



Australian Government

Office of Film and Literature Classification

CINEMA COMPLIANCE SNAPSHOT

SYDNEY

JULY 2005

EXECUTIVE SUMMARY

Following the introduction of new markings for films and computer games on 26 May 2005, the OFLC initiated this study to obtain a “snapshot” of compliance with the marking requirements by the cinema industry.

This is the first in a series of snapshots which will be used to identify targets for compliance education and, where necessary, advising enforcement authorities.

Methodology

Overview

This study involved an assessment of compliance in respect of:

- moving image advertisements for public exhibition films (commonly known as “trailers”).
- printed advertisements for public exhibition films – newspapers, posters, flyers
- printed (newspapers, cinema notices and flyers) and electronic (cinema) film session times
- internet advertisements for public exhibition films
- classification legends for public exhibition film advertisements in newspapers and websites
- display of approved notices.

Sample

The study covered the Sydney metropolitan area from Friday 29 July to Sunday 31 July 2005, about 2 months after the commencement of the new marking requirements.

Cinemas

The study involved site visits to 36 cinema complexes, representing approximately 72% of cinemas in the Greater Sydney region, on Saturday 30 July and Sunday 31 July, and consideration of:

- 179 trailers (137 in cinema and 42 foyer loop tapes) for compliance with marking and eligible film requirements and complementary classification enforcement laws
- in total, 790 print advertisements (689 posters and 101 handbills) at cinemas for compliance with the marking and eligible film requirements
- 58 session times for compliance with the marking requirements (printed and electronic)
- the display of approved notices for compliance with requirements of complementary classification enforcement laws.

Newspaper

The study included examination of the 4 major daily newspapers (*Sydney Morning Herald, Daily Telegraph, Sun Herald, Sunday Telegraph*) on the days of the study, including:

- 116 printed advertisements for classified films.
- 72 cinema session times.

Websites

The study included examination of 13 Australian-hosted exhibitor websites on Friday 29 July for compliance with the marking and eligible film requirements, including 51 advertisements for classified films.

Data and analysis

Cinema visits were undertaken by staff of the OFLC and members of the Classification Board, who completed a compliance report. Cinema, newspaper and website data was collated and analysed in-house.

Reliability and validity

This study is a “snapshot” of compliance in Sydney over a 3 day period/weekend. While the findings cannot necessarily be generalised to other locations, they are reliable and valid for Sydney at this point in time.

Findings

Overall, 1289 items, ranging from directory entries to approved notices to film trailer advertisements were assessed for compliance in this study.

The study found that while 710 (55%) items met the requirements, 577 breaches (45%) were also identified. There were:

- 86 breaches in newspapers
- 37 breaches in websites
- 32 breaches of conditions on advertising approval in cinemas; and
- 422 other breaches in cinemas.

Of the cinemas visited, none fully complied with the statutory requirements.

Compliance varied significantly across cinemas depending on the issue. There was good compliance with the eligible film conditions (for printed advertisements and trailers), but this was not sustained once a film was classified.

Compliance was worst in respect of markings on posters, trailers and internet advertising for films classified since 26 May 2005. In the case of posters and trailers, this appears due to the failure to promptly remove the eligible films message from this advertising.

Compliance was also low in respect of the display of approved notices.

There was also widespread use of the previous MA classification character, rather than MA15+ character in session times and directories.

Specifically, the following results were found in regard to compliance with classification legislation requirements¹:

- 100% of trailers for films that had current advertising exemption approval correctly displayed the advertising exemption message.
- A high percentage (73%) of trailers for films classified pre 26 May 2005 displayed the correct classification markings . 27% of the trailers that were incorrectly marked displayed the exemption message.
- Less than half (48%) of the trailers advertising feature films classified on or after 26 May 2005 displayed the correct classification markings. 48% of the trailers that were incorrectly marked displayed the exemption message.
- 93% of trailers screened on looptapes in cinema foyers for films with a current advertising exemption approval correctly displayed the exemption message.
- There was moderate compliance in respect of trailers for classified films screened on looptapes in cinema foyers (36%). 89% of the incorrectly marked trailers displayed the exemption message.
- A high percentage (68%) of posters for films with a current advertising exemption approval correctly displayed the exemption message. However, the exemption message is generally not prominently displayed.
- The percentage of posters for films classified pre 26 May 2005 that correctly displayed the classification markings was moderate (61%). Of the posters that were incorrectly marked, 60% displayed the exemption message.
- The percentage of posters for films classified on or after 26 May 2005 that correctly displayed the classification markings was low (29%). Of the posters that were incorrectly marked, 52% of them displayed the exemption message.
- 4 handbills were checked for films with an advertising exemption approval, and all displayed the exemption message.
- The percentage of handbills for films classified pre 26 May 2005 that correctly displayed the classification markings was 80%. Of the handbills that were incorrectly marked, 11% displayed the exemption message.

¹ Low = 0-33%, Moderate = 34-66%, High = 67-100%

- The percentage of handbills for films classified on or after 26 May 2005 that correctly displayed the classification markings was 42%. Of the handbills that were incorrectly marked, 50% displayed the exemption message.
- Compliance for newspaper advertisements for classified films was high, with 77% being correctly marked.
- Only 22% of newspaper advertisements for films classified on or after 26 May 2005 correctly used the current classification characters. All instances of non compliance, featured the incorrect use of the MA 15+ classification character.
- Compliance was low (17%) for cinema session times (displayed electronically or printed) and moderate (61%) for session times flyers available at cinemas. Newspaper session times compliance was low (22%). All non-compliance was attributable to the use of MA, rather than MA15+ classification marking.
- Display of the approved notice was generally low (31%). Those cinemas that did display the approved notice did so in a prominent manner in 8 out of 11 cases.
- The display of correct classification markings on advertisements on Australian hosted exhibitor websites was low (27%).

Analysis, conclusion and recommendations

Classification markings

Overall, compliance with the classification marking requirements for cinema is not adequate and requires significant attention by the industry as a whole.

The key themes which emerge from this study are:

- limited assistance is provided to consumers in respect of explaining the meaning of the classifications
- there is wide variation in the availability of classification information about individual films, with non-compliance strongly related to failure to promptly replace the advertising exemption message with classification markings once an eligible film is classified
- where information is provided it is accurate, although the new MA15+ classification type is not being widely used.

Information about the meaning of the classifications

The statutory requirements for display of the approved notice at cinemas and the inclusion of a legend in newspapers and on websites are designed to ensure consumers receive information about the meaning of the classifications before they select a movie. The notice and the legend includes the classification symbol and a description of the classification.

