



CASE REPORT

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| 1. Complaint reference number | 30/00 |
| 2. Advertiser | Pan TV (World Movies) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a scene of a man seated on a bed in front of a standing woman. The man undoes the belt of the woman's skirt, lowers it slightly and begins caressing her belly. The woman then fully releases her skirt and a brief shot of her, naked from the waist down, is shown in rear view as her skirt drops to the floor. The words 'Drop everything and subscribe now' are superimposed on the screen as voiceover asks 'Are you ready for world movies?'

THE COMPLAINT

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

"I find the filming of the woman naked from the waist down particularly inappropriate ... As a woman, I find the whole nature of the advertisement offensive. Would the reasonable woman drop her skirt to "Subscribe now" to SBS World Movies?" ... The advertisement degrades women."

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 was of the view that the portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in its treatment of sex, sexuality or nudity. In reaching its determination, the Board noted that the advertisement had been given an MA classification and had therefore not been screened prior to 9.30pm. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.