

Media Release

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Complaint about Nicki Minaj music video upheld by BSA

The BSA upheld a complaint that a broadcast on MTV Hits of the music video for Nicki Minaj's song 'Only' did not adequately protect children from unsuitable content and strayed beyond current norms of good taste and decency. The broadcaster, SKY, was ordered to pay costs to the Crown.

The music video, which also featured Drake, Lil Wayne and Chris Brown, contained numerous expletives and overt sexual references, including imagery suggesting sexual violence and torture. It was broadcast just before 7pm in a segment classified MC, meaning the broadcast was suitable for mature audiences and that its content may offend.

The Authority held that the MC classification was insufficient, and that the appropriate classification was 16LC, for broadcasts not suitable for viewers under 16 and containing language and content that may offend. Because the video was misclassified, the Authority said, 'viewers were more likely to be surprised and therefore offended or disturbed by the video's content'. Additionally, the M classification meant that filtering technology would not have prevented younger viewers from being exposed to the video if the filter was set to block content classified 16 and above.

'We are not saying that the video should not have been broadcast – only that it should have been broadcast in a 16LC viewing environment that would have adequately informed viewers of the nature of the video and allowed them to avail themselves of filtering technology', the Authority said.

'While MTV viewers may expect some music videos, especially for a song by Ms Minaj, to contain challenging content, the classification and warning given to the 'Only' video did not indicate this high level of adult content.'

The Authority noted that SKY had acknowledged and apologised for its error. However, because the Authority considered this to be a 'reasonably serious breach of broadcasting standards', it ordered SKY to pay \$1,500 in costs to the Crown.

ENDS

For more information contact Morgan Coats on 021 072 8280.

FURTHER INFORMATION

The full decision is available at <http://bsa.govt.nz/decisions/latest>.

ABOUT THE BROADCASTING STANDARDS AUTHORITY

The Broadcasting Standards Authority is an independent body that oversees the broadcasting standards regime in New Zealand. We do this by determining complaints that broadcasts have breached standards, by doing research and also by providing information about broadcasting

standards.

We are essentially an appeal body, which is why complaints generally go to the broadcaster first (with the exception of privacy issues and election advertisements).

The Authority members who determined this complaint were Peter Radich (chair), Mary Anne Shanahan, Leigh Pearson and Te Rau Kupenga.

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