

Media Release

Warning: Some readers may find the content of this release disturbing.

26 April 2019

BSA finds broadcast of *The DailyMail TV* required Adults Only classification and warning

An episode of *The DailyMail TV*, featuring partially censored footage of an American stabbing victim shortly before she died, and censored footage of two young women filmed in a bar naked and allegedly performing sex acts, has been found to have breached New Zealand's broadcasting standards.

In response to the breach, the Broadcasting Standards Authority has ordered the broadcaster, MediaWorks TV Ltd, to pay \$1,000 in costs to the Crown.

This episode of *The DailyMail TV* aired at 3.30pm on a weekday and was classified PGR – Parental Guidance Recommended. The Authority found that the programme contained adult themes, sexual material and distressing content and should have been classified AO – Adults Only. The Authority also determined that the programme should have had a clear warning for sexual material and disturbing content.

“The episode should not have been broadcast at 3.30pm, directly after school when children were likely to be watching television,” the Authority said.

In the episode, CCTV footage was shown of a woman who had been stabbed while out jogging. While the woman's injuries were blurred, her distressed facial expression and blood splatters on the floor were visible. The voiceover described the traumatic events and injuries in a graphic and distressing way.

The Authority noted that “this footage was particularly confronting as viewers were made aware through the accompanying voiceover that these were the final moments of the woman's life.”

As a result of the inadequate classification and absence of a clear warning, “audiences were not provided with sufficient information to make an informed viewing choice”, the Authority said.

“[B]roadcasters must take care, and have regard to children's usual viewing times, when assessing and scheduling content, including considering whether the classification is appropriate for the content shown... [and] whether a warning is required.”

ENDS

For more information contact BSA on 0800 366 996 or media@bsa.govt.nz

FURTHER INFORMATION

The DailyMail TV was broadcast at 3.30pm on 21 September 2018 on Three. The full decision is available at <http://bsa.govt.nz/decisions/latest>. The decision was made under the Free-to-Air Television Code of Broadcasting Practice which is available at <http://bsa.govt.nz/standards/overview>.

ABOUT THE BROADCASTING STANDARDS AUTHORITY

The BSA is an independent Crown entity that oversees the broadcasting standards regime in New Zealand. The BSA determines complaints that broadcasts have breached standards, undertakes research and oversees the development of broadcasting standards in consultation with broadcasters.

If the BSA upholds a complaint, it may make orders. Orders may include:

- a broadcast statement
- costs to the Crown of up to \$5,000
- compensation for a breach of privacy of up to \$5,000
- compensation for a portion of any legal costs reasonably incurred.

The Authority members are Judge Bill Hastings (Chair), Paula Rose, Wendy Palmer and Susie Staley.

For more information see our website: www.bsa.govt.nz