

Placement guides and CAD commercial placement codes

This Section sets out in tabular form information on the placement of promos, commercials and CSAs under the Code.

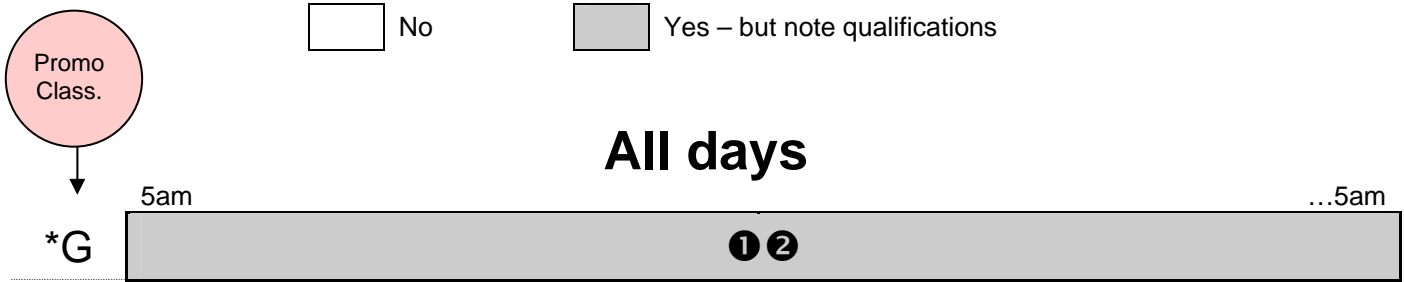
It is divided into three subsections:

1. Promo placement charts for G, PG, M, MA and AV programs	2
1.1 Promos for G programs	3
1.2 Promos for PG programs	3
1.3 Promos for M & MA programs	4
1.4 Promos for AV programs	5
2. Commercial placement charts	6
2.1 Alcohol advertising	7
2.2 Betting & gambling advertising	8
2.3 Condom advertising*	9
2.4 Telephone sex-line advertising	10
2.5 Premium charge phone services	10
2.6 G classified cinema product*	11
2.7 PG classified cinema product*	11
2.8 M & MA classified cinema product*	12
2.9 R18+ classified cinema product*	13
2.10 X classified cinema product*	14
3. CAD commercial placement codes	15
3.1 CAD placement chart Weekdays	16
3.2 CAD placement chart Weekdays	17
3.3 CAD placement chart Weekends	18
3.4 CAD placement chart Weekends	19
<u>3.5 CAD commercial placement codes</u>	<u>20</u>



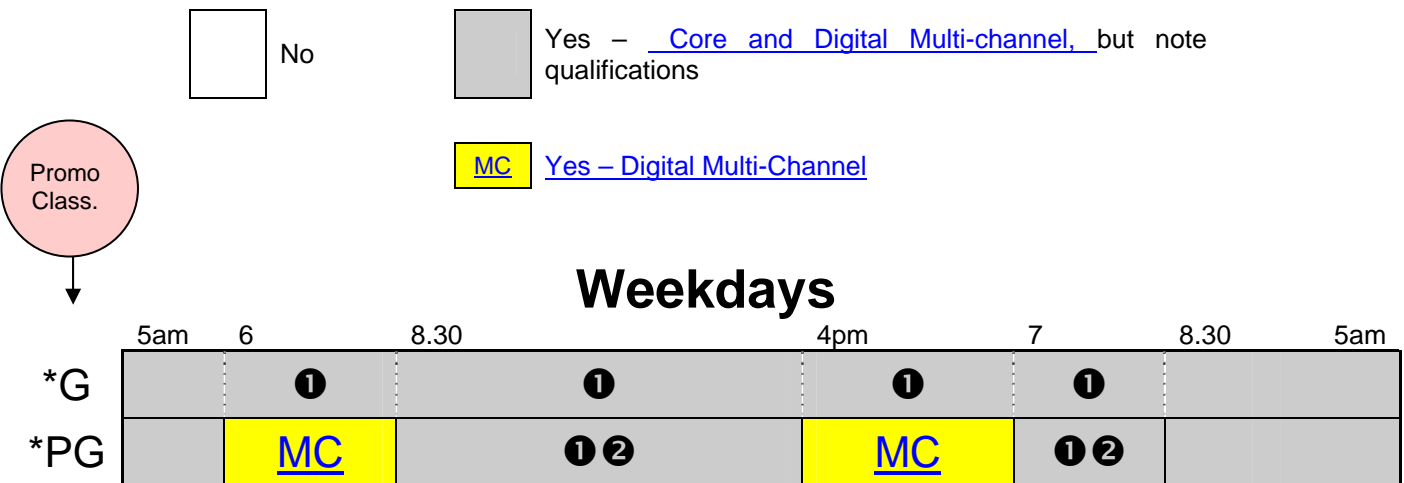
1. Promo placement charts for G, PG, M, MA and AV programs

