



HSV 7 Melbourne

Promotion for M program in G classified program

Complaint

In July 2004, the ABA received a written complaint concerning the promotion for the M classified program, *24*, during the broadcast of the G classified program, *Better Homes & Gardens*. The complaint alleged that the promotion contained more than a very low sense of threat or menace in contravention of the Commercial Television Industry Code of Practice.

Decision

The ABA determined that the licensee of HSV 7, Channel Seven Melbourne Pty Ltd,

breached clause 3.8 of the code in its broadcast of the promotion because it did not meet the requirements of clauses 2.11.1, 3.8.1, 3.8.2 and 3.8.7. The ABA found the promotion contained material with more than a very low sense of threat or menace, particularly in relation to the use of weapons, as well as physical and psychological violence against people.

Action taken

The ABA notes HSV 7's submission that it accepts the ABA's finding that the program promotion failed to comply with the code.

The ABA notes that the licensee has circulated a copy of the decision to all producers and schedulers involved in program promotion, and reminded them of the requirements of the G classification.

As the licensee failed to comply with clause 3.8.7 of the code on one other occasion in 2004, the ABA will monitor the licensee's compliance with this provision and will consider further action should subsequent breaches occur.

Investigation reports :

To view the full report on this investigation, go to the ABA web site:
www.aba.gov.au/tv/investigations/breach_findings/