

COMPLAINT NUMBER	17/201
COMPLAINANT	J Smith
ADVERTISER	SKY Television
ADVERTISEMENT	SKY Television, Television
DATE OF MEETING	3 July 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Sky television promotion which played on TV2 said: "It's game on at Sky! This winter's going to be huge, with the DHL NZ Lion series and the 35th America's Cup, plus so much more. There's never been a better time to get Sky and now it's even easier with nothing to pay until June 3rd. That's right, pay nothing for Sky Basic with Sky Sport until June 3rd when you join on a 6 month contract. Go to sky.co.nz to join Sky now. Offer ends 7th May." Conditions for the offer were on-screen and stated *From June 3 Sky Basic is \$49.91 per month and Sky Sport is \$29.90 per month. **No joining fee on standard domestic installs only."

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

Complainant, J Smith, said: I wish to lay a complaint against a Sky TV adv. shown on TV2 evening on 1-5-17, with a picture of All Black, gave the impression that that was what the Basic Package as stated would give.

It was a 6 month Basic Package at \$49.95 with fees and a \$150-00 credit on the account. When I applied I was told I would have to pay a further \$29.95 for the sports channel to the All Blacks.

This to me is false and misleading advertising. I challenged them this morning to no avail.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.

The Chair acknowledged the Complainant's concern that the imagery shown featured major sporting events which were not part of the Sky Basic subscription and an additional cost applied for a Sky Sport subscription. However, she said the words on-screen made it clear that Sky Sport would cost extra. The advertisement states "Get Sky Basic with Sky Sport Pay Nothing* Until June 3 2017." The conditions for the offer were on-screen and stated *From June 3 Sky Basic is \$49.91 per month and Sky Sport is \$29.90 per month."

The Chair noted that Sky provided a subscription service with a range of different content packages with a basic package and separate packages for sport and for movies among other services. The Chair noted the monthly fees for both Sky Basic and Sky Sport were included on-screen in the advertisement. The Chair ruled the advertisement was not likely to mislead 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**