1.1 Promos for G programs



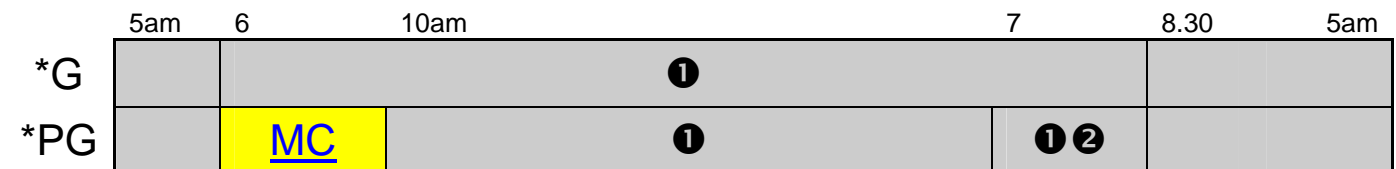
- ❶ No promos at all within P programs (clause 3.4).
- ❷ Not within C programs or in breaks adjacent to P or C periods, unless the promo complies with the Children’s Television Standards (see ABA Standards tab in this folder) (clause 3.5).

1.2 Promos for PG programs



- ❶ Not in P or C programs or in breaks adjacent to P or C periods (clause 3.4).
 - ❷ Not within G programs at 3.30pm or between 7.00pm–8.30pm (clause 3.8).
- MC [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

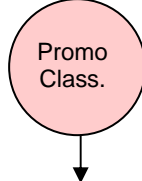
Weekends





- ❶ Not in P or C programs or in breaks adjacent to P or C periods (clause 3.4).
 - ❷ Not within G programs between 7.00pm–8.30pm (clause 3.8).
- MC [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)


*Note: G promo requirements in clause 3.8 and PG promo requirements in clause 3.9.

1.3 Promos for M & MA programs

Promo Class. 

 No

 Yes – [Core and Digital Multi-Channel](#), but note qualifications

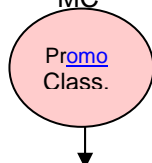
 **MC** Yes – [Digital Multi-Channel](#)

Weekdays

	5am	6	8.30	12pm	3	4	7	8.30	10.30	5am
*G		① ②		①		① ②	①			
*PG		<u>MC</u>		①	① ③	<u>MC</u>	① ③			
M				① ④				⑤		

- ① Not in P or C programs or in breaks adjacent to P or C periods (clauses [3.4](#) and [3.14](#)).
- ② Not in cartoon programs in the G zone, or in child appeal programs between 4.00pm–6.00pm (other than news, current affairs or sport) (clauses 3.6.1 and 3.6.3).
- ③ Not within G programs at 3.30pm and between 7.00pm–8.30pm (clause 3.8).
- ④ Not in school holidays (and subject to time zone adjustments where licence area crosses timezones: see clause 2.10.3).
- ⑤ Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply (clauses 3.11–3.12).

MC Extended timezones on digital multi-channels (Appendix 6 clause 3.3)

Promo Class. 

Weekends

	5am	6	10am	7	8.30	10.30	5am
*G		① ②		①			
*PG		<u>MC</u>		①	① ③		
M					④		

- ① Not in P or C programs or in breaks adjacent to P or C periods (clauses [3.6.1](#) and [3.14](#)).
- ② Not in cartoon programs or other programs in the G zone that are promoted to children or likely to attract substantial numbers of children (as defined in clause 3.3.3) (clauses 3.6.1 and 3.6.2).
- ③ Not within G programs between 7.00pm–8.30pm (clause 3.8).
- ④ Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply (clauses 3.11–3.12).

MC [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

*Note: G promo requirements in clause 3.8 and PG promo requirements in clause 3.9.

1.4 Promos for ~~MA & AV~~ programs

No

Yes – but note qualifications



All days

	5am	7.30	8.30	9	9.30	10.30	5am
*G		❶					
*PG		❶					
M			❷				
MA				❷			
AV					❷		

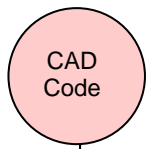
- ❶ Not in G programs between 7.30pm–8.30pm (clause 3.14).
- ❷ Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply (clauses 3.11–3.12).

*Note: G promo requirements in clause 3.8 and PG promo requirements in clause 3.9.



