



## **MEDIA RELEASE**

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# **VIVA EROTICA CLASSIFICATION CHALLENGE TODAY**

Today the seven members of the Classification Review Board will hear an application for review brought by adult video retailer, AdultShop.com Limited, against the X18+ classification given to the explicit erotic film, *Viva Erotica*.

If this review is successful it could set a precedent about the level of actual sex Australians adults will be able to see in films.

In this review the Classification Review Board will consider whether films containing actual sex should be given an R18+ classification, which will enable these films to be legally sold to adults throughout Australia.

The Classification Review Board will have to consider whether current community standards mean that reasonable adults are no longer offended by actual sex contained in films.

Prominent feminist academic and Sydney University Associate Professor, Catharine Lumby has prepared an expert report for the hearing.

"The evidence is overwhelming that, having regard to community standards of morality, decency and propriety, the majority of Australian adults are not offended by films that primarily involve various forms of actual sexual activity, including close ups, between consenting adults and in which there is no depiction of coercion or violence". Professor Lumby's report stated.

Lumby's report identifies a number of recent studies in Australia and overseas which demonstrate that views towards sexually explicit material (such as that contained in X18+ rated films) have been liberalised. The report also states that a clear majority of adults approve of classification guidelines that allow the sale of explicit erotic films to adults through licensed premises and that Australia is currently out of step with comparable regimes such as the United Kingdom, the United States, Canada, Europe and New Zealand.

In September 2006 market research carried out by ACNielsen demonstrated that the majority of Australian adults are not offended by films containing depictions of actual sex. The two key findings of that research were:

- Only 30% of Australian adults claimed they were 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 them.

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 Australian's with a forum to discuss this issue.

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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.