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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 telecommunicationsbased sexual entertainment services must be centrally cleared.
- **Television only** Advertising for telecommunications-based sexual entertainment services is only acceptable on:
  - 23.2.1 Encrypted elements of adult entertainment channels, or
  - 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.