



## Placement Codes 2015

*Please Note: The following placement codes listed below appear as the first character in the CAD Classification Number and provide advice to stations regarding placement of the commercial in the appropriate classification zone under the requirements of the Code of Practice.*

### 1. Betting/Gambling and Liquor

#### Betting/Gambling "B"

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

Commercials relating to betting or gambling during a Live Sporting Event

A commercial relating to betting or gambling must not be broadcast:

In any Program that is broadcast between 5.00 am and 8.30 pm and is principally directed to Children (aged under 15); and

In a P, C or G classified Program on any channel:

- Between 6.00am and 8.30am on any day; and
- Between 4.00 pm and 7.00 pm on any day.

News, current affairs and Sports Programs are not included in these time restrictions. Note that different rules apply for such TVCs during Live Sporting Events.

Different restrictions apply in South Australia between 4.00pm and 7:30pm on weekdays – see Note 1

**Note 1:** In South Australia the restriction between 4pm and 7.30pm weekdays includes commercials for SA Lotteries, SA TAB, Adelaide Casino (Skycity) and Licensed Racing Clubs. These commercials 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 commercials outside 4.00pm and 7.30pm weekdays.

Refer: Section 6.5 Code of Practice

#### South Australian 'Live Odds' restrictions

Placement restrictions apply in South Australia to commercials which encourage betting on a particular event once the relevant event has started. These rules do not apply during a broadcast of a Live Sporting Event.

For information on the types of commercials that are prohibited and the time period during which these commercials cannot be shown please refer to the *Advertising Codes of Practice (Live Odds) Variation Notice 2013* available at <http://www.iga.sa.gov.au>

### **Commercials relating to Betting and Gambling during a Live Sporting Event**

For Commercials relating to Betting and Gambling during a Live Sporting Event, refer to *The Code of Practice, Appendix 3: Restrictions on Promotion of Odds and Commercials relating to Betting and Gambling which are broadcast during a Live Sporting Event*. Appendix 3 operates in conjunction with the restrictions set out at clause 6.5 of the Code of Practice. See 4. Placement Flags.

The requirements of Appendix 3 do not apply to Live Sporting Events that consist of horse, harness or greyhound racing.

**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: Clause 6.5.3 Code of Practice.

## **M/Liquor “L”**

**Definition:** Mature – Liquor/alcoholic drinks

A Commercial 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 2.1.2 for time zone difference adjustment)

On weekends and public holidays during a Sports Program – includes live sports, delayed telecasts, analysis, commentary and awards programs but does not include sports themed light entertainment/variety programs.

During a Sports Program which involves the live broadcast of a sporting event, where the event is simulcast to a number of licence areas and a direct commercial for alcohol is permitted in the area where the event is held (if the event is held outside Australia and commercials are

permitted in a majority of metropolitan licence areas, then commercials are permitted in all broadcast areas).

Weekends commence at 6pm on a Friday and end at midnight the following Sunday.

**Product Description:** Alcoholic Drinks and Commercial for Alcoholic Drinks is defined at Section 8 of the Code.

Ref: Clause 6.2.1 and Section 8 Code of Practice

## 2. Cinema Films, DVDs, Videos and Games

There are no longer specific rules about TVCs for Films, DVDs, Videos and Games, with the exception of advertisements for material that is classified R18+ (which are time restricted) and X18+ (which are prohibited).

As a general rule, the content of the TVC will dictate its classification and it may then be broadcast in the permitted classification zone/s.

Advertisers of such material are expected to comply with the requirements of:

*Classification (Publications, Films and Computer Games) (Markings and Consumer Advice) Determination 2014 (for classified films/games); and*

*Classification (Advertising of Unclassified Films and Computer Games Scheme) Determination 2009 (for unclassified films/games).*

### **R18+ Classified Material/G or PG Style** “Q”

**Definition:** G or PG style commercials for R18+ classified cinema films, DVDs, videos and games.

Can only be broadcast:

- Between 8.30pm and 5.00am on any day
- Between 12 noon and 3.00pm on school days (see clause 2.1.2 for time zone difference adjustment)

Product Description: Commercials must comply with the criteria for PG or lower.

### **R18+ Classified Material/M Style** “R”

Definition: M style commercials for R18+ classified cinema films, DVDs, videos and games.

Can only be broadcast:

- Between 8.30pm and 5.00am on any day
- Between 12 noon and 3.00pm on school days (see clause 2.1.2 for time zone difference adjustment)

**In addition to the time restrictions, a Commercial classified “R” must NOT be shown:**

Before 9.30 pm during Sports Programs and Films classified G or PG which commence before 8.30 pm and continue after 8.30 pm (unless it is a Film which is neither promoted to Children nor likely to attract substantial numbers of Children).

Refer: Clause 6.4.2 Code of Practice.

**Product Description:** Commercials for R18+ classified Films and computer games.

### **R18+ Classified Material/MA Style** "A"

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

May be broadcast between 8.30pm and 5.00am on any day.

**In addition to the time restrictions, a Commercial classified "A" must NOT be shown:**

Before 9.30 pm during Sports Programs and Films classified G or PG which commence before 8.30 pm and continue after 8.30 pm (unless it is a Film which is neither promoted to Children nor likely to attract substantial numbers of Children).

