

# 23

TELECOMMUNICATIONS-BASED  
SEXUAL ENTERTAINMENT  
SERVICES

The page features large, abstract blue geometric shapes. A large blue triangle points downwards from the top left. Another large blue triangle points upwards from the bottom right. These two triangles overlap in the center, creating a smaller, darker blue triangle. The background is white.

## Definition

Telecommunications-based sexual entertainment services are voice, text, image or video services of a sexual nature that are made available to consumers via a direct-response mechanism and are delivered over electronic communication networks.

'Encrypted elements of adult entertainment channels' are interpreted with reference to rule 1.24 of the Ofcom Broadcasting Code.

## Rules

- 23.1 Radio Central Copy Clearance** – Advertisements for telecommunications-based sexual entertainment services must be centrally cleared.
- 23.2 Television only** – Advertising for telecommunications-based sexual entertainment services is only acceptable on:
- 23.2.1** Encrypted elements of adult entertainment channels, or
  - 23.2.2** Channels that are licensed for the purpose of the promotion of the services and are appropriately positioned and labelled within an "Adult" or similar section of an Electronic Programme Guide.
- 23.3 Television only** – Advertising for telecommunications-based sexual entertainment services must not be broadcast before 9pm or after 5:30am.
- On Digital Terrestrial Television, advertising for telecommunications-based sexual entertainment services must not be broadcast before 12am or after 5:30am.