The low levels of compliance with respect to approved notices and legends may contribute to the low levels of understanding of the meanings of the classifications highlighted in recent OFLC research.

The low level of compliance with display of the approved notice is surprising and indicates there may be an issue regarding distribution of this information to some cinemas.

Given the extent to which consumers rely upon newspapers to choose films, non-compliance with the requirement to feature a legend is a significant concern.

The low level of compliance with the requirement to include a link to a classification legend on websites may be attributable to the fact that this requirement was only recently introduced. It may be that further industry education will increase compliance.

While the statutory requirements are not negotiable, past poor compliance might be compensated for by the screening of the OFLC “Use Classifications” film clip before feature films in conjunction with full compliance in the future. That film clip includes an explanation of each classification. It is recommended that the OFLC encourage the use of the promo by cinema exhibitors.

Availability of classification information

The purpose of the national classification scheme is to provide information to consumers to inform their choice of films. If classification information is inaccurate or not provided, the purpose of scheme is undermined.

This study indicates that, overall, consumers cannot consistently rely on film advertising for their classification information. While newspaper advertising is generally good and reliable, only about half (56%) of all posters, handbills and trailers carry classification information.

There is widespread variability in compliance with the law in respect to advertising classified films.

The fact that some cinemas demonstrated very good compliance with the trailer advertising requirements indicates that compliance is achievable by all and that purported structural explanations for non-compliance are not sustainable.

Significant compliance issues for posters and handbills particularly concern films which previously had advertising exemption approval. These publications are often not changed once the film is classified.

Unless compliance in this area is enforced, there is a risk that those cinemas which are demonstrating good compliance will fall into line with those that are not.

The issue of internet advertising of films classified since 26 May 2005 requires further investigation and targeted compliance education activities.

Use of correct classification types

At this point there continues to be widespread usage of the MA, rather than MA15+, classification type, particularly in directories and session times.

The ongoing use of MA, rather than MA15+, is particularly problematic because it undermines the purpose of the changes to the classification type names – viz. to create an obvious visual distinction between the advisory and legally restricted classification types through the inclusion of age references on the restricted types.

Given OFLC research indicates very low levels of understanding of the MA15+ classification, with a particular risk of confusion between M and MA, addressing this issue needs to be prioritised.

Advertising exemption scheme

Technical compliance with advertising exemption approval conditions is high, and particularly in the case of trailers excellent, but the exemption marking is often not prominently displayed on posters. There is a need to increase the prominence of the exemption information on posters and other advertisements.

While OFLC initiatives to increase compliance with advertising exemption approval conditions have been effective in respect of trailers for exempt films, there is a reduction in compliance in displaying the correct classification information once films have been classified. The exemption message must be replaced by the classification markings after classification occurs.

Urgent attention must be given by industry to the issue of replacing the advertising approval message on posters and before film trailers with appropriate classification information in the prescribed timeframes.

Although it is the responsibility of film distributors to advise exhibitors of classification decisions, it is recommended that the OFLC trial, for 6 to 12 months, the emailing of public exhibition classification decisions and eligible film certificate conditions to film exhibitors with a view to assessing the impact of this strategy on compliance with the markings requirements.

Statutory penalties

If the 577 breaches regarding advertising of classified films were successfully prosecuted and the maximum penalty imposed, fines of approximately \$600,000 would be due to the NSW Government. This includes:

- 86 breaches in newspapers totaling \$94,600
- 37 breaches in websites totaling \$40,700
- 32 breaches of statutory conditions on advertising approval in cinemas; and
- 422 statutory breaches in cinemas totaling \$467,500 (an average of 12 breaches or fines of \$12,986 per cinema).

Conclusion

This study has provided a useful insight into cinema advertising compliance in the greater Sydney area. It would be valuable to repeat it in the near future after industry has had longer to implement the new classification markings. Further snapshots are also recommended to test compliance in respect of sale/hire of films and computer games.

The NSW authorities should be alerted to the contents of this report. It would be appropriate for any decisions regarding prosecution to take into account the relatively recent commencement of the new classification markings.

A further consideration for the NSW authorities is that 3 of the cinemas in this study were visited by the Community Liaison Scheme in June 2005. The issues identified by CLS regarding display of approved notices and advertising breaches had not been fully addressed. Cinema managers stated that they relied on film distributors to provide up to date advertisements.

While the compliance issues identified relate to the application of the new classification markings as well the previous classification markings, there is a need for compliance education in the areas of:

- display of approved notices
- use of the MA15+ classification (rather than the old MA classification)
- withdrawal of the advertising exemption message
- marking requirements for advertising on websites.

Background

Statutory context

On 26 May 2005 the *Classification (Markings for Films and Computer Games) Determination 2005* (“the markings determination”) came into force. That determination, issued pursuant to section 8 of the *Classification (Publications, Films and Computer Games) Act 1995* of the Commonwealth (“the Commonwealth Act”), sets out the requirements for classification markings to appear on films and computer games and in advertising related to such products.

The *Classification (Publications, Films and Computer Games) Enforcement Act 1995* of New South Wales (“the NSW Act”) prescribes requirements in relation to public exhibition films and the advertising films, including for public exhibition. These include:

- unclassified films cannot be advertised unless a certificate of exemption is provided under the Commonwealth Act (section 39)
- an advertisement for a classified film must contain the determined markings relevant to the classification of the film and be displayed in the manner determined by the Director so as to be clearly visible having regard to the size and nature of the advertisement (section 42)
- an advertisement for a film must contain a list of the classification symbols and determined markings for films (section 45)
- an advertisement for a classified film must not be publicly exhibited during a program for the exhibition of another classified film (the feature film) unless the advertised film has the same classification as (or has a lower classification than) the feature film (section 40)
- a notice about the classifications, in the form approved by the Director of the Classification Board, must be displayed in a prominent place where the film is exhibited (section 8)

The penalties for non-compliance with the requirements set out in the preceding paragraph are set out in the NSW Act and summarised in [Attachment 1](#).

Division 2 of Part 3 of the Commonwealth Act and the *Classification (Eligible Films) Determination 2003* (“the eligible films determination”) provides for the granting of exemptions, for advertising purposes, to a limited number of unclassified films. The eligible films determination sets out the conditions related to the advertising of films granted an exemption. These include:

- moving image advertisements (commonly known as “trailers”) and printed advertisements for eligible films must carry the prescribed exemption message “This film has advertising approval. Check the classification closer to the release date.”

- the exemption message must be withdrawn within the prescribed timeframes after notification of classification (ie – 7 days where the advertising is in the form of a film; 2 days for other advertising).

