

Media Release

13 March 2017

BSA issues decisions on promotion of AO programmes during family television viewing times

Two complaints about promos for adult programmes broadcast outside of the Adults Only timeband have not been upheld by the Broadcasting Standards Authority (BSA). The complainant argued in both cases that it was inappropriate for promos containing ‘adult themes’ to be broadcast during programmes that children were likely to be watching.

The BSA emphasised that under the broadcasting codes of practice “...broadcasters are able to promote AO programmes during G programmes, provided the content of the promo meets the requirements of the G classification”.

The G classification applies to programmes that exclude material likely to be unsuitable for children.

In these particular cases, while the promos were for programmes targeted at an adult audience, the promo content was consistent with expectations of a family viewing timeslot, and did not contain any graphic or explicit adult material.

Taking into account the interests of child viewers, the BSA was satisfied the promos would be unlikely to disturb or offend audiences, including any children.

In its decision, the BSA reminded broadcasters of their obligations under the standards.

“In order to maintain a G classification, [broadcasters] must take care to adequately edit any AO or PGR content intended for inclusion in a promo”, the BSA said.

ENDS

For more information contact Nicole Hickman on 027 313 0179.

FURTHER INFORMATION

The promos were broadcast on 9 October and 6 November 2016.

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

The decisions were made under the Free-to-Air Television Code of Broadcasting Practice. The Code has been in force since 1 April 2016 and is available at <http://bsa.govt.nz/standards/overview>.

FREE-TO-AIR TELEVISION CODE: Standard 2 – Programme Information

Guideline 2a: The following classifications should be broadcast on all content except news, current affairs, sports and live content:

G – General

Programmes which exclude material likely to be unsuitable for children. Programmes may not necessarily be designed for child viewers but should not contain material likely to alarm or distress them.

G programmes may be screened at any time.

PGR – Parental Guidance Recommended

Programmes containing material more suited for mature audiences but not necessarily unsuitable for child viewers when subject to the guidance of a parent or adult.

PGR programmes may be screened between 9am and 4pm, and after 7pm until 6am.

AO – Adults Only

Programmes containing adult themes and directed primarily at mature audiences.

AO programmes may be screened between midday and 3pm on weekdays (except during school and public holidays as designated by the Ministry of Education) and after 8.30pm until 5am.

Guideline 2e: Promos for programmes should comply with the classification of the programme during which they screen. In the case of unclassified host programmes (including news and current affairs) broadcast in G or PGR time, promos must be classified G or PGR and broadcasters should consider children's interests (Standard 3).

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.

The Authority members are Peter Radich (Chair), Leigh Pearson, Te Raumawhitu Kupenga and Paula Rose.

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