



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0390/18
2	Advertiser	Roadshow Films
3	Product	Entertainment
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	12/09/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Graphic Depictions

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features scenes from upcoming film "Mile 22". Scenes include: a bloody man, two men walking down a corridor, several people handling guns, a man being shot, a fight, and an explosion.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This movie is MA 15+ and shows graphic violence which is unacceptable for this time of day or anytime. It is absolutely inappropriate for this to be shown at this

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:



MILE 22 is a feature film in the action/ thriller genre. The film received a classification rating from the Classification Board of MA15+ for theatrical release. The TV spots contain no discriminatory material, exploitative or degrading material, strong or obscene language, nudity, scary or supernatural themes or material contrary to health and safety standards. The TV spots do depict violence, this however is relevant to the Film being advertised which is of the action/ thriller genre and accordingly unavoidable.

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THE DETERMINATION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concern that the advertisement was violent and not appropriate for television.

The Panel viewed the advertisement and noted the advertiser's response.

The Panel noted that the advertisement featured scenes from the movie 'Mile 22' which included a man whose face and arms are splattered with blood, a man shooting another man in the chest, a man kicking another man and a man throwing another man to the ground.

The Panel considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Panel noted that this advertisement had been given a 'J' rating by CAD (http://www.freetv.com.au/content_common/pg-cad-placement-codes.seo) which provides that it: "May be broadcast at any time of the day, except during P and C [Preschool and Children's] programs or adjacent to P or C periods. Exercise care when placing in programs principally directed to children."

The Panel considered while the advertisement did contain scenes of violence, in particular the two fight scenes and the scene of the man being shot.

The Panel considered that the scenes were fleeting and considered that the overall impression of the advertisement was one of action. The Panel considered that while the advertisement contained fleeting scenes of violence, the violence was not overly



graphic or gory.

The Panel considered that some violence is justifiable in the context of advertising a violent movie and considered that the advertisement did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.

