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TELECOMMUNICATIONS-BASED SEXUAL ENTERTAINMENT SERVICES



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.