



# Industry guidance for moving image advertising eg TVCs

## Advertising classified films and computer games

Advertising for classified films and computer games needs to include the classification and consumer advice given to the film or computer game. The relevant determination for this requirement is at [Classification \(Publications, Films and Computer Games\) \(Markings and Consumer Advice\) Determination 2014](#).

Classification markings on moving image advertising must be clearly legible. Markings must also be displayed for a period of time that is sufficient to allow the markings to be read in full.

Classification markings must not be obscured by other material on the advertising and must be easily distinguishable from the background.

## Consumer advice

These are the words that accompany a classification. Examples include: Mild violence, Mild sexual references, Mild coarse language.

NOTE: In the past most films and games classified G did not have consumer advice. Now the Classification Board considers that at the 'G' classification level consumer advice of 'General' or 'Very mild...<insert theme>' should be used in addition to 'online interactivity' when it is applicable.

## Terminology

Using the PG classification as an example:

Classification Symbol



Classification Square



Classification Rectangle



## Single title advertisements

A still or moving image that advertises a film or computer game on a screen must display the combination box, including any consumer advice relating to the film or computer game.

Where a combination box would not be legible on an advertisement, then a ticker in the form of a band across the advertisement is allowed. This ticker must:

- include the symbol or classification rectangle or square and any consumer advice relating to the film or computer game (the example below uses the classification rectangle)



- appear anywhere in the advertisement—beginning, middle or at the end
- be of a size that is clearly legible and must remain for a period of time that is sufficient to allow the marking to be read in full.



## Multiple title advertisements

TV advertising for two or more films and / or computer games is required to display the classification marking and consumer advice of the films contained within the advertisement. The main requirement is that the classification markings and consumer advice is legible and the duration long enough for the markings to be read.

## Cross promotions

An advertisement for a product that is not a film or a computer game but which includes a reference to a film or game AND a reference to the film or game being available for viewing or playing, i.e. a call to action, must display the markings as if the advertisement were an advertisement FOR THE FILM or COMPUTER GAME. The same information then needs to be on the advertisement as outlined in the single title advertisement section above.

In order to be a call to action, the advertisement must provide information about viewing or playing availability that enables a viewer to determine a date on which, or from which, the film can be viewed/purchased or the game played/bought. For example, 'in cinemas 23 November 2016' or 'in cinemas now'.

It will not be a call to action where the only reference to viewing availability is 'in cinemas soon', 'in cinemas 2017' or 'only in cinemas'.

## Ticket and product giveaways

Similar to cross promotions, an advertisement that includes reference to a ticket giveaway for a particular film or a giveaway for a game must display the markings as if the advertisement were an advertisement for the relevant film or computer game.

## How can I get more information?

For more information see the classification website at [www.classification.gov.au](http://www.classification.gov.au) or email: [CAE@classification.gov.au](mailto:CAE@classification.gov.au)