

<b>COMPLAINT NUMBER</b>	17/150
<b>COMPLAINANT</b>	C Cribb
<b>ADVERTISER</b>	20th Century Fox
<b>ADVERTISEMENT</b>	20 <sup>th</sup> Century Fox Television
<b>DATE OF MEETING</b>	16 May 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement trailer for the Fox movie Alien Covenant showed various clips from the movie including alien attacks.

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, C Cribb, said:** While watching Seinfeld with my child on the date and time above the 2 lots of adverts within 7-7.30pm showed the new Alien Covenant Movie trailer. This showed a very graphic image of a very scary alien at the end. I do not know what the rating of this movie is at this time, however I consider it inappropriate that it be screened at this time. Surely images of this nature are to be screened at least after 8.30pm.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 6.**

**The Chair** noted the Complainant's concern that the movie trailer was shown at an inappropriate time.

The Chair noted the advertisement had been afforded an S7 (Special 7) rating by the Commercial Approvals Bureau, which meant it could be broadcast after 7pm. The Chair confirmed that the advertisement aired within the constraints of its afforded rating.

While acknowledging the distress the advertisement caused, the Chair said the timing of the advertisement was unlikely to cause serious or widespread offence to most people. The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics.

Accordingly the Chair ruled there were no grounds for the complaint to proceed.

**Chair's Ruling:** Complaint **No Grounds to Proceed**