

five

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we are open
monday to friday 0900 to 2100
and saturday 1030 to 1900

Your Reference: VA/128208/IK

Date: 9th June 2005

Dear E Goodman

Thank you for your recent letter regarding the Crazy Frog adverts.

We can advise you that it was, in fact, the company behind the adverts that took the decision to block out the frog's genitalia. The adverts that showed the genitalia were passed for broadcast by the BACC (Broadcast Advertising Clearance Centre), and complaints about the inclusion of the genitalia to the ASA (Advertising Standards Authority) were not upheld. To quote from the ASA report on the 60 complaints that were received regarding the frog's genitalia, "Furthermore, whilst it appreciated adults were concerned about the frog, it noted that none of the complaints reported children being upset. As an ex-kids restriction was already in place the ASA did not consider the genitalia to be a problem."

The ASA's website address is www.asa.org.uk, and the full findings in relation to the frog's genitalia can be found on this link:

http://www.asa.org.uk/asa/focus/case_studies/Jamster+Crazy+Frog.htm

Thank you for your interest in Five.

Yours sincerely



VIEWER ADVISOR