



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 59/00   |
| 2. Advertiser                 | Hotshots Management Pty Ltd                     |
| 3. Product                    | Entertainment                                   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | 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 comprises shots of various acts in a show by a company of male performers, including segments where only briefs, shorts or jeans are worn and where a man, in a g-string, makes gyrating movements before a female audience member. The voiceover includes: “Ladies, they’re here. Sydney’s Hotshots. Live on stage. Come aboard one seduction 747 as the guys take you on a journey through fantasyland. See the guys explode to life on-stage, revealing the most exciting game show ever to be seen. This is two hours you’ll never forget.” The advertisement concludes with an on-screen list of performance dates and venues.

## **THE COMPLAINT**

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

*In my opinion, this is too much for general viewing. It takes away the choice of going to see male strippers. I would like it edited, or put on for example after 9pm .“*

## **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 portrayal of sex/sexuality/nudity within the advertisement was not inappropriate given that the advertisement had received a PG rating and was restricted to being broadcast within the relevant time classification zones. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.