2. Commercial placement charts

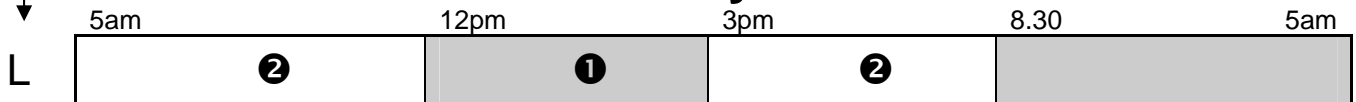
2.1 Alcohol advertising



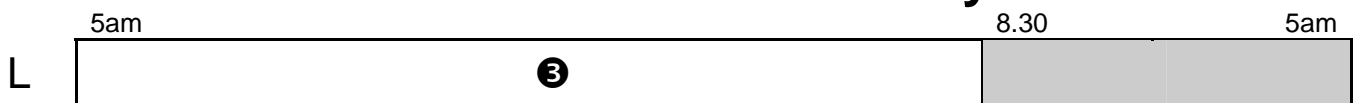
No – but note qualifications

Yes – but note qualifications

Weekdays



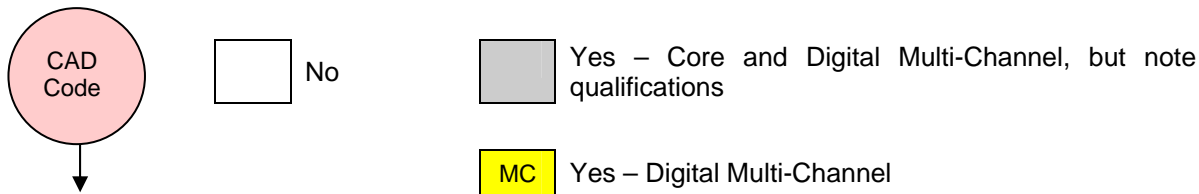
Weekends & Public Holidays



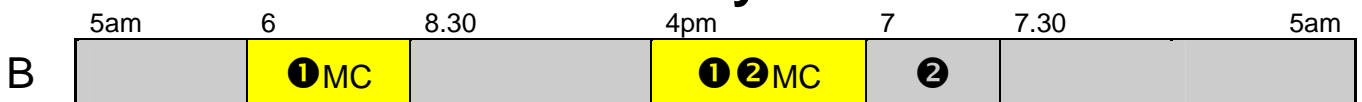
Notes for both charts

- ① Not in school holidays (and subject to time zone adjustments where licence area crosses timezones: see clause 2.10.3), unless ② applies.
- ② Allowed where a live broadcast of a sporting event is simulcast to a number of licence areas if alcohol advertising is permitted in the area where the event is held (or, if the event is held outside Australia, if alcohol advertising is permitted in a majority of the metropolitan licence areas in which the event is simulcast) (clause 6.8). For example, if it is a public holiday or an M time zone where the event is being held.
- ③ Allowed in *live* broadcasts of sporting events: “live” defined in clause 6.12. Note that a sporting broadcast ‘delayed against the gate’ for contractual reasons, is now counted as “live”.

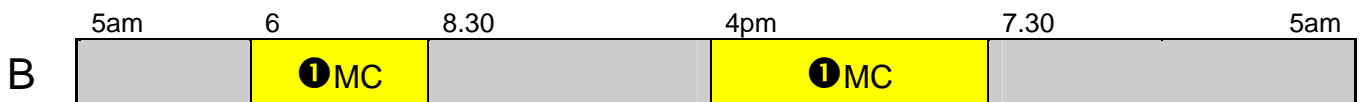
2.2 Betting & gambling advertising



Weekdays



Weekends



Notes for both charts

- ① Allowed in news, current affairs and sporting programs. Different restrictions apply in South Australia, see note below
- ② In South Australia must not be broadcast between 4.00pm–7.30pm.

[MC](#) [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

Note in South Australia the restriction between 4.00pm–7.30pm on weekdays includes ads for SA Lotteries, SA TAB, Adelaide Casino (Skycity) and Licensed Racing Clubs. These ads will be given a B placement Code by CAD. The exception for news, current affairs and sporting programs does not apply in South Australia between 4.00pm and 7.30pm weekdays. There is no restriction on SA Lotteries ads outside 4.00pm–7.30pm on weekdays.

2.3 Condom advertising*

No – but note qualifications

Yes – Core and [Digital Multi-Channel](#) but note qualifications

MC [Yes – Digital Multi-Channel](#)

Weekdays



Weekends



❶ Except for certain public health or safety messages (clause 6.15.1).

MC [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

*This chart relates to a PG classified condom advertisement. Condom advertisements are given a P, M or A CAD Code according to Section 2 of the Code. M or MA condom advertisements are restricted to zones applicable for those classifications.

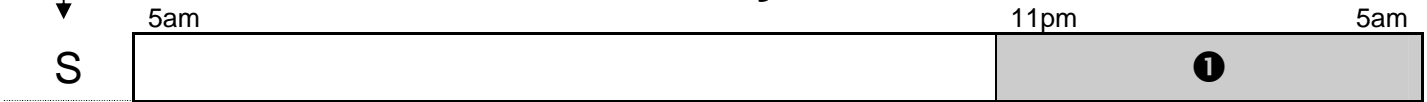
2.4 Telephone sex-line advertising

CAD Code

No – but note qualifications

Yes – but note qualifications

All days



1 Not in religious or sports programs, or in drama with a religious theme.

2.5 Premium charge phone services

CAD Code

No – but note qualifications

Yes – but note qualifications

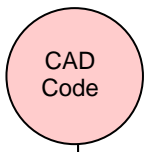
All days



1 Not in a program that has a substantial child audience and commences before 5.00pm.

2.6 G classified cinema product*

No Yes – but note qualifications



All days

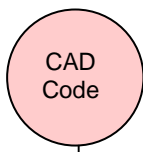
	5am									...5am
C	①									
G	① ②									

- ① Not within P programs (clause 3.4).
- ② Not within C or P programs or in breaks adjacent to C and P periods (clauses 3.5 and 6.17).

