

CLEARANCE CERTIFICATE

Dubai TV (AE-DUBAITV) · UAE Media Council, ESMA

ASSET	RUN	ISSUED	VERDICT
test.mp4	run_3ea5230a429f	2026-09-11 10:48 UTC	NOT CLEARED

5 finding(s) were raised against this market from 10 resolved rules: 2 still holding clearance, 3 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-ALC-01 · legal · severity 82 · 00:00.0 to 00:07.4 · open

The depiction of drinking at a saloon bar counter shows alcohol consumption in advertising, which is restricted under UAE Media Council content standards and Federal Decree-Law No. 55 of 2023. Advertising content must respect public societal values and avoid alcohol depiction.

Basis. UAE Media Council content standards under Federal Decree-Law No. 55 of 2023: alcohol depiction and promotion in advertising is restricted as contrary to public societal values; cited at the instrument level, no separately numbered alcohol-advertising article located https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQESgg7uxwqeoS4MHFELj1ztT6MS0xoW9OzFXm77ZA-ai1MkaHaok84GfZzIXyHbekMBT0-XhX7C3PcXUyp7GBBp9jsqDChOcsARMOOmYf0INMdoeF64nkO2CHKpeUjOCwZZWfndjtuaFC08zM_ifM8Om2wGUGS1HuZL8ilA-YoOu1YbYur197xdZfKF_A4RG-RQX7Th1xGx3SdK3nQZFdqTtt-ePIHgHJOTooMtoRWalgMjLlnlqGx341Y127HFYo63r

Changed. prop_swap (chg_75eb4c33d5e3): swapped the non-compliant prop for a Dubai TV-appropriate one

Verifier. NOT fixed: AE-ALC-01 still fires at 0.00-7.44s after prop_swap; fnd_AE-DUBAITV_AE-ALC-01_obs_shot_0_001 back to open

AE-MOD-01 · legal · severity 82 · 00:00.0 to 00:07.4 · open

A painting of a scantily clad woman violates decency standards under Federal Decree-Law No. 55 of 2023 on the Regulation of Media. Content broadcast in the UAE must respect public decency and societal modesty values.

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/AUZIYQFYaLwAZGI-o2f-qFbSvh8cmSbn5v01dw9je2zB8QPEgKP3wnWQx1uPrbI6i8KaCDrSeFN6QNQ2EXXdT3_mBzO9UhxX8CEL5mxTUcAGapxwPi_j4n4IBCgJw-9TaKqS5xmOSeWJliufVzSY4QfAsAJVGqKmZE6LYwalML0Z1tM2X4FPuCuZU78K7Jh0XdK9y7GYxMU3wVqXwoYkCV5JNK-TT5waihcXx6OhXss4RlkzbKdb2FspstJkdlLLdvRM6GllsK8=

Verifier. still open: AE-MOD-01 continues to fire at 0.00-7.44s; fnd_AE-DUBAITV_AE-MOD-01_obs_shot_0_002 untouched

AE-MOD-01 · legal · severity 82 · 00:12.8 to 00:14.6 · fixed and verified

A wall painting displaying a woman in revealing attire breaches public decency standards under Federal Decree-Law No. 55 of 2023. Advertising material must conform to UAE modesty requirements.

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/AUZIYQGOx4HPontbnkTB3bCFII2T7RqWTyq0am0UQxzjCpYSLhMh5XaZlvtyMVTbQPNTJYvR7K3_0roThd2IHZ8TxaR0yTgjdaWdJfOm5RbLSkKQC-TEBLlnwAfi8AZU4WHxJ9W--FJJKj98782O9mJ8LZ7svd0z0rM23E=

Changed. omni (chg_ccd899ee8ee7): rewrote the span in place with Omni; the footage is the brand's own throughout

Verifier. fixed: AE-MOD-01 no longer fires at 12.78-14.62s after omni; fnd_AE-DUBAITV_AE-MOD-01_obs_shot_2_000 resolved

AE-MOD-01 · legal · severity 82 · 00:31.4 to 00:32.1 · fixed and verified

Displaying a painting of a woman in minimal clothing violates public decency standards under Federal Decree-Law No. 55 of 2023. Advertisements must adhere strictly to societal values regarding modesty.

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/AUZIYQE_O0wmFaM79t--sqFoT5JNAHvxsh7D5NelReXSASCsRucvrm1b_rV0elQOxtoy7hHD_5wYdMpNXPb-KJfLvVFRlIQwuLkq60vu4htlwGWG0vNNR4V6dzfafjpQ0Ujvmmtnaw2vIOfBrQVWB4bIM0A2ZvunBI3Sq90_FdiyyjMlb9ODq3rS5EEiIsZGZmThojgA62JRRwJtE9Y63y26JR1JB05QMT7J7Tpv3CphP05pAs8LYuTmCOMRq2hlnk9rwBMCSKZ

Verifier. fixed: AE-MOD-01 no longer fires at 31.40-32.13s after carried over from AE; fnd_AE-DUBAITV_AE-MOD-01_obs_shot_8_000 resolved

AE-MOD-01 · legal · severity 82 · 00:32.1 to 00:32.8 · fixed and verified

A painting of a minimally draped woman violates public decency standards set out in Federal Decree-Law No. 55 of 2023. Visual media must respect the country's public modesty standards.

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/AUZIYQFk-iUCXKnzUiZs5Agyl8OAKbmaH8lfByAGIPgE5OI7WJKxr6XvzUTw8YVxDptc9mIAF6vLhTJVczCTewzqswDmaSDvvanOFHbhMMC7VtFG1sTb79Du3vt3fHliih5D-auZVVJi58tII_TUMdxgfrSgNwgj8oaTxJ1c3R05rlkpeFWGceJyZSNSiP3ybZqxj_ltVyh7P58lxt2PjUjV2b4mr0pZDb3G7mkmBjxgCkue920YEEgvp9Q1zb1iKA3iFDA0.JSk=

Changed. prop_swap (chg_4b60f966457d): swapped the non-compliant prop for a Dubai TV-appropriate one

Verifier. fixed: AE-MOD-01 no longer fires at 32.13-32.80s after prop_swap; fnd_AE-DUBAIV_AE-MOD-01_obs_shot_9_000 resolved

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.