**Transcript**

***Professor Russell Hoye – Regulating Sport Broadcasting***

The aim of our research is to undertake an examination of advertising for gambling on broadcast television in sport because sport has an exemption. So children who are watching sport on television on weekends can view all sorts of advertising product so we’re looking to see what sort of impact the volume and content has on the uptake of children who actually are watching sport.

What we are hoping to do is influence government policy on the regulation of advertising for three basics things that are on sport which are everybody can watch, that is gambling, junk food and alcohol. What we’re trying to look at is how better to regulate that with the idea that we can lessen the impact on young children and adults in the uptake of those three things.

We’re trying to influence the public health of the general population by having people who are more aware of the regulation of advertising and diminishing, sorry, reducing the advertising of those three products on television. We’re trying to lessen the exposure of young children and adults to those things so therefore the idea is that eventually those people have less exposure to those products and therefore the public health benefits down the track are enhanced.