



CASE REPORT

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| 1. Complaint reference number | 451/07 |
| 2. Advertiser | Global One Mobile Entertainment (Home Babe Auditions) |
| 3. Product | Mobile phones/SMS |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 16 January 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features videos of various young women fondling their clothed bodies as a female voiceover announces "Get home-made naughty video auditions on your mobile. SMS PEEP to 1994 9999. Sexy amateur babes auditioning on your mobile, SMS PEEP to 1994 9999." One scene shows two women on a bed kissing each other.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This ad was broadcast repeatedly during this hour, during a broadcast of "Lost", which is watched by my teenage daughter. I had to delete all the adult ads (of which this was just one of many) before my daughter wanted to watch it. Given the target audience of "Lost", this ad is entirely unsuitable because of its adult content. The ad is offensive to me as an adult, and quite unsuitable for viewing by minors.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The advertisement in question, is for video downloads to a mobile phone. You will note, the advertisement has a sales oriented voice-over for the entire length of the advert.

All FTA adverts have to be passed by CAD before going to air. However, we appreciate that not all adverts or products shown on TV, whether they be for day time or night time viewing will appeal to all that view the adverts or products, and that, unfortunately, is out of our hands.

Yes the product we are advertising is aimed at the adult male market. Just like other niche products out there in the market aimed at their appropriate target audience, ie personal feminine products, adult products to promote longer intimacy etc. These also would not appeal to all audiences and maybe make them want to switch a channel or mute the volume.

On reviewing the content of our advertisement, we are of the strong opinion that we have not breached Section 2. of the AANA Advertiser Code of Ethics, which reads:

'Advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and where appropriate, the relevant programme time zone'.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section

2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainants' concern that the advertisement was inappropriately sexual and particularly inappropriate for viewing by children.

The Board noted that it is legal for advertisements to advertise products such as sex or nudity related mobile phone services provided that such advertisements comply with the Code.

The Board noted Section 2.3 of the Code which states that 'advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and where appropriate, the relevant programme time zone.'

The Board noted that this advertisement is aimed at the adult male market and is only able to be shown on television after 11pm. The Board considered that people who tape programmes that appear on television in this late night timezone need to be aware that such programming is likely to contain adult style advertisements.

The Board noted that the women in this advertisement are all clothed - albeit in lingerie - and that the advertisement is risque and sexually suggestive. However the Board considered that the advertisement was appropriate for the late night time zone and was not in breach of Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.