2.7 PG classified cinema product*

No Yes – [Core and Digital Multi-Channel](#), but note qualifications

[MC](#) Yes – [Digital Multi-Channel](#)



Weekdays

	5am	6	8.30	4pm	7	8.30	5am
F	①						
J		MC	① ②	MC	① ②		

- ① Not in P or C programs or in breaks adjacent to P or C periods (clause 3.4).
- ② Not within G programs at 3.30pm and between 7.00pm–8.30pm (clause 3.8).
- MC Extended timezones on digital multi-channels (Appendix 6 clause 3.3)

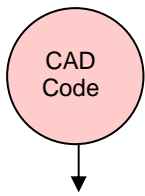
Weekends

	5am	6	10am	7	8.30	5am
F	①					
J		MC	①	① ②		

- ① Not in P or C programs or in breaks adjacent to P or C periods (clause 3.4).
- ② Not within G programs between 7.00pm–8.30pm (clause 3.8).
- [MC](#) [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

*Includes video, computer game and DVD product

2.8 M & MA classified cinema product*



No

Yes – [Core and Digital Multi-Channel](#), but note qualifications

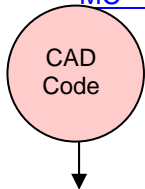
MC [Yes – Digital Multi-Channel](#)

Weekdays

	5am	6	8.30	12pm	3	4	7	8.30	10.30	5am
H		① ②		①		① ②	①			
J		<u>MC</u>		①	① ③	<u>MC</u>	① ③			
T				① ④				⑤		

- ① Not in P or C programs or in breaks adjacent to P or C periods (clauses 3.4, 3.6.1 [and 3.14](#)).
- ② Not in cartoon programs in the G zone, or in child appeal programs between 4.00pm–6.00pm (other than news, current affairs or sport) (clauses 3.6.1 and 3.6.3).
- ③ Not within G programs at 3.30pm and between 7.00pm–8.30pm (clause 3.8).
- ④ Not in school holidays (and subject to time zone adjustments where licence area crosses timezones: see clause 2.10.3).
- ⑤ Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply (clauses 3.11–3.12).

MC [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)



Weekends

	5am	6	10am	7	8.30	10.30	5am
H		① ②		①			
J		<u>MC</u>		①	① ③		
T					④		

- ① Not in P or C programs or in breaks adjacent to P or C periods (clauses 3.4 [and 3.14](#)).
- ② Not in cartoon programs or other programs in the G zone that are promoted to children or likely to attract substantial numbers of children (as defined in clause 3.3.3) (clauses 3.6.1 and 3.6.2).
- ③ Not within G programs between 7.00pm–8.30pm (clause 3.8).
- ④ Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply (clauses 3.11–3.12).

MC [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

*Includes video, computer game and DVD product

2.9 MA classified cinema product*

No Yes – but note qualifications

All days

	5am	7.30	8.30	9	9.30	10.30	5am
K		❶					
R			❷				
A				❷			
V					❷		

CAD Code (circled) points to the 5am column.
 CAD Code (circled) points to the 7.30 column.

❶ — ~~Not in G programs between 7.30pm–8.30pm (clause 3.14).~~

❷ — ~~Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply (clauses 3.11–3.12).~~

2.9 R18+ classified cinema product*

No Yes – but note qualifications

All days

	5am	8.30	10.30	5am
Q		❶		
R		❷		

❶ — Exercise care when placing in G programs starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply.

❷ — Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply (clauses 3.11, 3.12 and 6.19).

*Includes video, computer game and DVD product

2.10 X classified cinema product

No

Yes – but note qualifications

All days

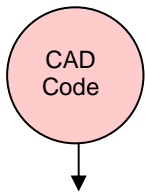
5am

...5am



3. CAD commercial placement codes

3.1 CAD placement chart Weekdays



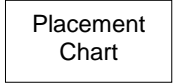
No – but note qualifications



Yes – [Core and Digital Multi-Channel](#), but note qualifications



Yes – Multi-channel



Product categories

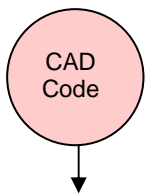
	5am	6	8.30	12pm	3	4	7	7.30	8.30	9	9.30	11	
C						← ❶ →							C class
G						← ❷ →							G class
W						← ❸ →							G + care
Y						← ❹ →							2.5
P		MC	← ❸ →			MC	❸	→					PG class
M				❺					❻ →				M class
A										❻ →			2.9
S												❼	2.4
V											❻ →		2.9
B		❽				❽	❽						2.2
L		← ❾ →		❺		← ❾ →							2.1

