

<b>COMPLAINT NUMBER</b>	18/073
<b>COMPLAINANT</b>	A Chapman
<b>ADVERTISER</b>	20th Century Fox
<b>ADVERTISEMENT</b>	20 <sup>th</sup> Century Fox, Television
<b>DATE OF MEETING</b>	13 March 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television trailer for the movie Red Sparrow showed a montage of images from the movie including a woman in her underwear and fleeting shots of violence.

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

**Complainant, A Chapman, said:** The trailer (or parts of) for the movie Red Sparrow was shown. I was surprised at the content of the trailer given the time of day. I changed the channel part way through as my daughter was also watching and I think the scenes were inappropriate for her to view. The movie is rated R and is described as risqué. I think this time of day was too early given the content of the movie trailer.

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

**The Chair** noted the Complainant's concern the movie trailer for Red Sparrow had played at an inappropriate time.

The Chair confirmed that while the movie Red Sparrow carried an R16 rating, the Red Sparrow trailer had been given a PGR (Parental Guidance Recommended) rating by the Commercial Approvals Bureau. The advertisement screened during The Project, which is categorised as Unclassified Programming.

The Broadcasting Standards Authority defines Unclassified Programming as “news, current affairs, sports and live content is not, because of its distinct nature, subject to classification. However, broadcasters must be mindful of children’s interest and other broadcasting standards and include audience advisories (i.e. a warning) where appropriate “

While the Chair acknowledged the Complainant's concerns about the timing of the trailer, she noted that there were many different scenes from the movie featured in the advertisement, and the images with adult themes and violence appeared only fleetingly in the advertisement.

The Chair said that the advertisement had been prepared with a due sense of social responsibility and did not reach a threshold to cause serious or widespread offence. The Chair said there was no apparent breach of Basic Principle 4 and Rules 4 and 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.