



## **MEDIA RELEASE**

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### **CLASSIFICATION CHALLENGE NOW A TEST CASE FOR CENSORSHIP**

Recent developments suggest that AdultShop.com Limited's appeal to the Office of Film and Literature Classification (OFLC) seeking a review of the X18+ classification given to the explicit erotic film, "Viva Erotica" will become a test case of censorship regulation in Australia.

The OFLC has recognised the case to be of substantial public interest and has notified Commonwealth and State Governments, as well as other interest groups such as Civil Liberties Australia and the Australian Family Association, about the appeal.

"This is an unusual move by the OFLC and confirms that the OFLC recognises that the issues raised in AdultShop.com's challenge amount to a test case," said Malcolm Day, Managing Director of AdultShop.com Limited.

AdultShop.com is seeking a review of the OFLC's original decision to classify *Viva Erotica* X18+ on the grounds that the film should have been classified R18+ because the content of the film, whilst of an adult nature, does not offend the reasonable adult.

In September 2006 AdultShop.com commissioned research, conducted by ACNielsen, into 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 ACNielsen research demonstrates that the majority of Australian adults are not offended by films containing depictions of actual sex, including close-ups, between consenting adults.

"This is a case of classification decisions with respect to explicit erotic films being out of step with current community standards," added Mr Day.

If this application is successful, explicit erotic films will become available for purchase in all Australian States, bringing the nation into line with most other Western countries. Currently in Australia explicit erotic films are only available for purchase in Australian Territories.

"The broader issue here is one of freedom of choice for Australian adults. It is now clear the OFLC recognises AdultShop.com's action as a test case with respect to this issue."

AdultShop.com has developed a website [www.censorship.adultshop.com](http://www.censorship.adultshop.com) to raise public awareness of the current censorship situation and to provide Australians with a forum to discuss this case.

The OFLC will hear the appeal at a hearing in Sydney later this month.

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#### **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](http://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.