



Media Release:
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Community standards not reflected in the classification of *Viva Erotica*

Leading adult retailer AdultShop.com Limited today announced that it is appealing the decision of the Office of Film and Literature Classification (OFLC) to apply the X18+ classification to the explicit erotic film, *Viva Erotica*. This appeal is made on the basis that the OFLC is required to apply community standards when classifying films, and in the case of *Viva Erotica*, it has not.

The Classification (Publications, Films and Computer Games) Act 1995 requires that for a film to be classified 'X18+' it must "contain real depictions of actual sexual activity... in a way that is likely to cause offence to a reasonable adult." Current State classification laws prohibit the sale of X18+ films within the States of Australia.

In September 2006 AdultShop.com commissioned ACNielsen to conduct the first community research of Australian attitudes towards explicit erotic films. The two key findings of that research were:

- 70% of Australian adults are not offended by explicit erotic films; and,
- 76% of Australian adults believe that explicit erotic films should be available on a restricted basis to adults who wish to view or purchase it.

The OFLC's decision to classify *Viva Erotica* X18+ was based upon the film containing depictions of actual sexual activity between consenting adults and did not address whether or not the content within the film was likely to cause offence to the reasonable adult. In the appeal AdultShop.com will argue that *Viva Erotica* should be classified R18+ because the content of the film does not offend the reasonable adult.

Films classified R18+ may contain real depictions of actual sexual activity provided it is presented in a way that is not likely to cause offence to a reasonable adult. Current State classification laws allow for the sale of R18+ films within the States.

"The September 2006 ACNielsen research was the first of its kind to determine whether or not Australian adults are offended by explicit erotic films," said AdultShop.com Managing Director, Malcolm Day.

The ACNielsen research demonstrates that the majority of Australian adults are not offended by explicit erotic films.

"Our appeal is based on the fact the OFLC has failed to ensure that its classification decisions reflect current community standards in relation to explicit erotic films. In fact, since its inception in 1988, the OFLC has repeatedly failed to reflect community standards when classifying all explicit erotic films," said Mr Day.

AdultShop.com has developed a web site www.censorship.adultshop.com to raise public awareness of the current censorship situation in Australia and to provide the opportunity for all Australian adults to have their say on this issue.

"I encourage everyone to visit the web site and post their opinion. The site features forums, polls and news regarding censorship and your rights," said Mr Day.

For further information contact:

Carla Liuzzo
Ogilvy Public Relations
02 8281 3286/0422 924 077

Kathryn Powditch
Ogilvy Public Relations
02 8281 3234/0415 442 905

About AdultShop.com Limited:

AdultShop.com Limited is a public company listed on the Australian Stock Exchange. The Company is Australia's leading e-tailer of adult products from its web site adultshop.com. In addition to this well-known web site, the Company owns and operates 28 retail stores throughout Australia and New Zealand. The Company also owns and operates the largest wholesale business of adult products in both the Australian and New Zealand markets.