



**ADVERTISING
STANDARDS
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833
www.adstandards.com.au

CASE REPORT

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| 1. Complaint reference number | 24/02 |
| 2. Advertiser | PAN TV Ltd (World Movies - 'Shout Out') |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 12 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a motionless pose by two 'performance artists', subsequent shots showing it to be a presentation on stage before a bored audience. Captions read: 'Bored stiff with regular television? Then subscribe to the World Movies channel.' The advertisement ends with contact details on screen as a voiceover asks, 'Are you ready for World Movies?'

THE COMPLAINT

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

'..... a woman depicting the Virgin Mary supporting the dead weight of the crucified Christ Do you know what blasphemy you've allowed?'

'As a Christian I know I'm supposed to turn the other cheek, but I can't see a Taoist, Buddhist doing it, and certainly not a militant Moslem.'

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 material within the advertisement did not constitute discrimination or vilification; neither did it breach the Code on any other grounds. The Board, accordingly, dismissed the complaint.