

CLEARANCE CERTIFICATE

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

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_5299053b6a62	2026-09-11 10:47 UTC	NOT CLEARED

17 finding(s) were raised against this market from 10 resolved rules: 12 still holding clearance, 4 fixed and verified, 2 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-LGBT-01 · legal · severity 90 · 00:42.1 to 00:49.1 · open

Depicting an affectionate romantic gesture between two men contradicts societal values and regulatory standards under Federal Decree-Law No. 55 of 2023 and Federal Decree-Law No. 31 of 2021.

Basis. Federal Decree-Law No. 31 of 2021 on Crimes and Penalties, art. 409 (criminalizes consensual same-sex sexual conduct); UAE Media Council content standards under Federal Decree-Law No. 55/2023 require content to align with the country's societal values, applied by the regulator to bar media seen as promoting or normalizing same-sex relationships or LGBTQ identity

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGrHhGSMFoHjffFL6VYMvbCAIJLu4v7MFT1Eb_qEsQ8zk4K-WQvreqdDBP7hQmMZoyrw38JR6kA-zCLHJZhkeo9JmijjSBik4kkfc_g2xPjQrTz5abrE9VqNutwerQLhSXv_4ggw5ydNk8zFutgOvyEzx7PEu4046VBrlsZkNkRrnFQ=

Human decision required. rule basis targets a protected characteristic; human decision required

Verifier. still open: AE-LGBT-01 continues to fire at 42.08-49.12s; fnd_AE_AE-LGBT-01_obs_shot_9_002 untouched

AE-ALC-01 · legal · severity 82 · 00:00.0 to 00:07.0 · open

Under Federal Decree-Law No. 55 of 2023, alcohol depiction in advertising is prohibited as contrary to public societal values. The presence of a wine bottle directly depicts an alcoholic beverage.

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/AUZIYQFYtoIEt2ngqYvqPX52pEm5D77uLQlgqLIRfO-8s4Rj7B7y6zGfPiqdHXfBxF-rv65oxWCKIsXn7pOIRxAyCevxCL8jktx4EltBrqkqdJi7knLuOQuDFwpBPTvomqMb8mUkNeS6SI2oR8lcKZNgeaVv8NhgnumBMB9EuQ5pB_epaE2dGsUMHgfaojplpFNDdl69CDUDM4CXfAbICCPqNU-jBRpNoE8syphBuZQfLE31hQ==

AE-ALC-01 · legal · severity 82 · 00:00.0 to 00:07.0 · open

Federal Decree-Law No. 55 of 2023 restricts the depiction and promotion of alcoholic beverages in media. Holding a glass filled with red wine violates this prohibition.

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/AUZIYQGYe06UGoMhPFydmTEa0eG8z51hlepiTHF-ztXM8m-_Ahr7rAERp_A3YqpZ37KI154ANGsuluD2G1DnwLOcVqcVKdEnYweBq_qwAwixIp-vrBgkfP3TxkDQoSM3n8KMUoRqPvtgg2l6fWFn3zWHpfgAZ8J1OQrpyd9cwGErHffKlwl_i83g7oLRwTogi9xcDS56e7wT_vRkrMQTW9CD_0V3EAMEJNKLXDPjci0dcSOxw9JAeiMSI2XYR1ZomyiKWKY=

AE-ALC-01 · legal · severity 82 · 00:00.0 to 00:07.0 · open

Depicting an individual holding a glass of red wine breaches UAE Media Council content standards under Federal Decree-Law No. 55 of 2023. Alcohol portrayal is strictly banned in commercial media.

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/AUZIYQHaaH0msEL_BAQeDhX9FwhubokTb5ORElzbcm2Omngxhy-4AMi7lfs3Nc8E2PzZ1YBvEfa1HbrXGF32P_QuR2KuvzHbjGHTWo-pdZyvdqPwuVBIKkCzd-BjHh4LE08cF7cVavaXF9csKeGxP9lssli2hZRKxdI8QJrs6j_JhnBGklsfH0auAGRFAaE0Vyu5FHG55JbGQXMa2IZf8i2tcOKSYMzVMDiddQb5btIzZPTQMUG==

AE-MOD-01 · legal · severity 82 · 00:21.0 to 00:28.0 · open

Wearing a two-piece bikini exposing the midriff, back, and legs violates UAE public decency and modesty standards under Federal Decree-Law No. 55 of 2023 for broadcast advertising.

