



ATV10 Melbourne

Failure to ensure clearly visible classification symbols and consumer advice

Complaint: Failure to ensure clearly visible classification symbols and consumer advice in press advertising

On 25 February 2002, the ABA received a written complaint in relation to an advertisement for ATV10 programs published in the Melbourne *Sunday Age* newspaper on 8 October 2000. The complainant alleged that the classification symbols which appeared in the press advertisement for the programs 'Just Shoot Me', 'Becker' and 'The Jackal' were not clearly visible and that there was no consumer advice for the M classified movie 'The Jackal'.

Relevant code

Clause 2.24 of the Commercial Television Industry Code of Practice states:

Clearly visible classification symbols must accompany all press advertising of programs on behalf of a licensee, and all program listings in program guides produced by a licensee.

Clause 2.28 states:

Press Advertising and Program Guides:

Clearly visible consumer advice must accompany:

2.28.1 all press advertising of programs placed by the licensee. This must be spelt out (e.g. 'some coarse language') in all advertisements of

one quarter page by four columns or larger. In smaller press advertisements, it may be abbreviated, as set out in clause 2.27

Decision

The ABA determined that that the licensee of ATV10 breached clause 2.24 of the Commercial Television Industry Code of Practice by its failure to ensure clearly visible classification symbols for the programs 'Just Shoot Me' and 'Becker' and the movie 'The Jackal', and breached clause 2.28 of the code by its failure to ensure clearly visible consumer advice for 'The Jackal' in the press advertisement in question.

Action taken

The licensee advised the ABA that it had reinforced with its advertising agency the need to include clearly visible classification symbols and consumer advice where appropriate. A recent *Sunday Age* press advertisement for ATV10 programs was provided to the ABA to demonstrate the effect of the action taken. In light of the measures taken and the fact that it was the first time ATV10 had breached this section of the code, the ABA took no further action.

