

<b>COMPLAINT NUMBER</b>	18/065
<b>COMPLAINANT</b>	J Lottering
<b>ADVERTISER</b>	20th Century Fox
<b>ADVERTISEMENT</b>	20 <sup>th</sup> Century Fox, Digital Marketing
<b>DATE OF MEETING</b>	5 March 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The movie trailer advertisement for the film 50 Shades Freed screened during The Block on 3 On Demand and showed a montage of images from the film including intimate moments between the main characters and images of sexual bondage.

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

**Complainant, J Lottering, said:** Watching the block australia on tv3 on demand at 9pm ish at night. This is a G rated programme to which you would assume would have g rated advertising. In this situation, we were shown a 'yet to be rated movie' trailer for 50 shades freed. In my personal opinion, this is not appropriate for the potential audience and is not an advert that I would like coming up while watching tv with my 5 year old daughter. This is not the first time an unrated movie trailer has shown while watching a g rated program. There should be some type of guidance required that if it is unrated, it isn't shown in family tv show slots.

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

**The Chair** noted the Complaint's concern the advertisement contained adult images not appropriate for a G rated programme that children may be watching when it played On Demand.

The Chair said the 50 Shades Freed movie trailer advertisements had been rated AO (Adults Only) by the Commercial Approvals Bureau. This meant for regular programming the advertisement would only have aired during AO programming. She confirmed the Complainant was correct to say The Block was a G rated programme and agreed it would not have been appropriate for the trailer to have played on TV3's regular service.

The Chair clarified the On Demand platform differed in that advertising served to the account was based on the demographic of the subscriber. The advertisements served will be based on the profile including age and gender of the account holder, therefore an adult profile will attract advertisements with an AO rating. Based on this the Chair ruled there had been no breach of Basic Principle 4 or Rule 5 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**

#### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.