



CASE REPORT

1. Complaint reference number	288/99
2. Advertiser	United International Pictures Pty Ltd (EDtv)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises various scenes from the motion picture ‘Edtv’ with accompanying voiceover describing the plot. In one scene, a group of people seated around a boardroom table is watching a large screen image of ‘Ed’ apparently waking up in bed with a hand down the front of his pyjama trousers. One of them asks ‘Is that what I think it is?’ to which another replies ‘Little morning chubby’. In the final scene from the movie, the female impersonator Rue Paul is shown saying ‘All that boy did was hurt that little girl pussy’.

THE COMPLAINT

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

“... inappropriate for the time slot and generally offensive ... irresponsible in showing this ad at child targeted times.”

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 language used in the advertisement was not inappropriate and did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.