

COMPLAINT NUMBER	21/526
ADVERTISER	Radio New Zealand
ADVERTISEMENT	Radio New Zealand Twitter
DATE OF MEETING	1 December 2021
OUTCOME	Settled

Advertisement: The bio of the Radio New Zealand Morning Report Twitter account (@NZMorningReport) states, "New Zealand's most listened to morning news show, featuring in depth coverage of local and world events from 6:00am to 9:00am every weekday on RNZ National".

The Chair ruled the Complaint was Settled.

Complaint: RadioNZ display inaccurate facts in their advertising on social media. Their Morning Report Twitter account states that they are "New Zealand's most listened to morning news show" this however is not the case. Hoskings ZB is <https://www.stuff.co.nz/entertainment/tv-radio/300414418/newstalk-zb-credits-holding-politicians-to-account-for-continued-audience-growth>

<https://twitter.com/NZMorningReport>

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(d)

The Chair noted the Complainant was concerned the advertisement was making a misleading claim in relation to being New Zealand's most listened to morning news show.

The Chair confirmed that the Twitter bio was an "advertisement" for the purposes of the Advertising Standards Code. She said that the Advertiser, as the account administrator, directly controlled the content of the message which was intended to influence people to choose the RNZ morning news show over a competitor show.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser amended the advertisement and removed the wording that was complained about.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of amending the advertisement, 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**

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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.