

COMPLAINT NUMBER	19/348
COMPLAINANT	E Salt
ADVERTISER	Roadshow NZ
ADVERTISEMENT	IT Chapter Two, Television
DATE OF MEETING	23 September 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the Roadshow film *IT Chapter Two* showed a montage of images from the movie including dark scenes with screaming, figures come out of water and a menacing clown which opens its mouth to reveal sharp teeth and strikes forward with a biting action at the end.

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

Complainant, E Salt, said: I was watching tv with my 10 year old son when the advert IT cam on and absolutely terrified my son. I think it's a little bit early for that advert to be on and it to be honest it even scared me

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c), Rule 1(g);

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c): Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt abuse or ridicule.

Rule 1 (g): Fear and Distress: Advertisements must not cause fear or distress without justification.

The Chair noted the Complainant's concern the advertisement for a horror movie did not play at an appropriate time due its content.

The Chair said the Commercial Approvals Bureau (CAB) had confirmed the rating of the *IT Chapter Two* trailer advertisement was S830 (Special 830), which meant it could only be broadcast after 8:30pm. The Chair noted the advertisement played 9:05pm during the programme *8 Out of 10 Cats Does Countdown*, which is rated AO (Adults Only).

While the Chair acknowledged the Complainant's concerns about the content, she said given the timing and placement of the advertisement, it was not targeting children and had aired within the constraints of its afforded rating.

The Chair said the advertisement and its placement had not reached the threshold to breach Principle 1 or Rules 1(c) and 1(g) of the Advertising Standards Code.

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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.