

INFORMATION SHEET

Producing a TVC for Adult Products and Services

The following points need to be considered when producing a television commercial promoting Adult Products and Services:

- Legislation in New South Wales, Queensland, the Northern Territory and Victoria prohibits the advertising of prostitution services.
- The content of a commercial for adult products and services must not exceed the MA classification criteria in the Commercial Television Industry Code of Practice. Note: Advertising of X or RC material is prohibited.
- A commercial for a sex-line or similar product or service must not exceed the MA classification criteria and will be classified S by CAD.
- A commercial for an adult cinema film, DVD or game must display the Classification Board's classification markings. Confirmation of the classification and consumer advice must be provided to CAD however, advertising of X, RC or unclassified adult films is prohibited.
- Advertisers of adult content via a mobile premium phone service should have regard to the rules set out in the *Mobile Premium Services Industry Code and Schedule 7 of the Broadcasting Services Act (BSA)*. Advertisers should look carefully at these rules before proceeding with production and may wish to obtain legal advice to ensure they fully understand their obligations under the rules. Note: Advertising of X or RC material via mobile premium phone services is prohibited.
- Advertisers of adult content via a website should have regard to the rules set out in the BSA. Content may be considered 'potential prohibited content' under the provisions of Schedule 5 and Schedule 7 of the BSA if the content has not been classified by the Classification Board. Content may be considered 'prohibited content' if classified MA or R by the Classification Board and access to the content is not subject to a restricted access system. Websites with R rated content must have approved restricted access systems in place. Again, advertisers may wish to obtain legal advice to ensure they fully understand their obligations under the rules prior to submitting a commercial to CAD or stations. Note: Advertising of X or RC material via a website is prohibited.
- When submitting a commercial for adult content CAD may request written confirmation of compliance with any relevant rules including the confirmation of the classification of mobile/web content provided as part of the service.

- First time advertisers of adult products and services should allow a minimum of two weeks to obtain CAD classification and where possible submit a script for a pre-check or the commercial at an offline stage to allow time for any amendment which may be necessary.

See: [Placement Codes](#)
[CAD Handbook - A-Z Television Production Checklist](#) - Telephone Services
[Producing TVCs for Cinema Films/DVDs/Games](#) – Information Sheet

Refer: Mobile Premium Services Industry Code –
<http://www.commsalliance.com.au/Activities/mps>

For further information please contact CAD on 02 8968 7200 or email us at cad@freetv.com.au