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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.