



CASE REPORT

1. Complaint reference number	23/04
2. Advertiser	Columbia TriStar Films Pty Ltd ("Underworld")
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 17 February 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement broadcasts a preview for the movie 'Underworld' and announces when the film will be showing in cinemas.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

"It's a short snip of the film – but it shows enough violence to cause myself and my young children distress."

"My children are still young and yes they do understand that there is war and death but they are still young, their minds are innocent."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*"... we have ensured that our advertising is: 1. Not discriminatory in any way. 2. Any violence portrayed is in the context of our product (**Underworld**). 3. There is no sexual content. 4. The film is not directed at Children under 15 years of age..... 5. There is no obscene language portrayed in the TVC's. 6. It is not contrary to prevailing community standards on health and safety. "*

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted that the advertisement was previewing a scene from a movie and that the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.