

INFORMATION SHEET

Producing a TVC for Adult Products and Services

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

- The content of an advertisement 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.
- An advertisement for a sex-line or similar product or service must not exceed the MA classification criteria and will be classified S by CAD. Refer: Classification Handbook, A-Z Television Production Checklist – Placement Codes.
- An advertisement for an adult cinema film, DVD or game must display the Classification Board's classification markings. A copy of the classification certificate must be provided to CAD. Refer: Producing TVCs for Cinema Films/DVDs/Games Information Sheet for further guidance.
- 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*. 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.
- Advertisers of adult content via a website should have regard to the rules set out in the Broadcasting Services Act 1992. 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 an advertisement to CAD or stations.
- When submitting an advertisement 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 advertisement at an offline stage to allow time for any amendment which may be necessary.

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