



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 371/99  |
| 2. Advertiser                 | Austar Entertainment Pty Ltd                    |
| 3. Product                    | Media   |
| 4. Type of advertisement      | Radio   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 9 November 1999                        |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement features a man saying “When you’re not getting enough, you become ... frustrated. You play with your ... remote control, getting nothing but the same old programmes. But, if you connect to Austar right now from just \$29.95, you get plenty of ... quality entertainment. Plus one month of Austar Deluxe free. That’s six extra channels for absolutely nicks. So, pull yourself ... out of it. I did”.

## **THE COMPLAINT**

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

*“... alludes to masturbation. Sure, it’s by innuendo, but I feel it is anti-family and totally inappropriate.”*

## **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 advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.