

Code of Practice – Advertising Restrictions

On top of general requirements for advertising to be classified and placed in a suitable time zone, the Commercial Television Industry Code of Practice (Code) also restricts placement of certain advertising types. This fact sheet offers a brief description of these restrictions.

Where restrictions apply

Additional restrictions on certain types of advertising apply to commercials in breaks and between programs, and to in-program content for which broadcasters receive payment or other valuable consideration. This includes commercial integrations, sponsorship announcements, product placement, advertorials, infomercials and other promotional information within programs or program segments.

Films and computer games

Commercials for **films classified X18+** must not be broadcast.

Commercials for **films or computer games classified R18+** may only be broadcast in the M and MA15+ classification zones (except between 5am and 6am, and 7.30pm and 8.30pm).

Betting and gambling

A commercial relating to betting or gambling cannot be broadcast:



- in any program **classified G or lower** between 6am and 8.30am or 4pm and 7pm;
- during any program that is broadcast between 5am and 8.30pm and **principally directed at children**; or
- from 5 minutes before the Scheduled Start of Play of a **Live Sporting Event** until 5 minutes after Play has concluded during the hours of **5am and 8:30pm**.

Separate restrictions also apply to Live Sporting Events during the hours of **8:30pm to 5am**. Generally, once play has commenced:

- promotion of odds is prohibited; and
- commercials for betting and gambling that do not mention odds are only permitted during scheduled or unscheduled breaks.

Very limited exceptions to the rules for broadcast of gambling ads during Live Sporting Events apply depending on the time of the broadcast and are set out in detail in the Code.

Intimate products

A commercial for condoms or other contraceptive products must not be broadcast in a program that is classified G or lower unless it contains a public health or safety message

A commercial for a sex service may only be broadcast between 11pm and 5am.

Alcoholic drinks

Generally, a commercial for an alcoholic drink may only be broadcast:

- in the M and MA15+ classification zones (except between 5am and 6am, and 7.30pm and 8.30pm);
- as an accompaniment to a sports program on a weekend or a public holiday.

Complaints

Complaints in relation to broadcasters' compliance with these **advertising restrictions or other scheduling complaints are treated as complaints under the Code**, and are handled by the relevant broadcaster at first instance.

Complaints about **advertising content** are dealt with by the **Advertising Standards Bureau (ASB)**. More information on complaints can be found [here].

Need more information?

Additional information, as well as a copy of the Code of Practice, can be found on the Free TV Australia website at www.freetv.com.au/

Or you can write or call us at:

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