

INFORMATION SHEET

Producing TVCs for Cinema Films/DVDs/Games

The following points need to be considered when producing a television advertisement promoting Cinema Films, DVDs or electronic Games:

- Advertisements for a Film released in cinemas or on DVD and classified Games must comply with Clauses 6.17, 6.18, and 6.19 of the Code of Practice. Advertisements will be scheduled in accordance with Sections 2 and 3 (Classification and Program Promotions respectively) of the Code of Practice. See: [Placement Codes](#)
- When submitting an advertisement for a Film or Game, the classification markings ie the Classification Board's rating, and any consumer advice must be included and displayed according to the Classification Operations Branch Industry Guidance Sheet for Films and Computer Games that have been classified. CAD will also require confirmation of the classification and consumer advice for each title advertised. This may be obtained from the online database search available at www.classification.gov.au. Please note: advertisements for X rated Films/DVDs are not permitted to be broadcast.
- Advertisers should note that even where Film or Game footage is not shown in an advertisement, if the title of the Film/Game and a call to action to see/own it are included, then the classification markings will need to be displayed.
- When an advertisement includes a cross promotion with a non-Film/Game product and includes for example, Film ticket giveaways or other calls to action to see a Film or DVD or Game prizes in competitions, the classification markings will need to be included.
- Some DVDs and Games may be exempt from classification under certain criteria. A copy of the relevant criteria listing exempt categories under the *Classification Act* is available from CAD or the Classification Operations Branch. Where a DVD/Game is exempt from classification there will be no markings displayed but the advertiser will have to provide CAD with written confirmation that the Film is exempt and under which exemption category.
- From 1 July 2009, State and Territory classification enforcement legislation permits most unclassified films and computer games to be advertised, subject to certain conditions. It is still illegal to advertise unclassified films likely to be classified X 18+ and films and games likely to be classified RC. Western Australia is the only State which has not yet passed amendments to permit advertising of unclassified film and computer games. It will continue to be illegal to advertise unclassified films or computer games (other than films granted an exemption before 1 July 2009) until WA legislation is amended.
- Advertising for an unclassified film or computer game may be allowed subject to an assessment by either an Authorised Advertising Assessor (AAA) or by the Classification Board. Assessment of the likely classification means that the unclassified film or computer game has been approved to be advertised before it is classified. If the assessment is made

by the Classification Board, CAD will require a copy of the Assessment for Advertising Certificate. If the assessment is made by an AAA, CAD will require a copy of the letter from the Board of Classification authorising the assessor to be an AAA and a letter from the AAA indicating the likely classification. The markings to be displayed in an advertisement when a film or computer game has been granted an exemption are detailed in the Classification Operations Branch Industry Guidance Sheet for Unclassified Films and Computer Games. A copy is available from [CAD](#) or the Classification Operations Branch .

Refer: Classification Operations Branch, Attorney-General's Dept - www.classification.gov.au

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