

Breaches dealt with by the Communications Authority (“CA”) in February 2024

Breach of Advertising Standards by Television Broadcasts Limited (“TVB”)

Relevant Provision

Generic Code of Practice on Television Advertising Standards (“TV Advertising Code”)
- Paragraph 2(c) of Chapter 6

The CA’s Findings

Paragraph 2(c) of Chapter 6 of the TV Advertising Code stipulates, inter alia, that a domestic free television programme service licensee should not include in its licensed service between the hours of 4:00 p.m. and 8:30 p.m. (i.e. the family viewing hours) each day any liquor advertising.

TVB reported that due to some unforeseen programme changes which resulted in the reshuffle of advertising materials on TVB Finance, Sports and Information Channel, the advertisement for “Wuliangye Store” (五糧液專賣店) was broadcast at 4:37 p.m. on 8 September 2023. The CA considered that the broadcast of the concerned advertisement during the family viewing hours clearly constituted a breach of paragraph 2(c) of Chapter 6 of the TV Advertising Code.

Decision

Having regard that this was an inadvertent error actively reported by TVB and TVB had pledged to exercise greater care to prevent similar lapses in the future, and that there was no breach of a similar nature by TVB in the past ten years, the CA decided that the case be classified as a **minor breach**.