



CASE REPORT

1. Complaint reference number	175/99
2. Advertiser	Arena Television Pty Ltd
3. Product	Media
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement includes a close up photograph of a woman viewed from behind, wearing a pair of dotted underpants and matching top. A zipper at the top of the underpants is partially pulled down and the model is shown to be inserting her index finger under the bottom left side elastic of the underpants. The words ‘Something revealing for Fashion Week. @arena’ are superimposed over the image, followed by text containing details of the advertiser’s pay television service.

THE COMPLAINT

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

“The ad is, I believe, soft porn ... I am shocked and disgusted.”

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 depiction of the woman within the advertisement did not offend prevailing community views and standards in its portrayal of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.