

Advertising Standards Bureau - Attachment I

Statistics relating to complaint adjudication

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Withdrawn before board determination	15	57 ⁽³⁾	56	53
Sub-total	2,025	2,797	2,855	2,106
About already considered cases ⁽¹⁾				708
Not Proceeding to a Case ⁽²⁾	577	799	941	712
TOTAL	2,602	3,596	3,796	3,526
% of Complaints Upheld – All Media	10.76%	13.26%	13.72%	10.24%

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 Billboard withdrawn following complaints received.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 ⁽¹⁾	231 ⁽²⁾	676 ⁽⁴⁾	281 ⁽⁵⁾
Upheld	11	141 ⁽³⁾	26	156 ⁽⁶⁾
TOTAL	368	372	702	437
% of Complaints Upheld – Outdoor Only	2.99%	37.90%	3.70%	35.70%

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

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Withdrawn before Board determination	5	10	11	29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

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

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

Nature of Code Breach	2007	2008	2009	2010
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%
TOTAL	100%	100%	100%	100%

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

Table 4 –Code issues attracting complaint – all media

Section of Code	2007	2008	2009	2010
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%
TOTAL	100.00%	100.00%	100.00%	100.00%

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

Table 5 –Media attracting complaint

MEDIA	2007	2008	2009	2010
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%
TOTAL	100.00%	100.00%	100.00%	100.00%

Note: Outdoor includes Billboards, Posters and Transport