

COMPLAINT NUMBER	20/522
ADVERTISER	SKY Television
ADVERTISEMENT	Neon, Television
DATE OF MEETING	19 October 2020
OUTCOME	No Grounds to Proceed

Advertisement: The SKY television advertisement for the Neon streaming platform shows a montage of scenes from content available on the platform, including a number of scenes showing actors firing guns fired.

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

Complaint: During One News on Saturday 10 October family friendly adverts were showing. Then a neon advert/promo played which included violent shoot ups and content not suitable for children.

It was not appropriate to have this violent content showing during the news ad break at this time. This is not suitable for young children and I object to this type of content showing During these time zones.

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

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(f) Violence and anti-social behaviour: Advertisements must not, unless justifiable on educational or social grounds, contain anything that condones, or is likely to show, violent or anti-social behaviour or damage to property.

The Chair noted the Complainant's concern the advertisement showed violent content which was not suitable for the time it aired.

The Chair confirmed the advertisement had been given an M (Mature) rating by the Commercial Approvals Bureau and the advertisement screened during *TVNZ One News*, which is categorised as Unclassified Programming.

The Broadcasting Standards Authority refers to Unclassified Programming as "news, current affairs, sports and live content that is not, because of its distinct nature, subject to classification. However, broadcasters must be mindful of children's interests 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 advertisement, she said it had been placed with the appropriate care during *One News*, a programme which covers a range of topics, and frequently contains real life subject matter which may require viewer discretion and be unsuitable for a younger audience.

The Chair said the advertisement and its placement did not meet the threshold to be likely to cause offence or condone violent or anti-social behaviour for most viewers, taking into account context, medium, audience and product. She said the advertisement had been prepared and placed with a due sense of social responsibility to consumers and society and was not in breach of Principle 1 or Rules 1(c) and 1(f) 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 calendar days of receipt of this decision.