

<b>COMPLAINT NUMBER</b>	17/328
<b>COMPLAINANT</b>	E Pincock and Others
<b>ADVERTISER</b>	Roadshow NZ
<b>ADVERTISEMENT</b>	Roadshow NZ, Television
<b>DATE OF MEETING</b>	4 October 2017
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement trailer for the movie IT showed various clips from the movie including a child looking into a dark drain following his paper boat. The advertisement included information about the film rating (R16) and that it was adapted from a Stephen King novel.

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

**Complainant, E Pincock, said:** “Advertising horror movies before 7.30? Come on TVNZ, please remove all advertising of the Movie IT until after at least 8.30pm.”

**Four Duplicate Complainant’s** shared similar views about the time the advertisement played.

**The relevant provisions were Basic Principle 4 and rules 4, 5 and 6 of the Code of Ethics.**

**The Chair** noted the Complainants’ concerns it was inappropriate for the IT movie television advertisement to air before 8.30pm and specifically when children were likely to watching.

The Chair noted the advertisement was rated S7 by the Commercial Approvals Bureau, which meant it could be broadcast after 7pm. The Chair confirmed that in all instances where the advertisement was seen by the Complainants, it aired within the constraints of its afforded rating.

The Chair acknowledged the implication in the advertisement of impending danger but when considered in its entirety, she said it did not show anything that was overtly scary and likely to frighten the 16 year and over audience to whom the advertisement was directed. The Chair also took in to account the advertisement was for a thriller and the information that it was the film adaptation of a book by Stephen King and her view was that it did not reach the threshold to be considered to play on fear unjustifiably.

While acknowledging the concern the advertisement caused, the Chair said it did not effect a breach of Rules 4, 5 of 6 of the Code of Ethics and had been prepared with a due sense of social responsibility required by Basic Principle 4 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**