prepare a schedule of available time slots for policy launches and policy announcements. The schedule will not be varied where a party fails to provide its material in time to fill its scheduled spots. The allocation of schedule times among the parties will be determined randomly and in a transparent manner at a meeting of Party representatives and the ABC.

³ Editorial Policies, section 4.5.9.

A party may elect to waive its 27-minute launch broadcast or any of its 3-minute announcement broadcasts, but cannot convert a launch broadcast into extra 3-minute announcements.

3. Identification of party election broadcast

The party must include the following Opener and Closer as part of its policy announcements and party launch. This assists in fulfilling a legal requirement under section 79A of the ABC Act.

The Opener must include an image of the party's identification logo or graphic and be accompanied by a voiceover that states the broadcast is by a named person or persons speaking on behalf of the party for the coming election. To illustrate:

OPENER:

VOICEOVER SAYS, "Here is a broadcast by [Name of candidate/s who speak] for the [Name of party] for the 2010 Federal Election."

SHOW ON-SCREEN IMAGE OF PARTY LOGO/GRAPHIC.

The Closer must include a voiceover that announces the name of the natural person authorising the broadcast for the party, the name of the party, and the town/city/suburb where the party's principal office is situated. This must be accompanied by text on-screen conveying the same information as well as the names of the candidate/s speaking and the name of the person voicing the opening and closing announcements. To illustrate:

CLOSER:

VOICEOVER SAYS, "Authorised by [Name of party official authorising] for the [Name of party], [Town/city/suburb where party's principal office is situated]."

SHOW ON-SCREEN THE TEXT:

Authorised by [Name of party official authorising] for the [Name of party],
[Town/city/suburb where party's principal office is situated].

Spoken by [Name of candidate/s who speak
and name of the person who does the voiceover].

If the Opener or Closer is incorrect, parties should expect that the ABC will return the broadcast material to the party's representative for correction. Depending on the circumstances, this may mean the party misses one of its allocated announcement times for a reason beyond the ABC's control. If there is any doubt about complying with this requirement, contact Kylie Burke (Manager, Editorial Policies, ABC TV) on 02 8333 4452.

The ABC will insert into a party's policy launch and policy announcements an on-screen crawl stating:

"This is an election broadcast for the <Party Name>".

In the three-minute policy announcements, the crawl will run twice at one minute and at two minutes into the announcement.

In the party's 27-minute policy launch, the crawl will run at five-minute intervals – i.e. at five minutes, ten minutes, 15 minutes, 20 minutes and 25 minutes into the launch.

4. Production assistance

Subject to production commitments and studio availability, and provided adequate notice is given, ABC studio facilities in capital cities may be made available for speakers to pre-record their material. The ABC will make available studios for the straightforward recording of a speaker only. ABC staff will not assist or advise in relation to the content or presentation style nor otherwise act in any way that may compromise ABC independence and integrity. The ABC may charge for the use of its resources on a cost-recovery basis.

Except as set out in these Production Guidelines, the ABC will not edit material provided by the parties unless for technical reasons. If editing is required for technical reasons, the relevant party will be asked to approve it in writing.

5. Technical requirements

All material must be supplied on Digital Betacam (digiBeta) only and be made to professional broadcast standard. The ABC does not have access to DAB DSAT.

Every program submitted to the ABC from external sources for broadcast must pass a technical check carried out on ABC equipment by qualified operators to ensure that it meets ABC requirements.

Any programs not meeting these requirements may be returned to the supplier for correction and a subsequent review performed to check for satisfactory performance when re-submitted.

The ABC is responsible for closed captioning (offline), and deadlines for delivery of material will reflect the time required to achieve proper closed captioning.

Tapes shall be protected by suitable packaging and be delivered in manufacturer's purpose designed cases to the ABC and the packaging be clearly labelled to match the supplied program.

Tapes shall be of the highest professional quality and shall not cause the channel indicators on the videotape machine to deviate from green to either amber or red during the program.

Time Code

Time code must be continuous, sequential and unbroken throughout the entire program area of the tape.

There must be no spurious time code at the head of the tape. If it is not sequential with the rest of the tape it must be ascending and less than the program start by at least 15 seconds.

