

VHA Advertising Infringements and Actions Required				
	Infringements	Severity	Actions Required	
Programme	Unauthorised content ^ψ VHA rule - VHA PSMS Handbook, Section 7	1	Discontinue offer immediately	
	Unauthorised charity services ^ψ VHA rule	1	Discontinue offer immediately	
	No product or service disclosure 4.1.3	1	Disclose accurately, above fold in main body of ad, nature of product or service on offer	
	Product or service disclosure illegible 4.1.3	1	Increase point size, alter colour scheme to improve contrast, or both	
	Product or service disclosure displayed inside graphic 4.1.3	1	Display product or service disclosure above fold in main body of ad and unobscured by graphic	
	Product or service disclosure displayed below fold [online @ 1024 × 768] 4.1.3	1	Display product or service disclosure above fold in main body of ad	
	Product or service disclosure displayed only in summary T&Cs 4.1.3	1	Disclose accurately, above fold in main body of ad, nature of product or service on offer	
	Disclaimer displayed only in summary T&Cs, disclaimer unlinked to offer by asterisk or other symbol, or both 3.1.3	1	Display disclaimer in main body of ad adjacent to associated offer, or link disclaimer clearly to offer by asterisk or other symbol	
	Disclaimer inconsistent with offer's principal message 3.1.4	1	Remove inconsistent disclaimer and conditions it imposes	
	Message quantity displayed only in summary T&Cs 3.1.2	1	Display accurately, above fold in main body of ad, actual message quantity for which customer can expect to be billed per charge period	
	Offer constitutes a scam 3.1.15	1	Discontinue offer immediately	
	Unapproved VHA endorsement or use of VHA name 3.2.1	1	Remove VHA endorsement or VHA name	
	Misrepresentation of product offering 3.1.11	2	Display references to product type accurately, consistently, among main body of ad, call-to-action, and summary T&Cs	
	Misrepresentation of product quantity 3.1.11	2	Display only actual product quantity per charge period (e.g., 15 ringtones/month)	
	Offer confusing, misleading, or deceptive with respect to target audience 3.1.11	2	Clarify offer's principal elements in language target audience likely will understand	
	Advertising to children 3.1.16	2	Discontinue advertisement in any medium or format that targets minors specifically	
	Insufficient details regarding limited offer 3.1.5	2	Disclose clearly limited time period, limited quantity, and limited class of customers, as appropriate	
	Insufficient details regarding special offer 3.1.6	2	Disclose special offer's principal elements, conditions and limitations [e.g., limited time period when discount applies], and start and end dates	
	Pricing	Failure to display shortcode for at least 10 uninterrupted seconds [TV] 3.2.2	2	Display shortcode for at least 10 uninterrupted seconds in main body of ad
		Unclear product quantity 3.1.11	2	Disclose actual product quantity (per credit, if appropriate)
No product quantity 3.1.11		2	Disclose product quantity	
Insufficient details regarding prize draw date 4.1.3		3	Display prize draw date	
Offer or elements of offer expired [e.g., competitions, voting services] 3.1.12		3	Remove outdated material	
No pricing 3.1.2; 3.2.3		1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics	
No pricing (voiceover) [TV, services exceeding \$2.00] VHA rule		1	Convey pricing in voiceover as well as displaying in video	
Pricing illegible 3.1.2		1	Increase point size, alter colour scheme to improve contrast, or both	
Signup cost illegible 3.1.2	1	Increase point size, alter colour scheme to improve contrast, or both		

^ψSubject to immediate escalation to VHA.

VHA Advertising Infringements and Actions Required rev 1.0

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VHA PROPRIETARY AND CONFIDENTIAL

► Yellow highlights indicate all changes and additions since the previous revision.

