



## **NEW ADVERTISING SCHEME FOR UNCLASSIFIED FILMS AND COMPUTER GAMES**

There is a new scheme permitting advertising unclassified films and computer games.

Until 1 July 2009, State and Territory classification enforcement legislation prohibited unclassified films or computer games being advertised. Limited exemptions were available only for cinema release films.

From 1 July 2009, State and Territory legislation permits unclassified films and computer games to be advertised in accordance with the scheme determined by the Commonwealth Minister.

The new scheme does not apply to publications, nor does it permit unclassified films likely to be classified X 18+ or unclassified films or computer games likely to be classified RC to be advertised.

### *Reminding consumers to 'check the classification'*

An advertising message must be displayed on various forms of advertising for unclassified films and computer games, advising consumers to *Check the Classification*. Unlike the message currently displayed on advertising for unclassified cinema release films that have been granted an advertising exemption, this message remains relevant after classification.



### *Updating advertising to show the classification*

The determination requires most advertising, such as internet advertisements, cinema trailers and newspaper and magazine advertisements to be updated to reflect the actual classification of a film or computer game.

Not all advertising will have to be updated. For example, in-store kiosks and demonstration discs do not have to be updated because the cost to industry of remastering and redistributing these products would outweigh any benefit to consumers. Posters do not have to be updated if they display the new message.

The actual classification must be available to consumers before they buy products.

## FACT SHEET

### *Advertising with classified films or computer games*

The determination also limits advertising that can be placed together with classified films or computer games, such as trailers shown in cinemas or on DVDs. In this case, advertisements for unclassified material are only allowed where the likely rating of the unclassified material is the same or lower than the classified work.

<b>Classified film or computer game</b>	<b>Assessed likely classification of advertised film or computer game</b>
G	G
PG	PG or G
M	M, PG or G
MA 15+	MA 15+, M, PG or G
R 18+ (for films only)	R 18+, MA 15+, M, PG or G

Previously, films likely to be classified PG were allowed to be advertised during exhibition of a G rated film. The new scheme means that consumers will not be exposed to advertisements for higher level material when they have chosen to view or play content classified at a particular level.

For advertising that is placed with a classified film or computer game, the likely classification of the unclassified product must be assessed either by the Classification Board or by an authorised assessor.

The Director of the Classification Board may authorise people to be authorised advertising assessors, once they have attended training approved by the Director. In summary, assessors must assess the likely classification of an unclassified film or computer game by considering the classifiable elements and their impact, and must base these assessments on the best information reasonably available to them and reasonable assumptions, or both.

### *Sanctions*

It will remain an offence under State and Territory legislation to advertise unclassified films or computer games if that advertising is not in accordance with the scheme.

The Director also has the ability to suspend or revoke an assessor's authorisation to make assessments under the scheme and to bar a distributor from advertising unclassified films or computer games with classified products where the scheme is being abused. These sanctions are drawn from existing classification assessor schemes.