



WORLD SUMMIT ON TELEVISION AND CHILDREN

World Congress Centre Melbourne, Australia 12-17 March 1995

SUMMIT OBJECTIVES

The communications' revolution with its promise of multiple channel systems, 'information highways' and ultimately interactive technology that will enable programming to be customised for individual homes means that the philosophical assumptions that have driven the broadcasting debate will not necessarily be valid in the future.

A World Summit is therefore timely and necessary to discuss these issues as they relate to the provision of programs for children.

The objectives are:

- . to achieve a greater understanding of developments in children's television around the world;
- . to raise the status of children's programming;
- . to draw to the attention of key players in broadcasting the importance of issues relating to children;
- . to agree on a charter of guiding principles in children's television;
- . to ensure the provision of programs for children will be guaranteed as the communication revolution proceeds.
- . to assist the developing world to provide opportunities for children's programming in the future.

TOPICS INCLUDE:

- . The rights of children in relation to television
- . The communication revolution
- . Cultural protection versus free market philosophies
- . How we finance children's programs
- . Existing international production models
- . The role of awards and festivals.
- . Sponsorship and merchandise
- . The responsibilities of broadcasters to children
- . Children's television in this new technological age
- . The future of independent production
- . Co-production and program exchange
- . The role of regulation and standards in the production of program

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