



**ADVERTISING  
STANDARDS  
BUREAU**

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

## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 374/99  |
| 2. Advertiser                 | FNQ Broadcasters Townsville Pty Ltd (Mix 106.3FM) |
| 3. Product                    | Media   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3   |
| 6. Date of determination      | Tuesday, 7 December 1999                          |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement consists of a compilation of excerpts from various music videos, superimposed over which are the words 'Mix 106.3 FM'. A number of these excerpts depict performers/dancers dressed in underwear.

## **THE COMPLAINT**

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

*"I instructed my children to look away from the TV screen (not an uncommon event unfortunately) because of the lewd and suggest gyrations of the pop artists during the advertisement."*

## **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 depiction of the people within the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and therefore did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.