



CASE REPORT

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| 1. Complaint reference number | 104/98 |
| 2. Advertiser | Network Ten Pty Ltd |
| 3. Product | Media |
| 4. Type of advertisement | Cinema |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 August 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is set to music, the lyrics of which are ‘Turn me On’, and shows a series of short clips taken from a range of shows screening on Channel 10. Included are a number of clips showing couples kissing and cuddling. In a few of these clips, the couples featured appear to be in or on a bed.

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘The ad was particularly offensive as it contained many sexual references, including scenes of semi-naked people rolling around on a bed while kissing passionately. I do not know at what time this add (sic) is normally screened on Channel 10...I would hope that it screens after 9pm...in future if we want to take our children to see a movie, we will have to go in as the main feature is showing and before...’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the opinion that this advertisement did not breach the Code and dismissed the complaint.