

30

PORNOGRAPHY



Definition

"Behind mandatory restricted access on adult entertainment channels" is interpreted with reference to rule 1.18 of the Ofcom Broadcasting Code.

"R-18 material" is classified as such by the British Board of Film Classification (BBFC): the BBFC's definition of the R-18 category appears on its website (www.bbfc.co.uk). The BBFC is responsible for classifying "video works", which are defined by, and subject to restriction under, the Video Recordings Act 1984.

Rules

- 30.1 Radio Central Copy Clearance** – Advertisements for products coming within the recognised character of pornography may be broadcast only if they are centrally cleared.
- 30.2** Radio advertisements for R18-rated material are not permitted.
- 30.3 Television only** – Advertisements for products coming within the recognised character of pornography are permitted behind mandatory restricted access on adult entertainment channels only.
- 30.3.1 Television only** – Advertisements must not feature R18-rated material or its equivalent. That does not preclude advertisements for R18-rated material or its equivalent behind mandatory restricted access on adult entertainment channels.
- 30.3.2 Television only** – Advertisements permitted under rules 30.3 and 30.3.1 must not feature material that comes within the recognised character of pornography before 10.00pm or after 5.30am.