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/AUZIYQF2wimdfg57T6BVQf5tBzdu6Pgml55iHzOa5eJQNZyzXvh-_U2jmtFPivQqRzciZZ5fc72T4MJHveSniGLEzGQ4ry4CtvHpvlnOgkclKbaCPzp7b7AxNZ1x_xnnf7lsecpy2uXW6wo5lWsWjPGhb4Wu9M9ny0RmpaDH

AE-MOD-01 · legal · severity 82 · 00:21.0 to 00:28.0 · open

Depicting swimwear with exposed limbs in public broadcast advertising conflicts with modesty and public decency standards pursuant to Federal Decree-Law No. 55 of 2023.

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/AUZIYQGmpbrssDYg9U_j2rexP4-6k-j0BAwnISi7lvpFa6vjXr5x8FYK35D39GVU63mVn_PbV1yfc15zGuRoLTsTAH_Bme9UbqOKPdH9Y3IWDmZAYIVAwow7QSu7Z98-S8GfBprhaLhcZt1negsBSyHNu5obSLR8MPpIPYw=

AE-MOD-01 · legal · severity 82 · 00:21.0 to 00:28.0 · open

A shirtless man appearing in swimwear violates modesty and public decency provisions established under Federal Decree-Law No. 55 of 2023.

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/AUZIYQHJL6sMWzRh237BbT7f15bXoUpls9gO4M5bGKQL_bhziHW-5x29SSvUaSsAbMYfKeC-RxVJxOXITmKCKKBRU8RNUtVHUbJPGNYsNt_t-Um6p2Xd38qOkj0TIX1XFUcV2a6g0148Wa2ilqffCArwsrCMRnMRm4xK8ziLZJFcA6sAnj7faldtba1LRyVELJg7VIU-_LJ8sx_FDax91VGMNWPUeD1pSGs87EmEWuUytV0Ytz81p9BbwtBeYw1ahqxs_pimBI=

AE-ALC-01 · legal · severity 82 · 00:28.0 to 00:30.8 · open

Federal Decree-Law No. 55 of 2023 strictly restricts alcohol depiction. Displaying shelves stocked with liquor bottles in a commercial setting violates this standard.

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/AUZIYQH7flrCH987TIE9gvFL-Ua_YaXvOQSSxomPkJdGH43WHsZQjblJiUplMkxXSQZck_c-C_lqwgEINixjLDm3DrCdXOjapFQJDuomtzFSXvQ4R46Gr8ua4MGc9ULERemQOnfTHNPiCvxOPzb2cla3eFWku60Kk-6hoVSznFxCbPZGXXWjX_RgcdyS4l8SqzXC_lfrCaKtwBbParaGOCLJR9DwJ4MvFu5pMK-mk7uZOgwwRTzMHuSaFK8J3TvmGQPnLbgw=

AE-ALC-01 · legal · severity 82 · 00:30.8 to 00:31.3 · fixed and verified

Presenting a liquor bottle prominently on a counter breaches alcohol promotion restrictions established in UAE Media Council standards under Federal Decree-Law No. 55 of 2023.

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/AUZIYQGZoNsrCqgy7QH0lkxsnsOx9MCAjSA2_myUCpPBREHaX3tw4yjh6yGVvuku2wJn2ySLiRjDdg_Z8BVS-d7gjyotDt8VttDbpNA9bE_ONAAyk65bfVh8cR2P-EcuMiEmiASNYcqJi32rPMNbt_scgHMEAaWTcNIPzuC8exnL7hH-VtTPLRwlnRy190SFqwVWh-mpvOKXITLKnHeUYg=

Verifier. fixed: AE-ALC-01 no longer fires at 30.75-31.33s after carried over from UK; fnd_AE_AE-ALC-01_obs_shot_5_000 resolved

AE-ALC-01 · legal · severity 82 · 00:30.8 to 00:31.3 · fixed and verified

Illuminated shelves displaying alcoholic spirits violate UAE advertising standards under Federal Decree-Law No. 55 of 2023 barring alcohol depictions.