Once the prescribed timeframes for withdrawal of the exemption message are exceeded the exemption from the requirements of the NSW Act lapses and the film and related advertising must carry the markings, etc.

There are no penalties for non-compliance with the conditions of exemption, however, the Director may revoke a certificate of exemption if satisfied there has been a breach of conditions.

Cinema industry in Sydney

There are 50 cinema complexes in the Greater Sydney metropolitan area publicly exhibiting films. These include:

- 13 cinemas in the Hoyts chain
- 11 cinemas in the Greater Union chain
- 1 cinema in the Hoyts/Greater Union chain
- 2 cinemas in the Dendy chain
- 3 cinemas in the Palace chain
- 3 cinemas in the Readings chain
- 17 other cinemas²

The cinemas are identified in Attachment 2.

Films classified since 26 May 2005

As mentioned above, the markings determination commenced on 26 May 2005. As at 30 July 2005, 89 films have been classified for public exhibition since commencement of the markings determination. These films are identified in Attachment 3.

Eligible films as at 30 July 2005

As at 1 August 2005, 20 unclassified films had advertising approval.

Also, 5 films that had received advertising approval had been classified within the week prior to this study.

Attachment 4 identifies the unclassified films with advertising approval and those films classified in the preceding week that previously had advertising approval.

² The Valhalla cinema closed in August 2005 reducing this number to 16.

Objective of the study

The objective of the study was to obtain a snapshot of compliance with the markings and other requirements by the cinema industry.

Methodology

Overview

This study involved an assessment of compliance in respect of:

- moving image advertisements for public exhibition films (commonly known as “trailers”).
- printed advertisements for public exhibition films – newspapers, posters, flyers
- printed and electronic (cinema and websites) film session times
- internet advertisements for public exhibition films
- classification legends for public exhibition film advertisements in newspapers and websites
- films with advertising exemption approval
- display of approved notices.

Timing of the study

The study covered the Sydney metropolitan area from Friday 29 July to Sunday 31 July 2005, about 2 months after the commencement of the new marking requirements.

These days were chosen due to new films commencing on Thursdays and the availability of more session times. Also, conducting the study on a weekend also meant that it could be conducted without disruption to the day to day work of the OFLC and the Classification Board.

Cinema sample

The study involved site visits to 36 cinema complexes, representing approximately 72% of cinemas in the Greater Sydney region, on 30 and 31 July and consideration of:

- 179 trailers (137 in cinema and 42 foyer loop tapes) for compliance with marking and eligible film requirements and complementary classification enforcement laws
- 689 posters and 101 handbills at cinemas for compliance with the marking and eligible film requirements
- 58 session times for compliance with the marking requirements (printed and electronic)
- the display of approved notices for compliance with requirements of complementary classification enforcement laws.

The cinemas included in the study were selected having regard to the following considerations:

- Geographical distribution in proportion to the distribution of cinemas. The study included:

- 8 cinemas in the city and east (out of 13)
 - 10 cinemas in north (out of 13)
 - 6 cinemas in south (out of 8)
 - 7 cinemas in west (out of 9)
 - 5 cinemas on the fringes (out of 7)
- Ownership of cinemas was taken into account to ensure both major and independent exhibitors were selected. The study included:
 - 1 cinema in the Hoyts/Greater Union group (1 of 1)
George Street, City
 - 10 cinemas in the Hoyts chain (out of 13)
Fox Studios
Warringah
Chatswood Mandarin
Chatswood Westfield
Eastgarden
Bankstown
Broadway
Merrylands
Erina
Penrith
 - 10 cinemas in the Greater Union chain (out of 11)
Bondi Junction
Hornsby
Mosman
Macquarie
Miranda
Hurstville
Burwood
Castle Hill
Tuggerah
Liverpool
 - 1 cinema in the Dendy chain (out of 2)
Newtown
 - 2 cinemas in the Palace chain (out of 3)
Verona, Paddington
Norton Street, Leichhardt
 - 2 cinemas in the Readings chain (out of 3)
Rhodes
Auburn
 - 10 other cinemas, namely:
Valhalla, Glebe

Chauvel, Paddington
 Cremorne Hayden Orpheum Picture Palace, Cremorne
 Imax, Darling Harbour
 Ritz, Randwick
 Roseville Family Cinema, Roseville
 Beverley Hills Cinema
 Glenbrook Cinema
 United Warriewood
 Manly Twin Cinemas.

Film sample

A total of 25 films were viewed in the context of this study. This represented 42% of all the films publicly exhibited on the weekend of the study (n=60). Specifically, the films were:

Title	Distributor	Classification
2046	Hopscotch	M
A Good Woman	Hopscotch	PG
Aliens Of The Deep	BVI	G
Batman Begins	Roadshow Films	M
Bewitched	Sony Pictures	PG
Fantastic Four	20th Century Fox	PG
Flight of the Phoenix	20 th Century Fox	M
House Of Wax	UIP	MA 15+
Layer Cake	Sony Pictures	MA 15+
Madagascar	UIP	G
Me & My Sister	Polyphony Entertainment	M
Monster in Law	Roadshow Films	M
Mr & Mrs Smith	20th Century Fox	M
My Summer Of Love	UIP	MA 15+
Oyster Farmer	Dendy Films	MA 15+
Pandaemonium	Polyphony Entertainment	M
Sharks 3D	Worlds Biggest Screens	G
Sin City	BVI	MA 15+
Star Wars Episode 3	20 th Century Fox	M
Tarnation	Dendy Films	M
The Beat My Heart Skipped	Palace Films	M
The Island	Roadshow Films	M
The Miracle of Bern	Gil Scrine Films	PG
Three Dollars	Dendy Films	M
War of the Worlds	UIP	M

The study included films of the following classifications:

- 3 of 8 films classified G
- 4 of 9 films classified PG
- 13 of 31 films classified M
- 5 of 12 films classified MA15+
- 0 of 0 films classified R18+.

The content of the feature films viewed in the context of this study was not, of itself, of interest. The goal in attending the exhibition of the films was to assess the advertising trailers screened before the feature.

Films classified M accounted for the greatest number of films in any classification. This was largely due to the fact that this is the most common classification for the films screening (13 of 25). Films of a lower classification were selected over higher classifications due to the statutory limitations on advertising of classified films (for example, section 40 of the NSW Act).

10 (marked in **bold**) of the 25 films (40%) included in this study were classified on or after 26 May 2005 and were therefore required to carry the new classification markings. This was due to study being conducted approximately two months after the new requirements became effective.

Distribution of the films was taken into account in constructing the sample so as to ensure both major and independent distributors were included.

