



CASE REPORT

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| 1. Complaint reference number | 85/01 |
| 2. Advertiser | PAN TV Ltd (World Movies) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 May 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement portrays an on-stage, costumed dance scene in which a female dancer, indicated to have forgotten to wear her bloomers, cartwheels in front of a wide-eyed male. The advertisement concludes with a voiced question, ‘Are you ready for World Movies?’ over a World Movies graphic.

THE COMPLAINT

Comments which the complainant made regarding this advertisement include the following:

‘...a masterpiece of actual imagery and suggested imagery, which together creates (sic) the whole image that it’s (sic) creators are intending to be seen, which is pornographic.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in relation to its portrayal of sex/sexuality/nudity.; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.