



44 Avenue Road  
Mosman NSW  
Australia 2088

T : 61 2 8968 7100  
F : 61 2 9969 3520  
W : [freetv.com.au](http://freetv.com.au)

**Media Statement  
6 October 2010**

## **Dying With Dignity Victoria Advertisement**

- Commercial free-to-air television broadcasters provide their services under a public licence and are subject to a range of strict rules about what can and cannot be shown on television.
- The Commercial Television Industry Code of Practice states that material which promotes or encourages suicide will invariably be unsuitable for television.
- Compliance with the Commercial Television Industry Code of Practice is a condition of broadcasters' licences, breach of which would expose them to significant penalties.
- Free TV Australia expresses no view on the ethical and legal debate surrounding voluntary euthanasia and has no interest in suppressing debate on this issue.
- The decision by Commercials Advice to refuse classification for the Dying With Dignity advertisement was based purely on a view that the broadcasting regulator, the ACMA, would be able to investigate and uphold a complaint that the advertisement was in breach of section 2.17.5 of the Code of Practice. Commercials Advice have obtained independent legal advice which supports this view.
- Broadcasters take very seriously their obligations under the Commercial Television Industry Code of Practice. The Commercial Television Industry Code of Practice is reviewed periodically and is subject to a wide-ranging public consultation process to ensure it adequately reflects community attitudes.