Newspaper sample

The study included examination of the 4 major daily newspapers (*Sydney Morning Herald, Daily Telegraph, Sun Herald, Sunday Telegraph*) on the days of the study, including:

- 116 printed advertisements for classified films.
- 72 cinema session times.

Website sample

13 Australian-hosted exhibitor websites were visited on Friday 29 July for compliance with the marking and eligible film requirements including, 51 advertisements for classified films.

Data and analysis

Cinema

Coders for the cinema visits were recruited from staff of the OFLC and members of the Classification Board. The OFLC met the costs of cinema entry for coders (and a guest). Coders were unpaid but entitled to take leave in lieu of hours dedicated to the study.

All coders participated in a briefing by the Coordinator, Community Liaison. The briefing included a summary of the requirements under the markings determination, eligible films determination and the NSW Act. The briefing also included instructions on the completion of the compliance report.

Data was collated and analysed by OFLC staff.

Newspapers and websites

Newspaper and website data was collated and analysed by OFLC staff.

Reliability and validity

This study is a “snapshot” of compliance in Sydney over a 3 day period/weekend. While the findings cannot necessarily be generalised to other locations, they are reliable and valid for Sydney at this point in time. Specifically:

- the study of 36 cinemas in the greater Sydney metropolitan area (72%), including all major cinema chains and all independent cinemas.
- a total of 25 films were viewed in the context of this study - this represented 42% of all the films publicly exhibited on the weekend of the study.
- 10 of the 25 films (40%) included in this study were classified on or after 26 May 2005 and therefore required to carry the new classification markings.
- coverage of print advertising was comprehensive and included posters for 88 titles, handbills for 45 titles as well as all daily newspaper advertising. The study did not assess compliance levels in respect of advertising in the form of magazines, television, off-site posters (such as in bus shelters and on taxis) and billboards.
- in terms of internet advertising, the websites of 13 Australian-hosted film exhibitors were accessed.

Findings

Overall

Overall, this study involved consideration of 1289 items, ranging from directory entries to approved notices to film trailer advertisements.

While 710 (56%) items met the requirements, 577 breaches (45%) were also identified. There were:

- 86 breaches in newspapers
- 37 breaches in websites
- 32 breaches of conditions on advertising approval in cinemas; and
- 422 other breaches in cinemas.

Of the cinemas visited none fully complied with the statutory requirements. Table 1 is a summary of compliance levels by cinema. Given the statutory nature of the requirements, anything less than 100% compliance is a breach.

	Display of approved notice	Correct classification characters - session time displays	Correct classification characters on printed session time displays	Correct exemption message on posters for eligible films	Correct exemption message on handbills for eligible films	Correct exemption message on foyer loop tapes	Correct exemption message on celluloid trailers for eligible films	Correct classification markings on posters for films classified pre 26 May 05	Correct classification markings on handbills for films classified pre 26 May 05	Correct classification markings on foyer loop tapes	Correct classification markings on celluloid trailers for films classified pre 26 May 05	Correct use of classification markings on website advertisements for films classified pre 26 May 05	Correct classification markings on posters for films classified on or after 26 May 05	Correct classification markings on handbills for films classified on or after 26 May 05	Correct classification markings on celluloid trailers for films classified on or after 26 May 05	Correct use of classification markings on website advertisements for films classified on or after 26 May 05
Cinema Chain 1	High	High	High	High			High	Low	High				Low			
Cinema Chain 2	Low	Low	Mod.	Mod.	High	High	High	Mod.	High	Mod.	High		Low	Low	Mod.	Low
Cinema Chain 3	Mod.	Low	Low	Mod.			High	High	High		High		Mod.	Mod.	Mod.	Low
Independent Exhibitor 1	Low	High	High	Mod.									Mod.			Low
Independent Exhibitor 2	Low		Low					Low	Mod.			Low	High	High	High	Low
Independent Exhibitor 3	Low		High	High			High		High			Low	Mod.	High	High	Low
Independent Exhibitor 4	Mod.	Low	High		High			Mod.	High		High	Low	Low	Mod.	High	Low
Independent Exhibitor 5	Low		High	High				Mod.	Low		Low	High	Low	Low	Low	Low
Independent Exhibitor 6	Low		High					Mod.	High		Low	High	Low		Low	
Independent Exhibitor 7	Low	High	High	High			High	Mod.	Low			High	Low			Low
Independent Exhibitor 8	Low	Low	Mod.	High	High		High	Mod.	High		High	High	Mod.	Low	Low	Low
Independent Exhibitor 9	Low	Low	Low				High	High				High	Mod.		Mod.	Low
Independent Exhibitor 10	Low	Low	High	High			High	High				High	Mod.	Mod.	Low	Low
Independent Exhibitor 11	Low		Low					High	High			High	Low	Low		Low
Independent Exhibitor 12	Low	Low	Low	High			High	Low	High		High	Low	Low		High	Low
Independent Exhibitor 13	Low	Low	Low					Mod.	High		Low	Low				

Table 1: Compliance with classification advertising requirements by exhibitor³

³ Low = 0-33%, Moderate = 34-66%, High = 67-100%

As Table 1 indicates, compliance varied significantly across cinemas depending on the issue. There was good compliance with the eligible film conditions (for printed advertisements and trailers), but this was not sustained once a film was classified.

Compliance was worst in respect of markings on posters, trailers and internet advertising for films classified since 26 May 2005. In the case of posters and trailers, this appears due to the failure to promptly remove the eligible films message from this advertising.

Compliance was also low in respect of the display of approved notices.

There was also widespread use of the previous MA classification character, rather than MA15+ character in session times and directories particularly.

Cinema Trailers

Exemption message

38 of the trailers in this study advertised films that had a current advertising exemption. Of these 38 trailers, all (100%) correctly displayed the exemption message.

Classification markings

99 of the trailers in this study advertised classified films. Of these, 40 were trailers for films classified prior to 26 May 2005 and 59 were classified on or after that date.

29 (73%) of the trailers for films classified prior to 26 May 2005 correctly displayed the classification markings. Of the 11 that were incorrectly marked, 3 (27%) displayed the exemption message.

28 (47%) of the trailers for films classified on or after 26 May 2005 correctly displayed the classification markings. Of 31 that were incorrectly marked, 15 (48%) displayed the exemption message.

Trailer loop tapes

Exemption message

14 trailers screened on loop tapes in foyers concerned films that had a current advertising exemption.

Of the 14 trailers, 13 (93%) correctly displayed the exemption message.

Classification markings

28 trailers screened on loop tapes in foyers concerned films that were classified.

