



CASE REPORT

1. Complaint reference number	136/00
2. Advertiser	The Premium Movie Partnership (Showtime)
3. Product	Media
4. Type of advertisement	Cinema
5. Nature of complaint	Violence Other – section 2.2 Other - Causes alarm and distress to children
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The cinema advertisement comprises groups of clips from films of nominated genres, each group preceded by a shot of a man on a sofa and the relevant part of a voiceover: 'When Australia wants a drama, it turns to Showtime first. When Australia feels playful, it turns to Showtime first. When Australia needs a rush, it turns to Showtime first. When Australia gets romantic, it turns to Showtime first. When Australia gets the giggles, it turns to Showtime first.' The voiceover continues: 'The latest movies are on Showtime in no time. That's why Australia has made Showtime the No. 1 movie channel on TV.' The advertisement concludes with the text and voiceover, 'Showtime. First in movies.'

THE COMPLAINT

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

'I took my two children (2 and 5 years) to see 'Stuart Little' I watched, with my children, advertisements that I would consider very inappropriate for children's viewing. The first ad was for Showtime. This had numerous shots of violence including guns, explosions and images my children have not been exposed to.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement, while it was confronting given the speed of the editing and the brevity of the images, did not breach the Code in its depiction of violence or on any other ground. The Board, accordingly, dismissed the complaint.