

# THE ABAC SCHEME LIMITED ACN 139 761 130 MANAGEMENT COMMITTEE MEETING Tuesday, 15 March 2016 at 10.30 am

s22

Teleconference details: Dial s22 and enter Guest Code s22 **AGENDA** S 2 2 3. CONFIRMATION OF MINUTES OF MEETING 24/11/15 Attachment A 2 MATTERS FOR DISCUSSION & DIRECTION 8. s22 Digital Placement 8.2. Attachment G s22

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## 10. Digital Marketing placed with Content for Minors

The members discussed the concerns raised in the letter from Professor Magnusson. §4 advised that the Health and Communications Ministers and Departments are looking at this issue. s47G

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. Department of Health will write to IAB in relation to this issue. \$47G

is important that all role to play.

[Meeting closed at 12.20pm] noted that it is important that ABAC recognises that this is an issue and that ABAC has an educational role to play.

#### 11. Next Meeting:

To be confirmed.

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# THE ABAC SCHEME LIMITED **MANAGEMENT COMMITTEE MEETING**

Tuesday, 15 March 2016

### FOR DISCUSSION

## **DIGITAL PLACEMENT**

## **Background**

A discussion occurred at the last ABAC Management Committee meeting in relation to the placement of a Bundaberg Rum advertisement with Dora the Explorer content on Youtube. Further information has now been obtained about this particular example and the general concern. I have set out the information obtained under the relevant source.

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