[GB] ITC Reviews Clock-based Watershed Policy

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The imminent onset of video-on-demand, pay-per-view and near-video-on-demand services has caused the Independent Television Commission to reconsider its policy as regards the viewing of unsuitable material by children.

The existing approach is spelt out in the Family Viewing Policy within the ITC Programme Code and largely relies on scheduling controls. The review recognises that the newer services are watched as a result of an individual decision to pay to watch. This implemented by technical means, which restrict access to someone properly authorised, and in possession of a billing PIN number. In consequence, the normal watershed rules (centring on 21:00 hours), will, for an experimental period, and where the ITC is satisfied that adequate measures exist to protect children, be waived for such new services. 'Adult material' will thus be permitted to be available to those who wish to watch it at any time of the day.

ITC Programme Code.

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