

23

TELECOMMUNICATIONS-BASED
SEXUAL ENTERTAINMENT
SERVICES

The bottom half of the page features abstract geometric shapes in two shades of blue. A large, light blue trapezoidal shape is on the left, and a dark blue triangular shape is on the right, overlapping the light blue one. The shapes are positioned in the lower half of the page, below the text.

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.