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/AUZIYQFCK8xGWNpA-83dB7Z_3EEJ-L_smRwz-nukcWj1ar0Stipt0TGblG4FSXS tiRVLz_rO2zo9Wx97sNmES2IEK1VcaKHVeZzR7_0ru9H5ikOXUoLn9NLua220Zyrsru3aawS7OeLi8vK3oBsUw6_uSS5vIU3n4vzQQRKaMNz9QRtDOOnshO-9sPtvBeKqCig5NMnKgL9LPKZE56rFCSHktu6Hx8BOVAZ06iDzmwHgnCEP

Verifier. incidentally fixed: AE-ALC-01 no longer fires at 30.75-31.33s; fnd_AE_AE-ALC-01_obs_shot_5_001 resolved without having been the target

AE-ALC-01 · legal · severity 82 · 00:31.3 to 00:31.9 · open

Visible displays of liquor and spirit bottles violate UAE advertising regulations under Federal Decree-Law No. 55 of 2023 restricting alcohol portrayals.

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/AUZIYQGbGtvKYkF2qjchDBB0odAPia6U1ve3TB8mcD-Lr0VRVx8Yjyv9cJyWxue rUKS49EEWE9GFq-oOgQNCvqdl8zsfam_2lcm7ReAuMpE09WRnlxTLztTHael2UxevFVfrBTA-U_cGhJXTuuhhFSP0BrFBg-gG0WRReESD1nuJjTmfnlrlS20opi3s4y9b-F3UOKqeGjEj8YowGWNerlts3lBvGCvaFTfSAJnRKIPgyCATAUGD3zJBmKQUPY8_cpr6HwnK1uue

AE-ALC-01 · legal · severity 82 · 00:31.9 to 00:35.1 · open

Federal Decree-Law No. 55 of 2023 restricts the depiction and promotion of alcoholic beverages. Shelves filled with alcoholic beverage bottles breach this statutory requirement.

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/AUZIYQHRTlElc0zHjpn6XORBiM22jDuOGU9WjrKgug-dtsIMJGsvhCVLJyowax9et MruSJLmNs7BtlapDO4OL2AMch8pKlz6ScPvP_ooJM_Zvn8ml23053JY6NltE6oGAJyWVvYlV-OjVJV_WaLiTIdCGnZfhcqwqv1Hzr4YPCf9IMkxWG4IOs3OZfKzSNkltIsAwctnYgNlsO0TmRzY4eagb-Q6EgJi69EDKMPAux0kMGwrC0xA==

AE-MOD-01 · legal · severity 82 · 00:35.1 to 00:42.1 · open

Depicting a woman wearing a sports bra with an exposed midriff violates public decency and modesty standards under Federal Decree-Law No. 55 of 2023.

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/AUZIYQGnIbYor9_44mAaAydhiTJuSAxdzHOuf8ZnTrAOLOcqJY3YLmJQjvri238mjGnZFElAbGSLaYCe8_vnzx08C7hoUA6Zzj2I8UYatuAp5NVK6CsKCWq29qYnhYfaDFCV8dolcciskQ88sZMqEQSWmpuwK-H3KXaMfGOlpPpOI_R7pMREWD_Z4RcxyCQUQRcmIhYfSFBtCKkuobcXopOPN65SwEf6zbAgSirxYkkCtpCY9Tnvx1a7YTrDKyUD-D_Ro9CuDkc=

Changed. prop_swap (chg_2162ee28a045): swapped the non-compliant prop for a United Arab Emirates-appropriate one

Verifier. NOT fixed: AE-MOD-01 still fires at 35.08-42.08s after prop_swap; fnd_AE_AE-MOD-01_obs_shot_8_000 back to open

AE-ALC-01 · legal · severity 82 · 00:42.1 to 00:49.1 · open

Portraying a bottle that resembles a beer bottle constitutes the depiction and promotion of alcoholic beverage imagery restricted under Federal Decree-Law No. 55 of 2023.