Of the 28 trailers, 10 (36%) correctly displayed the classification markings. Of the 18 that were incorrectly marked, 16 (89%) displayed the exemption message.

Cinema posters

Exemption message

This study included 100 posters for films that had a current advertising exemption.

Of the 100 posters, 68 (68%) correctly displayed the exemption message.

Classification markings

589 posters for classified films were included in this study.

216 posters were for films classified pre 26 May 2005 and of these, 132 (61%) correctly displayed the classification markings. Of the 84 that were incorrectly marked, 50 (60%) displayed the exemption message.

373 posters were for films classified on or after 26 May 2005 and of these, 110 (29%) correctly displayed the classification markings. Of 263 that were incorrectly marked, 137 (52%) displayed the exemption message.

Handbills

Exemption message

Only 4 handbills were checked for films with an advertising exemption approval, and all displayed the exemption message.

Classification markings

101 handbills in this study advertised films that are classified.

59 handbills were for films classified pre 26 May 2005 and of these 47 (80%) correctly displayed the classification markings. Of the 12 that were incorrectly marked, 5 (41%) displayed the exemption message.

38 handbills were for films classified on or after 26 May 2005 and of these 16 (42%) correctly displayed the classification markings. Of 22 that were incorrectly marked, 11 (50%) displayed the exemption message.

Session times

Of the 29 cinemas that had film sessions displayed (either electronically or printed), only 5 (17%) cinemas correctly displayed the current classification character for films classified on or after 26 May 2005. In all instances of non compliance, this was due to the incorrect use of the MA 15+ classification character.

Of the 28 cinemas for which printed session times flyers were collected, 17 (61%) correctly displayed the current classification character for films classified on or after 26

May 2005. All instances of non compliance, was due to the incorrect use of the MA 15+ classification character.

72 newspaper session times for classified films were checked and, of these, 16 (22%) were correctly marked. In all instances of non compliance, this was due to the incorrect use of the MA 15+ classification character.

Approved notice

36 cinemas were visited and only 11 (31%) displayed the current approved notice. Of these 11 cinemas, 8 (73%) displayed the approved notices in a prominent place.

Newspaper print advertisements

116 advertisements for classified films were checked and, of these, 89 (77%) were correctly marked.

72 advertisements were for films classified on or after 26 May 2005 and of these only 16 (22%) had the correct classification character. In all instances of non compliance, this was due to the incorrect use of the MA 15+ classification character.

Website advertisements

This study included 51 advertisements for classified films on 13 Australian-hosted exhibitor websites.

23 advertisements were for films classified pre 26 May 2005 and of these, 14 (60%) correctly displayed the classification markings.

28 advertisements were for films classified on or after 26 May 2005 and of these, none (0%) correctly displayed the classification markings.

Only 3 websites met the statutory requirement for a link to a classification legend.

Analysis, conclusion and recommendations

Classification markings

Overall, compliance with the classification marking requirements for cinema is not adequate and requires significant attention by the industry as a whole.

The key themes which emerge from this study are:

- limited assistance is provided to consumers in respect of explaining the meaning of the classifications
- there is wide variation in the availability of classification information about individual films, with non-compliance strongly related to failure to promptly replace the advertising exemption message with classification markings once an eligible film is classified

- where information is provided it is accurate, although the new MA15+ classification type is not being widely used.

Information about the meaning of the classifications

The statutory requirements for display of an approved notice at cinemas and for the inclusion of a legend in newspapers and on websites are designed to ensure consumers receive information about the meaning of the classifications before they select a movie. The notice and the legend include the classification symbol and a description of the classification.

The low levels of compliance with respect to approved notices and legends may contribute to the low levels of understanding of the meanings of the classifications highlighted in recent OFLC research.

A new approved notice, containing the new classification markings, was made available to the Independent Cinemas Association of Australia and the major film exhibitors in June and July 2005. The low level of compliance in respect of display of this notice is therefore surprising and indicates there may be an issue regarding distribution of this information to some cinemas.

The Community Liaison Scheme has invested significant energy in negotiating with Sydney newspapers to include a classification legend that includes the new markings. This has been successful in respect of the News Corp newspapers, but not in respect of Fairfax. Given the extent to which consumers rely upon newspapers to choose films, this aspect of non-compliance is a significant concern.

The low level of compliance with the requirement to include a link to a classification legend on websites may be attributable to the fact that this requirement was only recently introduced. It may be that further industry education will increase compliance.

While the statutory requirements are not negotiable, past poor compliance might be compensated for by the screening of the OFLC “Use Classifications” film clip before feature films in conjunction with full compliance in the future. That film clip includes an explanation of each classification. It is recommended that the OFLC encourage the use of the promo by cinema exhibitors.

It is recommended that the OFLC encourage the use of the promo by cinema exhibitors.

Availability of classification information

The purpose of the national classification scheme is to provide information to consumers to inform their choices of films. If classification information is inaccurate or not provided, the purpose of scheme is undermined.

This study indicates that, overall, consumers cannot consistently rely on advertising for their classification information. While newspaper advertising is good and reliable, only about half of all posters, handbills and trailers carry classification information.

There is widespread variability in compliance with the law in respect of advertising of classified films. For example:

- 3 cinemas, all independents, were fully compliant with respect to the law regarding advertising of movie trailers (Cremorne Orpheum; Dendy Newtown; United Warriewood)
- Looking at cinemas with higher volume of advertising trailers, of the major exhibitors, Hoyts had the highest compliance in respect of trailer advertising (100% for trailers for films with advertising approval; 72% for trailers for classified films)
- 4 cinemas showed film trailers without any classification information
- 44 trailers were exhibited without any classification information.

The fact that some cinemas demonstrated very good compliance with the trailer advertising requirements indicates that compliance is achievable by all and that purported structural explanations for non-compliance are not sustainable.

As explained below, there are significant compliance issues related to posters and handbills that relate to films which previously had advertising exemption approval. These publications are often not changed once the film is classified.

Unless compliance in this area is enforced, there is a risk that those cinemas which are demonstrating good compliance will fall into line with those that are not.

Compliance was generally better with respect to films classified prior to 26 May 2005. This would appear to be attributable to the fact that, over time, compliance improves as the advertising exemption message is removed. An exception appears to be in the area of internet advertising, where compliance is uniformly low. This issue requires further investigation and targeted compliance education activities.

Use of correct classification types

At this point there continues to be widespread usage of the MA, rather than MA15+, classification type, particularly in directories and session times.