At no time can the time code cross over the 00:00:00:00 point (i.e. it must have no component that is less than zero, (e.g. 23:59:50:15).

Audio should start 12 frames after first vision and end 12 frames before the nominated duration. Countdown should go to black at 2 secs before first vision. Audio must be fully mixed and either dual mono or stereo.

Format - Standard Definition

The format shall be 625 line 50 Hz 2:1 interlaces to the equipment manufacturer's specification. There shall be one program per tape.

Aspect Ratio

ABC preference is for all programs to be supplied in full height anamorphic 16:9 format. Where 16:9 full height content is delivered it is the ABC's policy to generate a 14:9 letterbox version for transmission to our analogue viewers and a 16:9 widescreen version to our digital

viewers. It is in the Party's interest to contain essential scene elements within the 14:9 safe area to ensure compatibility of their material to the two groups of viewers.

No mixture of aspect ratios is acceptable.

Program Content Identification

The leader must accurately reflect the program details. The countdown leader must be in the same aspect ratio as the program. Countdown should go to black at 2 seconds before program start.

Documentation

Any necessary paperwork/program sheets should be complete and accurate and include the identifying key /program/house number and other details as required.

Program sheets must give information as to the aspect ratio and, if it is 16:9 anamorphic, whether it is safe to be transmitted at 14:9.

Labels placed on digital betacam cassette tapes should always be placed in the well provided on the cassette and never anywhere else.

B. Radio

1. Length of broadcasts

a. Government and Opposition parties

Policy Launches: For the Federal Election, the ABC has determined that Government and Opposition will each be allocated 27 minutes (in practice, 26 minutes 56 seconds for technical reasons) on ABC Local Radio for their policy launches.

Policy Announcements: The balance of free time (18 minutes) will be divided into six x 3 minutes (in practice, 2 minutes 56 seconds for technical reasons) for announcements or statements of policy on particular issues.

b. Minor and new parties

Policy Announcements: If a minor or new party meets the minimum eligibility criteria for free broadcast time, then the party may be granted one 3-minute announcement on ABC Local Radio.

If the party exceeds the twin eligibility criteria by contesting at least 20% of the seats in the Federal Election in a majority of States and Territories, and demonstrating at least 10% public support, then the party may be granted an additional 3-minute announcement on ABC Local Radio.

2. Scheduling of broadcasts

The order in time in which the parties' policy launches and announcements will be broadcast will be determined at the ballot.

Broadcasts will be scheduled on ABC Local Radio stations in capital cities and regional Australia. Transmission times may be varied at the ABC's discretion.

Policy Launches: Policy launches will be broadcast at a schedule to be determined by the ABC and will not be scheduled before 1700 hours. Policy launches are usually broadcast in the final week prior to polling day. The ABC follows, as a matter of policy, the "election blackout" period which runs from midnight on the Wednesday before polling day. Broadcast times may be altered at the ABC's discretion.

Policy Announcements: Announcements will be broadcast at a schedule to be determined by the ABC.

The ABC will prepare a schedule of available time slots for policy launches and policy announcements. The schedule will not be varied where a party fails to provide its material in time to fill its scheduled spots. The allocation of schedule times among the parties will be determined randomly and in a transparent manner at a meeting of Party representatives and the ABC.

A party may elect to waive its 27-minute launch broadcast or any of its 3-minute announcement broadcasts, but cannot convert a 27-minute launch broadcast into extra 3-minute announcements.

3. Identification of party election broadcast

The party must include the following Opener and Closer as part of its policy announcements and party launch. This assists in fulfilling a legal requirement under section 79A of the ABC Act.

The Opener must state that the broadcast is by a named person or persons speaking on behalf of the party for the coming election. To illustrate:

OPENER:

“Here is a broadcast by [Name of candidate/s who speak] for the [Name of party] for the 2010 Federal Election.”

The Closer must announce the name of the natural person authorising the broadcast for the party, the name of the party, the town/city/suburb where the party’s principal office is situated, the names of the candidate/s speaking and the name of the person voicing the opening and closing announcements.

CLOSER:

“Authorised by [Name of party official authorising] for the [Name of party], [Town/city/suburb where party’s principal office is situated].