- ❶ Not in P programs.
- ❷ Not in P or C programs or adjacent to P or C periods.
- ❸ Not in P or C programs, and only with care in cartoon and other child-appeal programs.
- ❹ Not in child-appeal programs starting before 5.00pm.
- ❺ Not in school holidays and subject to time zone adjustments: see clause 2.10.3.
- ❻ Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply.
- ❼ Not in religious or sporting programs, or drama with a religious theme.
- ❽ Permitted in news, current affairs and sport. (Note in SA the afternoon restriction runs from 4.00pm–7.30pm and the exception for news & current affairs programs does not apply at that time in SA).
- ❾ Permitted only if a live broadcast of a sporting event is simulcast to a number of licence areas and alcohol advertising is permitted in the state where the event is held: see clause 6.8.

MC [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

These charts are INDICATIVE ONLY. See detailed descriptions of each CAD CODE in Section 3.5

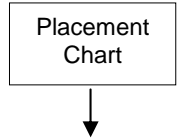
3.2 CAD placement chart Weekdays



No – but note qualifications

Yes – Core and Digital Multi-Channel, but note qualifications

MC Yes – Digital Multi-Channel



Cinema, DVD and Computer Games

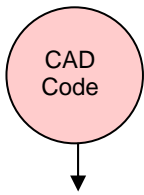
	5am	6	8.30	12pm	3	4	7	7.30	8.30	9	9.30	
F				← ❶ →								2.7
H		❷		← ❶ →		❷						2.8
J		MC		← ❶ →	❸	MC	❸	❸				2.7
K								❹				2.9
Q									❺	→		2.10
T				❻					❼	→		2.8
R									❼	→		2.9, 2.10
A										❼	→	2.9
V											❼	2.9

- ❶ Not in P or C programs or adjacent to P or C periods.
- ❷ Not in cartoon programs in G zones or in child appeal programs between 4.00pm–6.00pm.
- ❸ Not in any G program at 3.30pm or between 7.00pm–8.30pm.
- ❹ Not in any G program between 7.30pm–8.30pm.
- ❺ Exercise care when placing in G programs starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply.
- ❻ Not in school holidays (and subject to time zone adjustment: see clause 2.10.3).
- ❼ Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply.

MC [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

These charts are INDICATIVE ONLY. See detailed descriptions of each CAD CODE in Section 3.5

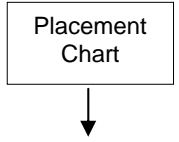
3.3 CAD placement chart Weekends



No – but note qualifications

Yes – [Core and Digital Multi-Channel](#), but note qualifications

MC Yes – [Digital Multi-Channels](#)



Product categories

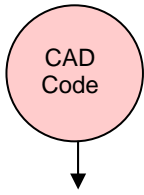
	5am	6	8:30	10	12pm	3	4	7	7.30	8.30	9	9.30	11	
C							← ❶ →							C class
G							← ❷ →							G class
W							← ❸ →							G + care
Y							← ❹ →							2.5
P		MC					← ❸ →							PG class
M										❺ →				M class
A											❺ →			2.9
S													❻	2.4
V												❺ →		2.9
B		❼					❼							2.2
L							← ❽ →							2.1

- ❶ Not in P programs.
- ❷ Not in or adjacent to P or C programs.
- ❸ Not in P or C programs, and only with care in cartoon and other child-appeal programs.
- ❹ Not in child-appeal programs starting before 5.00pm.
- ❺ Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply.
- ❻ Not in religious or sporting programs, or drama with a religious theme.
- ❼ Permitted in news, current affairs and sport (note SA has different requirements).
- ❽ Permitted in live broadcasts of a sporting event: see clause 6.7.

[MC](#) [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

These charts are INDICATIVE ONLY. See detailed descriptions of each CAD CODE in Section 3.5

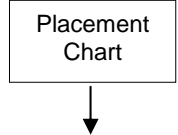
3.4 CAD placement chart Weekends



No – but note qualifications

Yes – [Core and Digital Multi-Channel](#), but note qualifications

[MC](#) [Yes – Digital Multi-Channel](#)



Cinema, DVD and Computer Games

	5am	6	10	12pm	3	4	7	7.30	8.30	9	9.30	
F						← ❶ →						2.7
H		❷				← ❶ →						2.8
J		MC				← ❶ →	❸	❸				2.7
K								❹				2.9
Q									❺	→		2.10
T									❻	→		2.8
R									❻	→		2.9, 2.10
A										❻	→	2.9
V											❻	2.9

- ❶ Not in P or C programs or adjacent to P or C periods.
- ❷ Not in cartoon programs or other child appeal programs in G zones.
- ❸ Not in any G program between 7.00pm–8.30pm.
- ❹ Not in any G program between 7.30pm–8.30pm.
- ❺ Exercise care when placing in G programs starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply.
- ❻ Not in G or PG programs or sport starting at 8.30pm, or starting before and continuing past 8.30pm, or in a break preceding a program which starts at 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply.

