



CASE REPORT

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| 1. Complaint reference number | 134/03 |
| 2. Advertiser | Austar Entertainment Pty Ltd (Sky News) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 13 May 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a montage of scenes from television news bulletins, with a voiceover detailing the news coverage available via the Austar pay television service. The advertisement concludes with the advertiser's logo and a telephone contact number.

THE COMPLAINT

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

“The ad includes a violent scene in which a crowd of people are dragging or thrashing what appears to be the clothed lower half of a human body.”

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 determined that the content of this advertisement, representing scenes previously broadcast in news bulletins, did not constitute violence as represented in the Code, and that it did not contravene the Code on any other grounds.

Accordingly, the complaint was dismissed.