The ongoing use of MA, rather than MA15+, is particularly problematic because it undermines the purpose of the changes to the classification type names – viz. to create an obvious visual distinction between the advisory and legally restricted classification types through the inclusion of age references on the restricted types.

Given OFLC research indicates very low levels of understanding of the MA15+ classification, with a particular risk of confusion between M and MA, addressing this issue needs to be prioritised.

Advertising exemption scheme

Technical compliance with advertising exemption approval conditions is high, and particularly in the case of trailers excellent, but the exemption marking on posters is often

not prominently displayed on posters. There is a need to increase the prominence of the exemption information on posters and other advertisements.

While OFLC initiatives to increase compliance with advertising exemption approval conditions have been effective in respect of trailers for exempt films, there is a reduction in compliance in displaying the correct classification information on posters in cinemas once films have been classified and the exemption message must be replaced with the classification markings. 56% of posters incorrectly advertising classified films displayed the advertising approval message.

Similarly, there is a reduction in compliance with displaying the correct classification information on cinema trailers once films have been classified and the exemption message must be replaced with the classification markings. 43% of trailers advertising classified films that are incorrect carry the advertising approval exemption message.

Urgent attention must be given by industry to the issue of replacing the advertising approval message on posters and before film trailers with appropriate classification information within the prescribed timeframes.

Although it is the responsibility of film distributors to advise exhibitors of classification decisions, it is recommended that the OFLC trial, for 6 to 12 months, the emailing of public exhibition classification decisions and eligible film certificate conditions to film exhibitors with a view to assessing the impact of this strategy on compliance with the markings requirements.

Statutory penalties

If the 577 breaches identified regarding advertising of classified films were successfully prosecuted and the maximum penalty imposed, fines of approximately \$600,000 would be due to the NSW Government. This includes:

- 86 breaches in newspapers totaling \$94,600
- 37 breaches in websites totaling \$40,700
- 32 breaches of statutory conditions on advertising approval in cinemas; and
- 422 statutory breaches in cinemas totaling \$467,5,00 (an average of 12 breaches or fines of \$12,986per cinema).

Conclusion

This study has provided a useful insight into cinema advertising compliance in the greater Sydney area. It would be valuable to repeat it in the near future after industry has had longer to implement the new classification markings. Further snapshots are also recommended to test compliance in respect of sale/hire of films and computer games.

The NSW authorities should be alerted to the contents of this report. It would be appropriate for any decisions regarding prosecution to take into account the relatively recent commencement of the new classification markings.

A further consideration for the NSW authorities is that 3 of the cinemas in this study were visited by the Community Liaison Scheme in June 2005. The issues identified by CLS regarding display of approved notices and advertising breaches had not been fully addressed. Cinema managers stated that they relied on film distributors to provide up to date advertisements.

While the compliance issues identified relate to the application of the new classification markings as well the previous classification markings, there is a need for compliance education in the areas of:

- display of approved notices
- use of the MA15+ classification (rather than the old MA classification)
- withdrawal of the advertising exemption message
- marking requirements for advertising on websites.

Penalties for non-compliance with the Classification (Publications, Films and Computer Games) Enforcement Act 1995 of NSW

Under the *NSW Classification (Publications, Films and Computer Games) Enforcement Act 1995* the following are offences:

Issue	Section	Penalty
Non display of classification notice	Section 8	5 penalty units – individual 10 penalty units - corporation
Unclassified films not to be advertised unless granted an advertising exemption	Section 39	100 penalty units - individual, 200 penalty units - corporation.
Showing trailers for films with higher classifications than feature film	Section 40	50 penalty units – individual 100 penalty units – corporation
Advertising to contain classifications and consumer advice	Section 42	50 penalty units – individual 100 penalty units – corporation
Requirement for a legend of the classification symbols in publications advertising films and computer games	Section 45	50 penalty units – individual 100 penalty units – corporation

NB : Penalty units in NSW are \$110 per penalty unit

The sections of the *NSW Classification (Publications, Films and Computer Games) Enforcement Act 1995* are

8 Display of notice about classifications

A person who sells or publicly exhibits a classified film must keep a notice in the approved form about classifications for films on public display in a prominent place in the place where the film is sold or exhibited.

Maximum penalty: 5 penalty units for an individual, 10 penalty units for a corporation

39 Certain films, publications and computer games not to be advertised

(1) A person must not publish an advertisement for any one or more of the following:

- (a) a film classified RC or X 18+,
- (b) an unclassified film (other than a film that is the subject of a certificate of exemption under Division 2 of Part 3 of the Commonwealth Act),

Maximum penalty: 100 penalty units for an individual, 200 penalty units for a corporation.

(2) For the purposes of this section, if a person publishes an advertisement for an unclassified film or an unclassified computer game at the request of another person, that other person alone is taken to have published it.

40 Advertisements with feature films

- (1) A person must not publicly exhibit an advertisement for a classified film during a program for the exhibition of another classified film ("the feature film") unless the advertised film has the same classification as (or has a lower classification than) the feature film.

Maximum penalty: 50 penalty units for an individual, 100 penalty units for a corporation.

- (3) The hierarchy of film classification is as follows:
- (a) G is a lower classification than PG, M, MA 15+ or R 18+,
 - (b) PG is a lower classification than M, MA 15+ or R 18+,
 - (c) M is a lower classification than MA 15+ or R 18+,
 - (d) MA 15+ is a lower classification than R 18+.

42 Advertisements to contain determined markings and consumer advice

- (1) A person must not publish an advertisement for a classified film, classified publication or classified computer game unless:
- (a) the advertisement contains the determined markings relevant to the classification of the film, publication or computer game and relevant consumer advice (if any), and
 - (b) the determined markings and consumer advice are displayed:
 - (i) in the manner determined by the Director under section 8 of the Commonwealth Act, and
 - (ii) so as to be clearly visible, having regard to the size and nature of the advertisement.

Maximum penalty: 50 penalty units for an individual, 100 penalty units for a corporation.

45 Classification symbols to be published with advertisements

A person must not publish a publication containing an advertisement for:

- (a) a film, or
- (b) a publication classified Category 1 restricted or Category 2 restricted, or
- (c) a computer game,

unless the publication also contains a list of the classification symbols and determined markings for films, publications or computer games, respectively.

Maximum penalty: 50 penalty units for an individual, 100 penalty units for a corporation.