[MC](#) [Extended timezones on digital multi-channels \(Appendix 6 clause 3.3\)](#)

These charts are INDICATIVE ONLY. See detailed descriptions of each CAD CODE in Section 3.5

3.5 CAD Commercial Placement Codes

Each placement code symbol listed below appears as the first letter of each CAD classification number. It provides advice to stations regarding censorship classification and the placement of the commercial in the relevant time zone.

1. BETTING/GAMBLING AND LIQUOR

(a) BETTING/GAMBLING

“B”

Definition: **Commercials relating to betting or gambling**

Except in a news, current affairs or sporting program, an advertisement relating to betting or gambling must not be broadcast:

- Between 6.00am and 8.30am on any day
- Between 4.00pm and 7.00pm on weekdays (Different restrictions apply in South Australia – see Note 1)
- Between 4.00pm and 7.30pm on weekends.

Note 1: In South Australia the restriction between 4pm and 7.30pm weekdays includes advertisements for SA Lotteries, SA TAB, Adelaide Casino (Skycity) and Licensed Racing Clubs. These advertisements will be given a B placement code by CAD. The exception for news, current affairs and sporting programs does not apply in SA between 4.00pm and 7.30pm on weekdays. There is no restriction on SA Lotteries advertisements outside 4.00pm and 7.30pm weekdays.

Digital Multi-Channels:

In addition, may be broadcast during the following hours on digital multi-channels only:

- Weekdays 6.00am – 8.30am
- Weekdays 4.00pm – 7.00pm
- Weekends 6.00am – 10.00am

Product Description: Any commercial relating to betting or gambling, such as the TAB, clubs promoting poker machines or gambling facilities, casinos, race clubs which feature bookies etc.

Does not include:

- A commercial relating to such things as Government lotteries, lotto, keno or contests. Except in South Australia – see Note 1 above.
- A commercial relating to entertainment or dining facilities at places where betting or gambling take place, or a tourism commercial which incidentally depicts betting or gambling, provided in each case that the contents do not draw attention to

betting or gambling in a manner calculated to directly promote their use.

Refer: Sections 6.14.1 and 6.14.2, Code of Practice.

(b) M/LIQUOR

“L”

Definition: Mature – Liquor/alcoholic drinks

A direct advertisement for alcoholic drinks may be broadcast only during the following periods:

- Between 8.30pm and 5.00am on any day
- Between 12 noon and 3.00pm on school days (but see clause 2.10.3 for time zone difference adjustment)
- On weekends and public holidays as an accompaniment to the live broadcast of a sporting event: “live” defined in clause 6.12 (note that a sporting broadcast ‘delayed against the gate’ for contractual reasons, is now to be counted as ‘live’).

During the live broadcast of a sporting event, where the event is simulcast to a number of licence areas and a direct advertisement for alcohol is permitted in the area where the event is held (if the event is held outside Australia and advertisements are permitted in a majority of metropolitan licence areas, then advertisements are permitted in all broadcast areas).

Product Description: Commercials which meet the criteria for direct advertisements for alcoholic drinks defined in Section 6.7 - 6.11 of the Code of Practice.

2. CINEMA FILMS, DVDS, VIDEOS AND GAMES

(a) PG-CLASSIFIED MATERIAL/G-STYLE

“F”

Definition: G-style commercials for PG-classified, cinema films, DVDs, videos, or for G8+ classified games

Must not be broadcast in P (Preschool) or C (Children’s) programs or in breaks adjacent to P or C periods. May be broadcast at any other time.

Product Description: Commercials which comply with the criteria for G promotions in Section 3.8 of the Code of Practice.

(b) M and MA-CLASSIFIED MATERIAL/G-STYLE

“H”

Definition: G-style commercials for M15+ and MA classified, cinema films, DVDs, videos, or games

Must not be broadcast in:

- P or C programs or in breaks adjacent to P or C periods.
- Cartoon programs in the G zone.
- Programs with a substantial child audience –

- Between 4.00pm and 6.00pm on weekdays*.
- Between 6.00am and 10.00am on weekends.

* This rule is subject to an exception which allows G style ads for M classified material in news, current affairs, sporting events and other programs that are not promoted to children and are not likely to attract substantial numbers of children.

Product Description: Commercials must comply with the criteria for G promotions in Section 3.8 of the Code of Practice.

