

## Advertising Standards Bureau - Attachment L (2)

### Revised statistics relating to complaint adjudication with emphasis on outdoor advertisements

**Table 1 – Outcome of Complaints**

OUTCOME OF COMPLAINTS (ALL Media)	2007	2008	2009	2010
Dismissed	1730	2263	2278	1692
Upheld	280	477	521	361
Withdrawn before board determination	15	57 <sup>(3)</sup>	56	53
Sub-total	<b>2,025</b>	<b>2,797</b>	<b>2,855</b>	<b>2,106</b>
About already considered cases <sup>(1)</sup>				708
Not Proceeding to a Case <sup>(2)</sup>	577	799	941	712
<b>TOTAL</b>	<b>2,602</b>	<b>3,596</b>	<b>3,796</b>	<b>3,526</b>
<b>% of Complaints Upheld – All Media</b>	<b>10.76%</b>	<b>13.26%</b>	<b>13.72%</b>	<b>10.24%</b>

Note:

- (1) Up to and including 10 March 2010, complaints about already considered cases were aggregated with “Dismissed” complaints. From 11 March 2010 ASB has been able to separately measure and report on complaints about advertisements that have previously been considered by the Board.
- (2) Includes complaints relating to issues outside the charter of the ASB (from 11 March 2010 also includes complaints about matters that have been consistently dismissed by the Advertising Standards Board)
- (3) Includes 47 complaints relating to AMI Billboard (Bonk Longer). Billboard withdrawn following complaints received.

OUTCOME OF COMPLAINTS (Outdoor Only)	2007	2008	2009	2010
Dismissed	357 <sup>(1)</sup>	231 <sup>(2)</sup>	676 <sup>(4)</sup>	281 <sup>(5)</sup>
Upheld	11	141 <sup>(3)</sup>	26	156 <sup>(6)</sup>
<b>TOTAL</b>	<b>368</b>	<b>372</b>	<b>702</b>	<b>437</b>
<b>% of Complaints Upheld – Outdoor Only</b>	<b>2.99%</b>	<b>37.90%</b>	<b>3.70%</b>	<b>35.70%</b>

Figures include:

- (1) AMI Billboard – Longer Lasting Sex – 265 complaints
- (2) SSL Durex Outdoor advertisement -32 complaints
- (3) AMI Billboard (Longer Lasting Sex - 113 complaints)
- (4) GASP Denim Billboard 302 complaints, including 250 form letter complaints; BConfidential Billboard (Tell your wife you will be home late - 60 complaints) and AMI Billboard (Making Love, Do it longer - 56 complaints).
- (5) Sexpo Billboard – 70 complaints; Fernwood Fitness Billboard (Join now for fox sake – 50 complaints).
- (6) Ashley Madison Billboard - 60 complaints, Calvin Klein Billboard - 44 complaints, AMI Billboard (Be a man, hold your load - 32 complaints).

**Table 2 –Board Determination of Cases**

<b>BOARD DETERMINATIONS (ALL Media)</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Withdrawn before Board determination	5	10	11	29
Upheld	36	62	81	49
Dismissed	405	477	503	442
<b>TOTAL</b>	<b>446</b>	<b>549</b>	<b>595</b>	<b>520</b>
<b>% of Cases Upheld – All Media</b>	<b>8.07%</b>	<b>11.29%</b>	<b>13.61%</b>	<b>9.42%</b>

  

<b>BOARD DETERMINATIONS (Outdoor Only)</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Upheld	4	16	17	15
Dismissed	43	71	81	75
<b>TOTAL</b>	<b>47</b>	<b>87</b>	<b>98</b>	<b>90</b>
<b>% of Cases Upheld – Outdoor Only</b>	<b>8.51%</b>	<b>18.39%</b>	<b>17.35%</b>	<b>16.67%</b>

**Table 3 – Upheld cases allocated by section of code breached – Media = Outdoor only**

<b>Nature of Code Breach</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
S 2.1 – Discrimination	20%	27%	9%	13%
S 2.2 – Violence	40%	0%	5%	9%
S2.3 – S/S/N	0%	53%	71%	64%
S2.5 – Language	0%	13%	5%	9%
S2.6 – H&S	20%	7%	5%	5%
All Other (Food Codes, Children’s code)	20%	0%	5%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note: Figures reflect where cases have been upheld under more than one section of the Code.

**Table 4 –Code issues attracting complaint – all media**

<b>Section of Code</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Section 2.1 - Discrimination or vilification	28.05%	22.76%	16.31%	19.58%
Section 2.2 - Violence	8.42%	17.67%	7.93%	9.62%
Section 2.3 - Sex, sexuality and nudity	37.91%	25.61%	40.54%	45.23%
Section 2.4 - FCAI Code	2.95%	0.49%	0.63%	1.13%
Section 2.5 - Language	1.68%	7.24%	5.35%	4.85%
Section 2.6 - Health and Safety	10.85%	6.04%	8.38%	9.62%
Section 2.7 - Advertising to Children Code	4.91%	3.09%	1.19%	2.34%
Other	4.86%	15.84%	17.04%	3.12%
Food and Beverage Code	0.37%	1.26%	2.47%	3.08%
AFGC RCMI	0.00%	0.00%	0.00%	0.87%
Quick Service Restaurant Initiative	0.00%	0.00%	0.16%	0.52%
Green Code	0.00%	0.00%	0.00%	0.04%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Note: Information derived from possible code breaches identified once complaints have been assessed as within charter.

**Table 5 –Media attracting complaint**

<b>MEDIA</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
TV	75.11%	68.69%	59.84%	62.35%
Outdoor	14.42%	20.02%	26.38%	20.75%
Radio	2.36%	2.77%	3.12%	1.66%
Print	4.08%	4.73%	1.92%	3.56%
Pay TV	0.44%	1.46%	5.61%	2.42%
Internet	1.13%	1.13%	2.58%	7.55%
Cinema	2.46%	0.80%	0.11%	0.43%
Mail	0.00%	0.00%	0.29%	1.28%
Other	0.00%	0.40%	0.15%	0.00%
<b>TOTAL</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Note: Outdoor includes Billboards, Posters and Transport