Attachment 2 - Cinemas in the Sydney metropolitan area

City / East 8/13⁴

George St	Randwick Ritz
Hoyts Entertainment Centre (Showground)	Chauvel
Hoyts Cinema Paris	Govindas – Movie Room
Greater Union Bondi Junction	Reading Market City
	Palace Academy
	Palace Verona
	Imax Sydney
	Valhalla Glebe
	Dendy Opera Quays

North 10/13

Hoyts Warringah	Cremorne Orpheum
Hoyts Chatswood Mandarin	Roseville Cinemas
Hoyts Chatswood Westfield	United Avalon
Greater Union Hornsby	United Warriewood
Greater Union Mosman	Hornsby Cinema
Greater Union Macquarie	United Collaroy
	Manly Twin Cinemas

South 6/8

Hoyts Eastgarden	Cronulla
Hoyts Bankstown	Beverly Hills
Greater Union Miranda	Campbelltown Twin Cinemas
Greater Union Hurstville	
Greater Union Burwood	

West 7/9

Hoyts Broadway	Reading Rhodes
Hoyts Wetherill Park	Reading Auburn
Hoyts Mt Druitt	Palace Norton St
Hoyts Merrylands	Dendy Newtown
Greater Union Castle Hill	

Fringes 5/7

Hoyts Erina (Central Coast)	The Edge Katoomba
Hoyts Penrith	Glenbrook Cinema
Greater Union Tuggerah	
Greater Union Campbelltown	
Greater Union Liverpool	

⁴ First number visited by OFLC staff/second number total of cinemas in area

SUMMARY

Number of city cinemas

Hoyts	10/13
Greater Union	10/11
Hoyts/Greater Union	1/1
Reading	2/3
Dendy	1/2
Palace	2/3
Independent	10/17

Number of cinemas visited 36 (72%)
Number of all Cinemas 50

Attachment 3

Films classified for public exhibition since the commencement of the markings determination on 26 May 2005

Title	Applicant	Classification
2 YOUNG	YU ENTERPRISES FILM DISTRIBUTORS	PG
3 - IRON	HOPSCOTCH FILMS	M
36 QUAI DES ORFERERES	SHARMILL FILMS	MA 15+
A CENTURY IN STONE	PANCRACK PICTURES	G
A TALE OF TWO SISTERS	AZTEC INTERNATIONAL ENTERTAINMENT	MA 15+
ANNIYAN	NAVANEETHARAJAN YOGATHAS	M
APPLESEED (said to be APPLESEED THE MOVIE)	MADMAN ENTERTAINMENT PTY LTD	M
AUGUST SUN	NIMAL ABAYASEKARA	M
BATMAN BEGINS	ROADSHOW FILMS	M
BE COOL (AIRLINE VERSION)	QANTAS AIRWAYS	M
BEWITCHED	SONY PICTURES RELEASING P/L	PG
BRIDES	PALACE FILMS P/L	MA 15+
BUNTY AUR BABLI	MG DISTRIBUTION	PG
CANDY	DENDY FILMS	R 18+
CANDY	DENDY FILMS	MA 15+
CHARLIE AND THE CHOCOLATE FACTORY	ROADSHOW FILMS	PG
DARK WATER	BUENA VISTA INTERNATIONAL (AUSTRALIA) PTY LTD	M
DARWIN'S NIGHTMARE	POTENTIAL FILMS	M
DRAGON RELOADED 2	YU ENTERPRISES FILM DISTRIBUTORS	M
DUCK, YOU SUCKER (said to be A FISTFUL OF DYNAMITE)	CHAPEL DISTRIBUTION PTY LTD	M
DUS	SANGAM INVESTMENTS PTY LTD	MA 15+
EL PERRO	HOPSCOTCH FILMS	M
ENRON: THE SMARTEST GUYS IN THE ROOM	DENDY FILMS	M
FANTASTIC FOUR	TWENTIETH CENTURY FOX FILM DIST. PTY LTD	PG
FEVER PITCH	TWENTIETH CENTURY FOX FILM DIST. PTY LTD	M
FIGHTER PILOT: OPERATION RED FLAG	WORLD'S BIGGEST SCREENS PTY LTD	G
GENESIS	PALACE FILMS P/L	G
GHOST IN THE SHELL	MADMAN ENTERTAINMENT PTY LTD	M
GODZILLA: FINAL WARS	MADMAN ENTERTAINMENT PTY LTD	M
GRIZZLY MAN	MADMAN ENTERTAINMENT PTY LTD	M
HERBIE: FULLY LOADED	BUENA VISTA INTERNATIONAL (AUSTRALIA) PTY LTD	G

HITCH (AIRLINE VERSION)	QANTAS AIRWAYS	PG
HOUSE OF WAX	ROADSHOW FILMS	MA 15 +
HOWL'S MOVING CASTLE	MADMAN ENTERTAINMENT PTY LTD	PG
INITIAL D	YU ENTERPRISES FILM DISTRIBUTORS	M
INTO THE BLUE	TWENTIETH CENTURY FOX FILM DIST. PTY LTD	M
KICKING & SCREAMING	UNITED INTERNATIONAL PICTURES PTY	PG
KISS KISS BANG BANG	ROADSHOW FILM DISTRIBUTORS PTY LTD	MA 15+
KUNG FU MAHJONG	YU ENTERPRISES FILM DISTRIBUTORS	M
LAND OF THE DEAD	UNITED INTERNATIONAL PICTURES PTY	MA 15+
LAST DAYS	RIALTO ENTERTAINMENT	M
LOOK BOTH WAYS	DENDY FILMS	M
MACHUCA	MADMAN ENTERTAINMENT PTY LTD	M
MAD HOT BALLROOM	ICON FILM DISTRIBUTION	PG
MAINE PYAAR KYUN KITA	WORLD CINEMAS	PG
MARATHON	MIN GYO GROUP PTY LTD	PG
MELINDA AND MELINDA (said to be AIRLINE VERSION)	QANTAS AIRWAYS	M
MILLION DOLLAR BABY (AIRLINE VERSION)	QANTAS AIRWAYS	M
MONSTER-IN-LAW	ROADSHOW FILMS	M
MR. & MRS. SMITH	TWENTIETH CENTURY FOX FILM DIST. PTY LTD	M
MURDERBALL	HOPSCOTCH FILMS	M
OMAGH	RIALTO ENTERTAINMENT	MA 15+
OYSTER FARMER	DENDY FILMS	MA 15 +
OYSTER FARMER	QANTAS AIRWAYS LTD	M
P.S	DENDY FILMS	M
PAHELI	EROS AUSTRALIA P/L	PG
PALINDROMES	MADMAN ENTERTAINMENT PTY LTD	R 18+
PARADISE NOW	SHARMILL FILMS	M
PARINEETA	MG DISTRIBUTION	PG
PEACHES	HOPSCOTCH FILMS	MA 15+
PEAR TA MA 'ON MAF - THE LAND HAS EYES (said to be THE LAND HAS EYES)	RONIN FILMS	M
REBOUND	TWENTIETH CENTURY FOX FILM DIST. PTY LTD	G
RED DUST	POLYPHONY ENTERTAINMENT	M
ROCK SCHOOL	ICON FILM DISTRIBUTION	M
SARKAR	WORLD CINEMAS	MA 15+
SAVING FACE	SONY PICTURES RELEASING P/L	M
SERENITY	UNITED INTERNATIONAL PICTURES PTY	M
SKY HIGH	BUENA VISTA INTERNATIONAL (AUSTRALIA) PTY LTD	PG
STEALTH	SONY PICTURES RELEASING P/L	M

