

COMPLAINT NUMBER	17/263
COMPLAINANT	L Hunt + three others
ADVERTISER	Village Roadshow Ltd
ADVERTISEMENT	Village Roadshow Ltd, Television
DATE OF MEETING	3 August 2017
OUTCOME	Settled

Advertisement: The television advertisement trailer for the movie Annabelle 2 showed various clips from the movie, including dark scenes of scary dolls, children levitating and being thrown across the room and dragged away.

The Chair ruled was Settled.

Complainant, L Hunt, said: Trailer advert for Movie Annabell 2 - 2017-07-31 between 7.30 - 8pm I wish to complain about the screening of an advertisement for the R rated horror movie Annabell 2. This movie trailer is not suitable to be screened before the time of 8.30pm as an advertisement on everyday television. This advertisement contains graphic images, scenes & themes which are extremely disturbing. This movie has an R rating for cinema screening but yet we are able to see a clip of this movie before 8pm on our television screens.

Three other Complainants raised similar issues.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5

The Chair noted the Complainants' concerns that the placement for the trailer advertising the Annabelle 2 movie contained images which were not suitable for the screening times.

The Chair confirmed the Secretariat had been informed that the advertisement's rating had been changed. The movie trailer now has an AO (Adult Only) rating, which the Chair said would result in the advertisement being placed in more appropriate timeslots.

Given the Media's co-operative engagement with the process and the self-regulatory action taken in amending the advertisement's rating, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**