(c) **PG, ~~M~~ and MA -CLASSIFIED MATERIAL/PG-STYLE** “J”

Definition: PG-style commercials for PG, ~~M15+~~ and MA classified cinema films, DVDs, videos, or for G8+ and M15+ classified games

Must not be broadcast [\(except see below for digital multi-channels\)](#):

- Between 6.00am and 8.30am on weekdays
- Between 4.00pm and 7.00pm on weekdays
- Between 6.00am and 10.00am on weekends
- P or C programs or in breaks adjacent to P or C periods
- In G programs which start at 3.30pm on a weekday or are broadcast between 7.00pm and 8.30pm on any day.

Digital Multi-Channels:

[In addition, may be broadcast during the following hours on digital multi-channels only:](#)

- [Weekdays 6.00am – 8.30am](#)
- [Weekdays 4.00pm – 7.00pm](#)
- [Weekends 6.00am – 10.00am](#)

Product Description: Commercials which comply with the criteria for PG promotions in Section 3.9 of the Code of Practice.

(d) **AVMA-CLASSIFIED MATERIAL/G OR PG STYLE** “K”

Definition: G or PG style ~~promotion commercials for MA15+ classified cinema films, DVDs, videos, or for MA15+ classified games~~for an AV classified program

Must not be broadcast:

- Between 5.00am and 7.30pm on any day
- In G programs broadcast between 7.30pm and 8.30pm on any day

Product Description: Commercials which comply with the criteria for G or PG promotions in Sections 3.8 and 3.9 of the Code of Practice.

- (e) **R-CLASSIFIED MATERIAL/G OR PG STYLE** “Q”
- Definition:** **G or PG style commercials for R18+ classified cinema films, DVDs and videos.**
- Must not be broadcast between 5.00am and 8.30pm on any day. Exercise care when placing in G programs:
- Starting at 8.30pm
 - Starting before and continuing past 8.30pm
 - In a break preceding a program which starts at 8.30pm.
- If the program continues past 10.30pm, this restriction ceases to apply.
- Product Description:** Commercials which comply with the criteria for Sections 3.8 and 3.9 of the Code of Practice.
- (f) **M-CLASSIFIED MATERIAL/M STYLE** “T”
- Definition:** **M style commercials for M15+ and MA classified cinema films, DVDs, videos, and games.**
- May be broadcast:
- From 12 noon until 3.00pm schooldays except during P and C programs or adjacent to P or C periods (and see clause 2.10.3 for time zone difference adjustment).
 - Between 8.30pm and 5am on any day, except in G or PG programs or sport:
 - Starting at 8.30pm
 - Starting before and continuing past 8.30pm
 - In a break preceding a program which starts at 8.30pm.
- If the program continues past 10.30pm, this restriction ceases to apply.
- Refer: Section 3.11, Code of Practice.
- Product Description:** Commercials which comply with the M classification criteria in Appendix 4, Section 5 of the Code of Practice.
- (g) **~~MA AND R18+~~-CLASSIFIED MATERIAL/M STYLE** “R”
- Definition:** **M style commercials for ~~MA15+ and R18+~~ classified cinema films, DVDs and ~~videos and MA15+ classified games~~**
- May be broadcast between 8.30pm and 5.00am on any day, except in G or PG programs or sport:
- Starting at 8.30pm
 - Starting before and continuing past 8.30pm
 - In a break preceding a program which starts at 8.30pm.
- If the program continues past 10.30pm, this restriction ceases to apply.
- Refer: Section 3.11, Code of Practice.

Product Description: Commercials which comply with the M classification criteria in Appendix 4, Section 4 of the Code of Practice.

(h) **MA AND R18+ CLASSIFIED MATERIAL/MA STYLE** "A"

Definition: MA style commercials for MA15+ and R18+ classified cinema films, DVDs, videos, or MA15+ classified games

May be broadcast between 9.00pm and 5.00am on any day, except in G or PG programs or sport:

- Starting at 8.30pm
- Starting before and continuing past 8.30pm
- In a break preceding a program which starts at 8.30pm.

If the program continues past 10.30pm, this restriction ceases to apply.

Refer: Section 3.11, Code of Practice.

Product Description: Commercials which comply with the MA15+ classification criteria in Appendix 4, Section 5 of the Code of Practice.

(i) **MA AND R18+ CLASSIFIED MATERIAL/AV STYLE** "V"

Definition: AV style commercials for MA15+ and R18+ classified cinema films, DVDs, videos or MA15+ classified games

May be broadcast between the hours of 9.30pm and 5.00am on any day, except in G or PG programs or sport:

- Starting at 8.30pm
- Starting before and continuing past 8.30pm
- In a break preceding a program which starts at 8.30pm.

If the program continues past 10.30pm, this restriction ceases to apply.

Product Description: Commercials which comply with the Adult Violence classification criteria in Appendix 4, Section 6 of the Code of Practice.

3. GENERAL PRODUCT CATEGORIES

(a) **CHILDREN** "C"

Definition: General unrestricted

May be broadcast at any time, except during P (Preschool) programs.

Product Description: Commercials which comply with the ABA Children's Television Standards.