STRINGS	ARKLES ENTERTAINMENT	PG
TARNATION	DENDY FILMS	M
TELL THEM WHO YOU ARE	ARKLES ENTERTAINMENT	M
THE ADVENTURES OF SHARKBOY AND LAVAGIRL IN 3-D	SONY PICTURES RELEASING P/L	G
THE AX	POTENTIAL FILMS	M
THE BROWN BUNNY	SONY PICTURES RELEASING P/L	R 18+
THE INTERPRETER	QANTAS AIRWAYS LTD	M
THE ISLAND	ROADSHOW FILMS	M
THE JACKET	HOYTS DISTRIBUTION	MA 15+
THE LAST TRAPPER	POTENTIAL FILMS	G
THE PERFECT CATCH	TWENTIETH CENTURY FOX FILM DIST. PTY LTD	M
THE PERFECT MAN	UNITED INTERNATIONAL PICTURES PTY	PG
THE QUEEN OF SHEBA'S PEARLS	RIALTO ENTERTAINMENT	M
TICKETS	MADMAN ENTERTAINMENT PTY LTD	MA 15+
TIME OF THE WOLF	MADMAN ENTERTAINMENT PTY LTD	MA 15+
TOUCH THE SOUND	PALACE FILMS P/L	PG
UNLEASHED	HOYTS DISTRIBUTION	MA 15+
VIRUDDH	MG DISTRIBUTION	M
VOICES OF IRAQ	ARKLES ENTERTAINMENT	MA 15+
WAR OF THE WORLDS	UNITED INTERNATIONAL PICTURES PTY	M
WEDDING CRASHERS	ROADSHOW FILMS	MA 15+
YES	POTENTIAL FILMS	M

Attachment 4

A. Unclassified films with advertising approval as at 1 August 2005

Applicant	Title	Classification	Certificate Date
BUENA VISTA INTERNATIONAL (AUSTRALIA) PTY LTD	THE CHRONICLES OF NARNIA: THE LION, THE WITCH AND THE WARDROBE	Passed	07/01/2005
SONY PICTURES RELEASING P/L	DEUCE BIGALOW: EUROPEAN GIGOLO	Passed (M Conditions)	14/01/2005
TWENTIETH CENTURY FOX FILM DIST. PTY LTD	THE PINK PANTHER	Passed	17/02/2005
DENDY FILMS	HUMAN TOUCH	Passed (M Conditions)	15/03/2005
TWENTIETH CENTURY FOX FILM DIST. PTY LTD	ICE AGE 2: THE MELTDOWN	Passed	17/03/2005
UNITED INTERNATIONAL PICTURES PTY	WALLACE AND GROMIT : CURSE OF THE WERE-RABBIT	Passed	29/03/2005
SONY PICTURES RELEASING P/L	ZATHURA	Passed	10/05/2005
EROS AUSTRALIA P/L	BACHKE REHNA RE BABA	Passed (M Conditions)	18/05/2005
ROADSHOW FILM DISTRIBUTORS PTY LTD	THE DUKES OF HAZZARD	Passed (M Conditions)	18/05/2005
BUENA VISTA INTERNATIONAL (AUSTRALIA) PTY LTD	FLIGHT PLAN	Passed (M Conditions)	26/05/2005
ROADSHOW FILM DISTRIBUTORS PTY LTD	HARRY POTTER AND THE GOBLET OF FIRE	Passed	02/06/2005
UNITED INTERNATIONAL PICTURES PTY	RED EYE	Passed (M Conditions)	07/06/2005
TWENTIETH CENTURY FOX FILM DIST. PTY LTD	NIGHT WATCH (NOCHOY DOZOR)	Passed (M Conditions)	14/06/2005
UNITED INTERNATIONAL PICTURES PTY	KING KONG	Passed (M Conditions)	22/06/2005
ICON FILM DISTRIBUTION	LITTLE FISH	Passed (M Conditions)	29/06/2005
UNITED INTERNATIONAL PICTURES PTY	PRIDE AND PREJUDICE	Passed	29/06/2005
ROADSHOW FILM DISTRIBUTORS PTY LTD	THE LEGEND OF ZORRO	Passed (M Conditions)	29/06/2005
SONY PICTURES RELEASING P/L	THE DA VINCI CODE	Passed (M Conditions)	29/06/2005
UNITED INTERNATIONAL PICTURES PTY	ELIZABETHTOWN	Passed (M Conditions)	05/07/2005
ROADSHOW FILM DISTRIBUTORS PTY LTD	TIM BURTON'S - CORPSE BRIDE	Passed	15/07/2005
UNITED INTERNATIONAL PICTURES PTY	HUSTLE AND FLOW	Passed (M Conditions)	15/07/2005
UNITED INTERNATIONAL PICTURES PTY	THE 40 YEAR OLD VIRGIN	Passed (M Conditions)	18/07/2005
ROADSHOW FILM DISTRIBUTORS PTY LTD	THE MAN	Passed (M Conditions)	01/08/2005
SONY PICTURES RELEASING P/L	THE EXORCISM OF EMILY ROSE	Passed (M Conditions)	01/08/2005

B. Films classified in the week beginning 25 July 2005 that previously had advertising approval

Applicant	Title	Classification	Certificate Date
RONIN FILMS	PEAR TA MA 'ON MAF - THE LAND HAS EYES (said to be THE LAND HAS EYES)	M	27/07/2005
BUENA VISTA INTERNATIONAL (AUSTRALIA) PTY LTD	SKY HIGH	PG	01/08/2005
SONY PICTURES RELEASING P/L	STEALTH	M	29/07/2005
SONY PICTURES RELEASING P/L	THE ADVENTURES OF SHARKBOY AND LAVAGIRL IN 3-D	G	27/07/2005
HOYTS DISTRIBUTION	UNLEASHED	MA 15+	29/07/2005