

Decision of the ADVERTISING REGULATORY BOARD

Complainant	Desmond Roberts
Advertiser	Multichoice (Pty) Ltd
Consumer/Competitor	Consumer
File reference	DSTV – Desmond Roberts
Outcome	Undertaking
Date	20 September 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by Desmond Roberts against a television commercial for DSTV Now.

Description of the advertising

The commercial shows two men fighting over a DSTV Control. A woman walks in and explains that with DSTV now they can both watch the game, one on the tablet. She gives them her tablet and indicates that she will now watch on her mobile.

The voice over says, *inter alia*, “Livestream on multiple devices. . .”.

Complaint

The Complainant submitted that the commercial implies that you can use three devices on the DSTV Now account at once. In fact, while 4 devices can be registered, only 2 can be used at once.

Response

The Advertiser responded and submitted that while the commercial in fact only showed two live streaming devices – the tablet and the mobile – the voice over could create a misleading impression.

It therefore undertook to remove the commercial and it will not use it in the same format in future.

Application of the Code of Advertising Practice

The following clause was considered in this matter:

Misleading claims – Clause 4.2.1 of Section II

Decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The main objective of the Advertising Regulatory Board is to protect consumers from advertising that contravenes the Code of Advertising Practice. In the vast majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the Advertiser has withdrawn the advertising and undertaken not to use it in this format again.

The ARB Directorate is satisfied that the withdrawal by the Advertiser is unequivocal and addresses the complaint before it, and therefore accepts this undertaking in resolution of the matter.