

CLEARANCE CERTIFICATE

Play (Belgium, Flanders) (BE-PLAY) · Play Media, VRM

ASSET	RUN	ISSUED	VERDICT
test.mp4	run_3ea5230a429f	2026-09-11 10:47 UTC	CLEARED

3 finding(s) were raised against this market from 11 resolved rules: 1 still holding clearance, 2 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

EU-ALC-01 · legal · severity 75 · 00:00.0 to 00:07.4 · fixed and verified

Directive 2010/13/EU art. 9(1)(e) and art. 22 prohibit alcohol advertising using animations and themes that appeal directly to minors. Depicting an animated cowboy drinking alcohol at a saloon counter triggers these child-protection provisions.

Basis. Directive 2010/13/EU (AVMSD) art. 9(1)(e) and art. 22

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFudsxVWzkeulxyxKNVwE2adZGu5QrlvbTTcl6zXPMP3x88VBZyv5LJqiHBF3-C5F7DnKa7aMP-F-elaLh5V1kBV7zqRucbMCGW2LBB4BDNh18iO0qyrtE-j-Kfgf5V4ShuxHenUKKj4tiK9eMMt7tkmgLbcdRWXO_DLXKglkFK5rPWV_8=

Changed. prop_swap (chg_9c8b8a1d6624): swapped the non-compliant prop for a Play (Belgium, Flanders)-appropriate one

Verifier. fixed: EU-ALC-01 no longer fires at 0.00-7.44s after prop_swap; fnd_BE-PLAY_EU-ALC-01_obs_shot_0_003_vb8d86f resolved

BE-ALC-01 · policy · severity 75 · 00:00.0 to 00:07.4 · fixed and verified

The Belgian JEP alcohol covenant requires commercial depictions of alcohol to incorporate mandatory responsible-consumption disclaimers. The scene depicts alcohol consumption at a bar without meeting the covenant's promotional conditions.

Basis. Convenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEzJdlvZmK2PqzKo7EkjChRkRNQQQmlzlcJ0-ndtULivpsbsse3aYGW_H8DkFOCwsJnAJI_PmUxEICdktlt6R9MADvBHDvNzKKF7sZe869neLJ6lpqGvzzJ8ySU0WNzZB7ndV6l1O5M0-VDqwjHDdSMImduDIFH87ei0v7T7Jlpuo=

Verifier. incidentally fixed: BE-ALC-01 no longer fires at 0.00-7.44s; fnd_BE-PLAY_BE-ALC-01_obs_shot_0_003_vb8d86f resolved without having been the target

BE-LANG-01 · legal · severity 55 · 00:00.0 to 00:07.4 · open

The on-screen sign contains English commercial text without Dutch translation. Under the Vlaams Mediadecreet, commercial communications broadcast in Flanders must be in Dutch.

Basis. Vlaams Mediadecreet and the Decret sur les services de medias audiovisuels, language of commercial communication

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGsfplcD3YJyMalYnFn_JSnOTDbGn2uBesRYXF3dkiDNzx8OSWGb2MTuSkxLeNZ9_lv2SPjZSMhSp2av77s0b_GxH2NY-zwESCPK4tddeU0kvhbtDa2csHvfHHuPrTTkt972csFhrcJlnDWQ==

Verifier. still open: BE-LANG-01 continues to fire at 0.00-7.44s; fnd_BE-PLAY_BE-LANG-01_obs_shot_0_000 untouched

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.