Spoken by [Name of candidate/s who speak and name of the person who does the voiceover].”

If the Opener or Closer is incorrect, parties should expect that the ABC will return the broadcast material to the party’s representative for correction. Depending on the circumstances, this may mean the party misses one of its allocated announcement times for a reason beyond the ABC’s control. If there is any doubt about complying with this requirement, contact James O’Brien (Director, Networked Local Radio) on 02 8333 2879.

The duration of each broadcast will include opening and closing announcements. Party launches must not exceed 28 minutes 58 seconds. Announcements must not exceed 2 minutes 58 seconds.

4. Production assistance

Subject to production commitments and studio availability, ABC studios in capital cities may be made available for speakers to pre-record their material, provided at least 48 hours notice is given. The ABC will make available studios for the straightforward recording of speakers only. ABC staff will not assist or advise in relation to the content or presentation style nor otherwise act in any way that may compromise ABC independence and integrity. The ABC may charge for the use of its resources on a cost-recovery basis.

Except as set out in these Production Guidelines, the ABC will not edit material provided by the parties unless for technical reasons. If editing is required for technical reasons, the relevant party will be asked to approve it in writing.

5. Technical standards

Radio technical standards required: Preferred method is for audio recordings to be provided as MP3 files, but audio recordings may also be supplied on Compact Disc (CD).

C. Online

Following or at the same time as broadcast on television or radio, the ABC may, at its discretion, post on ABC Online the video or audio of any party election broadcast. The material may be posted together with a link to the official website of the political party that submitted it.

The ABC reserves the right to remove any such party election broadcast material or link from ABC Online at any time.

Any party election broadcast material posted online by the ABC will be presented in such a manner as to preserve the independence and integrity of the ABC.

V. Delivery of broadcast material

All recordings for television and radio must be available to the ABC for checking no later than 10.00 am (EST) on the day before scheduled transmission. Where announcements are scheduled for Saturdays, Sundays or Mondays, recordings must be available to the ABC by 10.00 am on the preceding Friday.

Any decision not to proceed with a broadcast, or to submit material that will run significantly less than the allocated time, must be notified to the ABC within this same timeframe. This is to ensure that the ABC can deal appropriately with the scheduling and/or technical consequences of such a decision.

A party may choose to repeat a previously approved announcement if it misses a deadline or otherwise wishes to repeat. The ABC must have sufficient time to carry out technical checks and insert closed captioning.

Television digiBeta material is to be delivered to:

Level 3, Ultimo A
ABC, 700 Harris Street Ultimo NSW 2007
Manager of Broadcast Operations
Ms Kirsten McGregor
Tel: 02 8333 2552; Mob: 0439 482 875

Radio materials: CDs to be delivered to:

Level 2, Ultimo A
ABC, 700 Harris Street Ultimo NSW 2007
Director, Networked Local Radio
Mr James O'Brien
Tel: 02 8333 2879; Mob: 0418 407 085

The email address for MP3 files is: obrien.james@abc.net.au.



Party Announcements

The ABC makes allocations of free broadcast time on radio and television during Federal, State and Territory election campaigns for party political purposes. Please read the ABC's [fact sheet](#) for more information.

The broadcasts will be available here after being presented on radio and television.

All times are in Australian Eastern Standard Time (AEST).

Party announcements on ABC1				
Date	Time	Duration	Party	Watch video
Tuesday July 27	9:30pm	3 minutes	Coalition	Play
Thursday July 29	6:00pm	3 minutes	Labor	Play
Thursday July 29	9:25pm	3 minutes	Coalition	Play
Friday July 30	6:00pm	3 minutes	Labor	Play
Tuesday August 3	9:30pm	3 minutes	Greens	Play
Thursday August 5	6:00pm	3 minutes	Coalition	Play
Thursday August 5	9:25pm	3 minutes	Labor	Play
Friday August 6	6:00pm	3 minutes	Coalition	Play
Tuesday August 10	9:30pm	3 minutes	Labor	Play
Thursday August 12	6:00pm	3 minutes	Coalition	Play
Thursday August 12	9:25pm	3 minutes	Labor	Play
Friday August 13	6:00pm	3 minutes	Greens	Play
Saturday August 14	8:20pm	3 minutes	Coalition	Play
Saturday August 14	9:15pm	3 minutes	Labor	Play
Tuesday August 17	6:30pm	27 minutes	Coalition	Play
Wednesday August 18	6:30pm	27 minutes	Labor	Play

