



CASE REPORT

1. Complaint reference number	274/00
2. Advertiser	FOXTEL Management Pty Ltd (Window Shopping)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man in a city street looking at a store window. He laughs and points at the window. A number of people join him and it is shown that the source of their attention is multiple television screens displayed in the store window. The action shows additional people continuing to gather interspersed with shots from a variety of programmes (among them a news programme showing the crash of the Concorde, Seinfeld, children's and sports programmes) and a variety of reactions to them from the crowd. The advertisement concludes with a girl moving towards the store window and touching it as a screen portrays an image of a lion cub. The advertisement concludes with a shot of a VCR and a voiceover: 'It's not TV. It's FOXTEL.'

THE COMPLAINT

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

'I believe the ads needs (sic) to be modified or removed as respect for the people that (sic) died in the disaster.'

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.