



CASE REPORT

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| 1. Complaint reference number | 417/99 |
| 2. Advertiser | sold.com.au Pty Ltd |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises various scenes in which people contemplate selling various items and suddenly find themselves surrounded by others bidding prices against themselves. One scene depicts a bedroom setting in which a woman is shown sitting astride a man in bed, both apparently dressed in their underwear, as the man notices a Star Wars model spaceship hanging from the ceiling and wonders what it may be worth. A group of people appears at the foot of the bed and begins bidding for it. Voiceover says ‘Thousands of auctions are popping up all over Australia . But you don’t have to go all over to buy or sell. Just go onto the net to www.sold.com.au’.

THE COMPLAINT

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

“The advertisement includes a sex scene and to be precise (female on top of male in bed) for more seconds than is appropriate ... inappropriate for this timeslot [6.30pm] when primary school age children are still awake.”

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 man and the woman within the advertisement did not contravene community standards in terms of its treatment of sex, sexuality or nudity, noting that neither was indecently dressed nor was there any display of sexual relations between them. The Board determined that the advertisement did not breach the Code on this or any other grounds and, accordingly, dismissed the complaint.