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/AUZIYQHhQ3r-KYUhlr8RbsOvzCF5gWdUKk0dq03B_iFt8icWteABCOJ8Tg6reyjfL10u7tCuZLTOFwJL6yA5jecMShdec_T6ZZnJEUy-1c0tO4yu4SISgv-AjFc2HfftQFtzAU4hg6-CuPEt-QGcRPL6UbtAJE-dqtQcYg0

Verifier. NOT fixed: AE-ALC-01 still fires at 42.08-49.12s after prop_swap; fnd_AE_AE-ALC-01_obs_shot_9_000 back to open

GL-MISLEAD-01 · policy · severity 70 · 00:35.1 to 00:42.1 · fixed and verified

Under ICC Code Article 5, superiority and comparative claims require rigorous substantiation. Claiming 'Twice the energy of any other drink' without qualification is misleading.

Basis. ICC Advertising and Marketing Communications Code, art. 5 (substantiation)

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH9nHO39CVRzqcDcpYP6egnbkDUuFP35Ym65q5ad8XJFPRg40j3ideRHOXFePYVnQ1oX0NswVz8WKInmTcjUixxLbeubWdnQtW3vZnqZkuhVHgRdGpwyi56FtJxgPM8e-9K4jYSYKxSEjuV9LtyGT-5beD6kCuA5mURCdG6oPnxxUJBuarNgcd8LLb7pf3e>

Verifier. incidentally fixed: GL-MISLEAD-01 no longer fires at 35.08-42.08s; fnd_AE_GL-MISLEAD-01_obs_shot_8_004 resolved without having been the target

GL-HEALTH-01 · policy · severity 70 · 00:35.1 to 00:42.1 · fixed and verified

The claim 'Twice the energy of any other drink' constitutes an explicit nutritional and performance benefit claim under the ICC Framework for Responsible Food and Beverage Marketing Communications.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGfCwww4nNbfsMJvRL1AcsmIDVy-VmikQgF-VJmxHpwvVVDxoqCT3ltWn7K2g5QtuD5V_xk8e6_q4a2HDKBnUG_z4AZAOhFTyYAwcbvSqAw67nvQSBjtNyC1WKlhfeFxP2UwljwHx8rIniw_IC9WeTs6oemreKc0DAqgz07f1993Ekwl1I5H8InLqHfRmj0a_9fRIQ2-lupYPD3833-A5Qbl3DJwqhFO3PuKKtswwi29kWG7m

Verifier. incidentally fixed: GL-HEALTH-01 no longer fires at 35.08-42.08s; fnd_AE_GL-HEALTH-01_obs_shot_8_005 resolved without having been the target

AE-GEST-01 · offence · severity 35 · 00:14.0 to 00:21.0 · open

A prominent thumbs-up gesture presented directly to the camera can be interpreted as an obscene or offensive hand sign in traditional Middle Eastern contexts under general public decency standards.

Basis. No specific UAE media-content article names individual gestures; the thumbs-up gesture is documented in cross-cultural literature as equivalent to an obscene gesture in parts of the Arab world, a reputational and decency risk under the general public-decency standard rather than a separately citable provision

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFeWps6TXn3Nn9-xYtq5xvdtLOcgACG-wAkuZPuteVWHE3w6iN09imUZb2srwcSNYP9RHQ3-0woJWTCJaVLvKcdzcBOZpukVnBbV2sLP4w6x856WT_cWTndp8FUj-HelD4qdYQbQRqfd-9JkJyymRMVm_p2RMZ7G5krEu-iRtD1HRvk2yC9ZFeL1gUVFdEkpsEZLN4LVo_Dptz_8hjxxQFrXyLy94VmPCeuN1ltHi5cJ2H3octIRHUGBzUfy1kWNkhV5

Human decision required. the rule targets a protected characteristic, so this system will not edit the footage to satisfy it

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.