VHA Advertising Infringements and Actions Required <i>continued</i>			
	<i>Infringements</i>	<i>Severity</i>	<i>Actions Required</i>
Pricing <i>continued</i>	Pricing displayed only in summary T&Cs 3.1.2; 3.2.3	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
	Pricing displayed at improper attitude 3.1.2	1	Display pricing in same orientation and direction as shortcode or primary purchase mechanism
	Unclear pricing 3.1.2	1	Display full and correct pricing in prescribed format: \$XX.XX
	Complete pricing displayed only in summary T&Cs 3.1.2	1	Display complete pricing, including signup cost if applicable, in main body of ad
	Pricing displayed within insufficient proximity to call-to-action or MSISDN-submit field§ 3.1.2; 3.2.3	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
	Incomplete pricing 3.2.4; 3.3.3	1	Disclose complete MO and MT pricing
	Pricing point size too small [print] 3.2.3	2	[shortcode point size is 24 to 48] Increase pricing point size to at least 25% as large as shortcode point size [shortcode point size is larger than 48] Increase pricing point size to at least 12
	Pricing point size too small [online and TV] 3.2.3	2	Increase pricing point size to at least 50% as large as shortcode point size
	Pricing display time too brief [TV] 3.1.2; 3.2.3	2	Display pricing for at least 10 seconds or for as long as shortcode is displayed, whichever is longer
	Pricing displayed below fold [online @ 1024 x 768] 3.1.2; 3.2.3	2	Display pricing above fold in main body of ad
	Conflicting pricing 3.1.2	2	Display pricing accurately, consistently, in prescribed format throughout ad: \$XX.XX
	Use of <i>free</i> , <i>complimentary</i> , or similar term implying product that comes with purchase is without charge 3.1.9	2	Remove <i>free</i> , <i>complimentary</i> , or other such term
Subscription	No subscription disclosure 3.3.3	1	Disclose subscription nature of offer by displaying word <i>subscribe</i> or <i>subscription</i> in main body of ad
	No subscription disclosure (voiceover) [TV] 3.3.3	1	Convey subscription nature of offer in voiceover as well as displaying in video
	Subscription disclosure illegible 3.3.3	1	Increase point size, alter colour scheme to improve contrast, or both
	Subscription disclosure displayed below fold [online @ 1024 x 768] 3.3.3	1	Display subscription disclosure above fold in main body of ad
	Subscription disclosure displayed only in summary T&Cs 3.3.3	1	Disclose subscription nature of offer by displaying word <i>subscribe</i> or <i>subscription</i> in main body of ad
	No charge period 3.3.3	1	Display charge period in main body of ad
	Charge period illegible 3.1.2	1	Increase point size, alter colour scheme to improve contrast, or both
	Charge period displayed only in summary T&Cs 3.3.3	1	Display charge period in main body of ad
	Subscription disclosure point size too small [print] 3.3.3	2	[shortcode point size is 24 to 48] Increase subscription disclosure point size to at least 25% as large as shortcode point size [shortcode point size is larger than 48] Increase subscription disclosure point size to at least 12
	Subscription disclosure point size too small [online and TV] 3.3.3	2	Increase subscription disclosure point size to at least 50% as large as shortcode point size

§The "MSISDN-submit field" in mobile premium services advertisements is the box designated for entry of the customer's mobile phone number. The action required "Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics" means the pricing must appear immediately adjacent to the call-to-action or the MSISDN-submit field and must not be displayed in a graphic, such as a starburst or bubble. Therefore, if a content provider chooses to display the pricing in a paragraph, the *complete pricing details* must appear in the line of text *closest* to the call-to-action or the MSISDN-submit field. Three line breaks refers to three physical line breaks the point size of the pricing rather than to an HTML line break. In other words, the space between the pricing and the call-to-action or the MSISDN-submit field must be insufficient in which to display more than two lines of text.

VHA Advertising Infringements and Actions Required <i>continued</i>			
Subscription <i>continued</i>	Subscription disclosure display time too brief [TV] 3.3.3	2	Display subscription disclosure for at least 10 seconds or for as long as shortcode is displayed, whichever is longer
	Unclear charge period 3.3.3	2	Display charge period accurately, consistently, among main body of ad, call-to-action, and summary T&Cs
	Minimum subscription period 5.1.6	2	Remove stipulation for minimum subscription period
T&Cs	Summary T&Cs illegible 3.2.4	1	Increase point size, alter colour scheme to improve contrast, or both
	No local-charge or free-call Helpline number 3.1.2; 4.1.6; 6.1.1	1	Display local-charge or free-call Helpline number
	Alphanumeric Helpline number 3.1.2; 4.1.6; 6.1.1	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)
	No unsubscribe information 3.3.3; 4.1.6	1	Display unsubscribe information as "Text [Send, SMS, or Reply] STOP to [shortcode]"
	Unclear unsubscribe information 3.3.3; 4.1.6	2	Associate unsubscribe command with shortcode and preface with "Send," "Text," "SMS," or "Reply" (e.g., Send STOP to 19XXXX)
	Incorrect unsubscribe information 3.3.3; 4.1.6	2	Display <i>STOP</i> as unsubscribe command
	Unsubscribe information too small [TV] 3.3.3; 4.1.6	2	Increase unsubscribe information point size to at least as large as promotional font
	No instructions for opting out of marketing, prompt, or inducement messages 3.2.5	2	Display instructions or link for opting out of marketing, prompt, or inducement messages
	Unclear instructions for opting out of marketing, prompt, or inducement messages 3.2.5	2	Articulate instructions clearly or display link labeled clearly for opting out of marketing, prompt, or inducement messages
	No account holder authorisation disclosure [under age 18] 3.1.16	2	Disclose clearly that customers under age 18 must have account holder's permission
	No end date [e.g., competitions and voting services] 4.1.3	3	Display end date
	No refund arrangements [e.g., competitions and voting services] 4.1.3	3	Display refund arrangements
Charges and Billing	No mention that carriage fees might apply [content downloads only] 4.1.3	3	Disclose that carriage fees might apply