- (b) **GENERAL** **“G”**
- Definition: General**
- May be broadcast at any time except during P and C (Children's) programs or adjacent to P or C periods.
- Product Description:** Commercials which comply with the G classification criteria in Appendix 4, Section 2 of the Code of Practice and provided the content is very mild in impact and does not contain any matter likely to be unsuitable for children to watch without supervision.
- (c) **GENERAL/WARNING** **“W”**
- Definition: General/Care in placement**
- May be broadcast at any time except during P and C programs or adjacent to P or C periods. Exercise care when placing in cartoon and other programs promoted to children or likely to attract a substantial child audience.
- Product Description:** Commercials which comply with the G classification criteria in Appendix 4, Section 2 of the Code of Practice but require special care in placement in programs promoted to children or likely to attract a substantial child audience.
- (d) **GENERAL/PREMIUM TELEPHONE SERVICES COMMERCIALS** **“Y”**
- Definition: General/Premium telephone services commercials directed to children**
- May not be broadcast in a program that has a substantial child audience starting before 5.00pm.
- Product Description:** Commercials which involve the use of a premium charge telephone service which is directed to children or is placed in a G program that has a substantial child audience starting before 5.00pm and which do not meet the requirements of Section 6.25 of the Code of Practice.
- (e) **PG – PARENTAL GUIDANCE** **“P”**
- Definition: Parental Guidance Recommended**
- May be broadcast during the following hours, except during P and C programs or adjacent to P or C periods:
- Weekdays 8.30am – 4.00pm
 - Weekdays 7.00pm – 6.00am
 - Weekends 10.00am – 6.00am
- Exercise care when placing in cartoon and other child – appeal programs.
- Digital Multi-Channels:**
- In addition, may be broadcast during the following hours:**
- Weekdays 6.00am – 8.30am
 - Weekdays 4.00pm – 7.00pm

- [Weekends 6.00am – 10.00am](#)

Product Description: Commercials which comply with the PG classification criteria in Appendix 4, Section 3 of the Code of Practice and which contain careful presentations of adult themes or concepts which are mild in impact and remain suitable for children to watch with supervision.

(f) M – MATURE

“M”

Definition: Recommended for viewing only by persons 15 and over

May be broadcast during the following hours, except during P and C programs or adjacent to P or C periods:

- Weekdays (schooldays):
 - 8.30pm – 5.00am (see Note 1)
 - 12 noon - 3.00pm (see Note 2)
- Weekdays (school holidays) & Weekends:
 - 8.30pm – 5.00am (see Note 1)

Note 1: not in G or PG programs or sport:

- Starting at 8.30pm
- Starting before and continuing past 8.30pm
- In a break preceding a program which starts at 8.30pm.

If the program continues past 10.30pm, this restriction ceases to apply.

Note 2: see clause 2.10.3, Code of Practice for time zone difference adjustment.

Product Description: Commercials which comply with the M classification criteria in Appendix 4, Section 4 of the Code of Practice.

(g) MA – MATURE ADULT

“A”

Definition: Suitable for viewing only by persons 15 and over

May be broadcast between 9.00pm and 5.00am on any day, except in G or PG programs or sport:

- Starting at 8.30pm
- Starting before and continuing past 8.30pm
- In a break preceding a program which starts at 8.30pm.

If the program continues past 10.30pm, this restriction ceases to apply.

Refer: Section 3.11, Code of Practice.

Product Description: Commercials which comply with the MA classification criteria in Appendix 4, Section 5 of the Code of Practice.

~~May be broadcast between 9.00pm and 5.00am on any day, except in G or PG programs or sport:~~

~~•Starting at 8.30pm~~

~~•Starting before and continuing past 8.30pm~~

~~•In a break preceding a program which starts at 8.30pm~~

~~If the program continues past 10.30pm, this restriction ceases to apply.~~

~~**Product Description:** Commercials which comply with the MA classification criteria in Appendix 4, Section 5 of the Code of Practice.~~

(h) MA/S – MATURE ADULT / SEX LINES

“S”

Definition: Sex Line advertisements within MA viewing period

May be broadcast between the hours of 11.00pm and 5.00am on any day but not in a religious or sports program or in drama with a religious theme.

Refer: Section 6.16, Code of Practice.

Product Description: A commercial for a sex-line or similar product or service which complies with the MA classification criteria in Appendix 4, Section 5 of the Code of Practice.

(i) AV – ADULT VIOLENCE

“V”

Definition: Suitable for viewing only by persons 15 and over because of violence

May be broadcast between the hours of 9.30pm and 5.00am on any day, except in G or PG programs or sport:

▪ Starting at 8.30pm

▪ Starting before and continuing past 8.30pm

▪ In a break preceding a program which starts at 8.30pm.

If the program continues past 10.30pm, this restriction ceases to apply.

Product Description: Commercials which comply with the AV classification criteria in Appendix 4, Section 6 of the Code of Practice.