



Classification requirements for TV advertising of unclassified films and computer games

Please note: the advice below is only intended as a plain English guide to the *Classification (Advertising of Unclassified Films and Computer Games Scheme) Determination 2009*. This Instrument is the legal document that should be referred to and can be found at <https://www.comlaw.gov.au/Details/F2013C00007>.

Unclassified films and computer games can be advertised prior to classification.

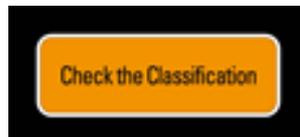
A moving image advertisement for an unclassified film or computer game must include the advertising message 'Check the Classification'.

TV advertising of not more than 60 secs length

Option 1

At the beginning of the advertisement, a BILLBOARD:

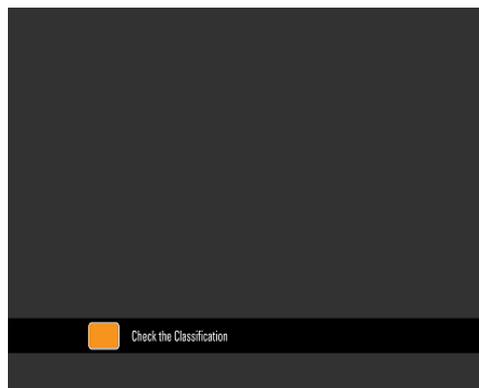
- shown for at least 3 seconds
- showing the advertising message 'Check the Classification'
- in a height of at least 15% of the height of the active screen area.



Option 2

During the advertisement, a TICKER:

- shown for at least 10 seconds
- showing the long advertising message 'Check the Classification'.



Ticker requirements

1. The height of the ticker must be at least the greater of:
 - a. 32 pixel lines, and
 - b. 5% of the height of the active screen area of the presentation format.
2. The ticker must be clearly legible and the typeface and colours are prominent and easily distinguishable from any other information
3. The ticker must be displayed in the area of the screen commonly known as the title-safe area.
4. The ticker can appear anywhere in the advertisement—at the beginning, in the middle or at the end. The ticker is to be shown continuously and cannot be broken into segments.
5. The advertising time for an unclassified film or computer game does not include the advertising time for other material also included in the advertisement. For example, if an advertisement for an unclassified film or computer game is part of an advertisement including other unrelated material and the length of time the film or computer game is referred to is 8 seconds, then the advertising time is for 8 seconds and does not include the advertising time for the other material.

Ceasing to display the message after classification

TVCs should cease to display the advertising message within 7 days (or preferably within 2) after the person to whom the certificate of classification was granted is notified of the classification.

Information about when an unclassified film or computer game is classified is regularly sent by the Classification Operation Branch to film and computer game distributors. Advertising companies should contact their clients about classification information in the first instance.

Further information

Each State and Territory has classification legislation which covers what material is legal, how it is to be marked, displayed, delivered, sold and advertised and penalties for breaching requirements. This information sheet is provided as a general guide only and you should refer to the relevant Classification Act. Links to each State and Territory Classification Act are available at www.classification.gov.au.

You can check a computer game's classification and consumer advice on the classification database at www.classification.gov.au. There are also downloads of the classification markings, the classification approved notice and classification legends. You can also contact the Compliance and Education team at the Classification Branch on Ph: (02) 9289 7100 or cae@classification.gov.au.