

INFORMATION SHEET

Producing TVCs for Cinema Films/DVDs/Games

The following points need to be considered when producing a television commercial promoting Cinema Films, DVDs/Blu-Rays or computer Games:

- Commercials for a Film released in cinemas or on DVD/Blu-Ray and classified Games must comply with Clause 2.5.4 and Section 6.4 of the Code of Practice. Commercials will be scheduled in accordance with Appendix 1 of the Code of Practice. See: Appendix B: [Placement Codes](#)
- When submitting a commercial for a Film or Game, the classification markings, that is the Classification Board's rating, and any consumer advice must be included and displayed according to the *Classification (Publications, Films and Computer Games)(Markings and Consumer Advice) Determination 2014*. 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: commercials 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 a commercial, 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 a commercial 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.

Where there is a commercial for a film that has both 2D and 3D versions, certain classification markings are required depending on the nature of the reference to each version. For full details of the classification marking requirements see the *Classification (Publications, Films and Computer Games)(Markings and Consumer Advice) Determination 2014* which is available at www.classification.gov.au

- 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 Board. 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.
- 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 computer games. It will continue to be illegal to advertise unclassified computer games 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 Classification Board authorising the

assessor to be an AAA and a letter from the AAA indicating the likely classification. The markings to be displayed in a commercial when a film or computer game has been granted an exemption are detailed in the Classification Board fact sheet - *Television Advertising of Unclassified Films or Computer Games*. A copy is available at www.classification.gov.au.

Refer: Classification Board - [Classification Website](#)

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