

CLEARANCE CERTIFICATE

United Arab Emirates (AE) · UAE Media Council, ESMA

ASSET	RUN	ISSUED	VERDICT
On_the_trail_of_COCO_MA DEMOISELLE.mp4	run_2bbeed163030	2026-09-12 13:41 UTC	NOT CLEARED

2 finding(s) were raised against this market from 10 resolved rules: 2 still holding clearance, 0 fixed and verified, 0 referred to a human. Every rule below was matched to an observation the analyst recorded from the footage itself, and every citation was retrieved at judging time.

FINDINGS

AE-MOD-01 · legal · severity 82 · 00:00.0 to 00:04.4 · open

The exposure of bare shoulders and upper chest fails to meet UAE public decency standards established in Federal Decree-Law No. 55 of 2023. Broadcast regulations require modest dress covering the shoulders and upper chest.

Basis. Federal Decree-Law No. 55 of 2023 on the Regulation of Media and its Executive Regulation (in force 31 October 2024): media and advertising content must respect public decency and the country's societal values

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFDDwC3SWKsfv0T4M2Jswje3nwgf7qYmL7FW0dG-6K2bineQYQ6mb_2D-MPsJ-tKHkxg0QsK3v7F5kCK9PxI2YVv0QLh6xSNo9QzdxKRXluQnRHnssOg03THRF4Qcm-OtUSAmDJCNosLpRkpDmzqPhuDLg8b7lQu62S

AE-MOD-01 · legal · severity 82 · 00:04.4 to 00:12.0 · open

Exposing shoulders and chest through a lace dress violates the public decency and societal values mandate of Federal Decree-Law No. 55 of 2023. UAE advertising rules require modest, non-revealing dress in all visual media.

Basis. Federal Decree-Law No. 55 of 2023 on the Regulation of Media and its Executive Regulation (in force 31 October 2024): media and advertising content must respect public decency and the country's societal values

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGx5UJcORfarFBfMzJS5zxpWdI5l3oj-gRj3Oza1jXOVxMyVhbpdmxgXgMBoDJ1Rr0gXjVhcZNyJQlcWK8VDnpQFyJTz33kdjV0qqdNBIJuKkG7fybgvzz8Nua5m-7ZbFAQJsR-ijC9z69HBzhJ28i5yUtiOyB3KkGyaCbpwBZTOoPdTAcl89PWTyB5eYqlOJE6BZH1-tJoiueIU4PAUQJ-uLGUqJQ9Zpbf08C-XLVUuA9sGAFGqn81gh_KZd75WOlt5U8

This is a machine-generated record of one clearance run: what the system observed, which rules it matched, what it cited and what it changed. It is evidence for a human decision, not the decision, and not legal advice. Issued by The Media Customs.