**Product Description:** Commercials which comply with the MA classification criteria in Appendix 1 of the Code of Practice.

## **3. General Product Categories**

### **Children** "C"

**Definition:** General unrestricted

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

**Product Description:** Commercials which comply with the ACMA Children's Television Standards and G Classification criteria at Appendix 1 of the Code of Practice.

### **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 1 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.

### **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 programs principally directed to children.

**Product Description:** Commercials which comply with the G classification criteria in Appendix 1 of the Code of Practice but require special care in placement in programs principally directed to children.

## **PG – Parental Guidance “P”**

**Definition:** Parental Guidance Recommended

May be broadcast at any time of day, except during P and C programs or adjacent to P or C periods.

**Product Description:** Commercials which comply with the PG classification criteria in Appendix 1 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.

## **Parental Guidance/Warning “J”**

**Definition:** Parental Guidance Recommended/Care in placement

May be broadcast at any time of day, except during P and C programs or adjacent to P or C periods. Exercise care when placing in programs principally directed to children.

## **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):

- 7.30pm – 6.00am
- 12 noon - 3.00pm (see Note 1)

Public Holidays, Weekdays (school holidays) & Weekends:

- 7.30pm – 6.00am

**In addition to the time restrictions, a Commercial classified “M” must NOT be shown:**

- Between 5.00 am – 6.00 am and 7.30 pm - 8.30 pm during a Sports Program, or a Program classified G or PG; and
- Before 9.30 pm during Sports Programs and Films classified G or PG which commence before 8.30 pm and continue after 8.30 pm (unless it is a Film which is neither promoted to Children nor likely to attract a substantial Child audience).

Refer: Clause 2.4.2 Code of Practice.

**Note 1:** see Clause 2.1.2 Code of Practice for time zone difference adjustment.

**Product Description:** Commercials which comply with the M classification criteria in Appendix 1 of the Code of Practice.

## MA15+ – Mature Adult “A”

**Definition:** Suitable for viewing only by persons 15 and over

May be broadcast between 8.30pm and 5.00am on any day.

**In addition to the time restrictions, a Commercial classified “A” must NOT be shown:**

Before 9.30 pm during Sports Programs and Films classified G or PG which commence before 8.30 pm and continue after 8.30 pm (unless it is a Film which is neither promoted to Children nor likely to attract a substantial Child audience).

**Product Description:** Commercials which comply with the MA classification criteria in Appendix 1 of the Code of Practice.

## MA/S – Mature Adult / Sex Lines “S”

**Definition:** Sex services (including a sex line) and sex product commercials within MA viewing period

May be broadcast between the hours of 11.00pm and 5.00am on any day.

Refer: Clause 6.3.2 Code of Practice.

**Product Description:** A commercial for a sex-line or similar services and sex products which complies with the MA classification criteria in Appendix 1 of the Code of Practice.

## 4. Placement Flags

### Advertisements for Intimate Products

**CONDOM:** A commercial for condoms or other contraceptive products must not be broadcast in a Program classified G or lower unless it contains a public health or safety message.

Refer: Clause 6.3.1 Code of Practice

### Advertisements relating to Betting and Gambling which are broadcast during a Live Sporting Event

#### **BHARM: Harm Minimisation Rules for Commercials during a Live Sporting Event**

Must not be broadcast during a Live Sporting Event, with the exception of Live Sporting Events that consist of horse, harness or greyhound racing.

Refer: Appendix 3, Clause I of the Code of Practice.

**BLIVE: Live Sporting Events**

Commercials relating to Betting or Gambling are not permitted during Play during a Live Sporting Event, with the exception of Live Sporting Events that consist of horse, harness or greyhound racing. This applies to each sporting event or game in tournament for a single sport (such as the Rugby World Cup) or a Long Form Sporting Event (such as the Australian Open Tennis) as if each sporting event or game was broadcast on an individual match basis.

Commercials relating to Betting or Gambling are only permitted at the following times during

- a Live Sporting Event;
- a. before Play has commenced;
- b. during Scheduled Breaks;
- c. during Unscheduled Breaks; and
- d. after Play has concluded.

Refer: Appendix 3, clauses I and X - XII of the Code of Practice.

**BODDS: Commercials containing Odds during a Live Sporting Event**

Must not be broadcast at certain times during a Live Sporting Event (with the exception of Live Sporting Events that consist of horse, harness or greyhound racing), generally once the players have entered the field of Play directly before the start of the game. Different rules apply for long form sporting events.

Refer: Appendix 3, clauses I and III - VI of the Code of Practice

**BREP: Commercials containing a Representative of a Gambling Organisation at a Sporting Venue**

Must not be broadcast during a Live Sporting Event (with the exception of Live Sporting Events that consist of horse, harness or greyhound racing) if the gambling representative is, or appears to be, at the venue of that Event.

Refer: Appendix 3, clauses I and XIII of the Code of Practice.

**BSA: In the Run Betting**

Please note placement restrictions generally apply in South Australia once the advertised event has started, although there are variations for long form events.

Refer: *Advertising Codes of Practice (Live Odds) Variation Notice 2013* available at <http://www.iga.sa.gov.au>