Party announcements on ABC Local Radio				
Date	Time	Duration	Party	Listen to audio
Tuesday July 27	7:05pm	3 minutes	Coalition	Play
Wednesday July 28	7:05pm	3 minutes	Labor	Play
Wednesday July 28	8:05pm	3 minutes	Coalition	Play
Thursday July 29	8:05pm	3 minutes	Labor	Play
Monday August 2	7:05pm	3 minutes	Greens	Play
Tuesday August 3	7:05pm	3 minutes	Coalition	Play
Wednesday August 4	7:05pm	3 minutes	Labor	Play
Thursday August 5	7:05pm	3 minutes	Coalition	Play
Monday August 9	7:05pm	3 minutes	Labor	Play
Tuesday August 10	7:05pm	3 minutes	Coalition	Play
Wednesday August 11	7:05pm	3 minutes	Labor	Play
Thursday August 12	7:05pm	3 minutes	Greens	Play
Sunday August 15	8:05pm	3 minutes	Coalition	Play
Monday August 16	7:05pm	3 minutes	Labor	Play
Tuesday August 17	7:30pm	27 minutes	Coalition	Play
Wednesday August 18	7:30pm	27 minutes	Labor	Play



Attachment E Media alert, ABC TV wins election night coverage & ABC Online achieves record 10.6m views

Released: Sunday 22 August 2010

ABC TV WINS ELECTION NIGHT COVERAGE & ABC ONLINE ACHIEVES RECORD 10.6M VIEWS

Last night, ABC TV's Election coverage across ABC1 and ABC News 24 won the night in prime-time (6pm – midnight), and achieved a 1.4 million total combined metro and regional preliminary audience.

Australia Votes 2010 started at 6pm AEST and was simulcast across ABC1 and ABC News 24.

Across the five cities, ABC TV achieved a prime-time audience of 1 million with an FTA share of 28%, combining ABC1 and ABC News 24. ABC TV achieved the highest prime-time audience in each city except for Melbourne.

ABC1 won the prime-time 5 city average audience, with 1,003,000 and 27% FTA share.

The prime time, 5 city average audience and share for each channel showing Election coverage was:

PRIME-TIME (6pm-mn) 5 City Audiences			
	Ave Aud	FTA Share %	Total TV Share %
ABC1	1,003,000	27.0	21.2
ABC News 24	39,000	1.0	0.8
7	627,000	16.9	13.3
9	754,000	20.3	16.0
TEN	392,000	10.5	8.3
SBS ONE	124,000	3.3	2.6
SKY NEWS	65,000		1.4

ABC TV's total regional prime-time audience across ABC1 and ABC News 24 was 379,000. Among the individual regional markets, ABC TV achieved the highest audience in Northern NSW, Southern NSW and Regional WA.

Australia Votes 2010 achieved a combined metro and regional preliminary audience of 1.4 million on ABC1 and ABC News 24, winning the night. It achieved a five city average preliminary audience of 1 million on ABC1 and 36,000 on ABC News 24. ABC1's FTA share was 26.7%.

In the regional markets (including WA), ABC TV's Election simulcast coverage across ABC1 and ABC News 24 won the night with a total regional average preliminary audience of 311,000 on ABC1 and 43,000 on ABC News 24.

In the Total Regional Aggregated Markets (excluding WA) ABC1's FTA Share was 20.2%.

Note, across many of the networks – including ABC TV – Election coverage was extended due to inconclusive Election results with varying end times across all networks, and so these preliminary program results are subject to change. However, the prime-time results will remain the same.

ABC Online achieved a record 10.6 million views on Saturday 21 August 2010, with just under a million unique browsers.

There were 160,000 streams of ABC News 24 on Saturday 21 Aug 2010.

Source: OzTAM Overnight data, RegionalTAM Overnight data and Webtrends data

For further information contact:

Rachel Fergus, ABC TV Publicity, 02 8333 4250, 0416 263 194 or Fergus.rachel@abc.net.au

