



## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 129/02  |
| 2. Advertiser                 | Nova 100  |
| 3. Product                    | Media   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 11 June 2002                           |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

One of a related series, this advertisement opens on a black and white scene of an apparently naked man, bending forward to be smacked on the behind by a paddle wielded by a fully-clothed woman, although each strike of the paddle is accompanied by the sound of something contacting metal. With a strong music backing, a graphic reads ‘Sounds Different. Nova 96.9FM’

## **THE COMPLAINT**

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

*“This ad depicts someone smacking a nude man bent over a barrel (or similar) at a time when children would have been up watching...This ad is offensive and unnecessary.”* (Complainant’s parenthesis).

## **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 noted that the advertisement carries an ‘M’ [Mature] classification and that the advertising schedule provided for it to be screened only after 8.30pm

On this basis, it determined that the advertisement did not breach the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

The Board further determined that the material did not contravene the Code on any other grounds.

Accordingly, the complaint was dismissed.