

CLEARANCE CERTIFICATE

VRT (Belgium, Flanders) (BE-VRT) · VRT, VRM

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_5299053b6a62	2026-09-11 10:48 UTC	CLEARED WITH NOTES

26 finding(s) were raised against this market from 12 resolved rules: 2 still holding clearance, 10 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

BE-VRT-ALC-01 · policy · severity 85 · 00:00.0 to 00:07.0 · open

The depiction of a wine bottle constitutes alcohol promotion on a public broadcast channel. The VRT beheersovereenkomst strictly restricts alcohol advertising on VRT television channels.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFzaTdYGXzcwvzckH4rivgpnCkllni_glbivnEeScj6q_rctuxkJjaaJi_CyrS0zmxkgWiS_WtsyN-OaN1AmCToGH12RDu7CIs_31A-hzOe-DWGprmd_Tvk02LXAquAsjNgP6joZrvDBt4JcJTN3TrpMmgd8ISVWZmoYFCQ5MniPavKtu9JBE1WjCahJmv2yIA=

BE-VRT-ALC-01 · policy · severity 85 · 00:00.0 to 00:07.0 · open

Depicting red wine in a commercial communication is forbidden on public broadcast channels. Under the VRT beheersovereenkomst, alcohol advertising and depiction are prohibited on VRT television.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFT3nQO63UeC7JsmZMQ1KcEDZzrg_eqVN8NEEAqS-i7b4JNEXzebl_7T1Dhb5djHtg30boTstCGPHAcQ-JMM0Ve8LHcDuRSZsaYEWaAmErayxD5oVhIDnP6cXBXNKpXWNHfuZsrZGVa_k7CHx2jBK1pF7UWUMkfBB1M5Mi_9TM-zKUgGovKxfwJsxE0E9dZxNo=

BE-VRT-ALC-01 · policy · severity 85 · 00:00.0 to 00:07.0 · open

Showing alcoholic drinks such as red wine is banned on the public broadcaster's channels. Under the VRT beheersovereenkomst, alcohol advertising and depiction are restricted.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

BE-VRT-ALC-01 · policy · severity 85 · 00:28.0 to 00:30.8 · open

Prominently showing shelves stocked with liquor bottles in a broadcast spot constitutes forbidden alcohol promotion on public television. This violates the VRT beheersovereenkomst public-service restrictions on alcohol advertising.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

BE-VRT-ALC-01 · policy · severity 85 · 00:30.8 to 00:31.3 · fixed and verified

Advertising or prominently displaying a liquor bottle is forbidden on public service television channels. This violates the VRT beheersovereenkomst ban on alcohol advertising.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

Verifier. incidentally fixed: BE-VRT-ALC-01 no longer fires at 30.75-31.33s; fnd_BE-VRT_BE-VRT-ALC-01_obs_shot_5_000 resolved without having been the target

BE-VRT-ALC-01 · policy · severity 85 · 00:30.8 to 00:31.3 · fixed and verified

Background displays of alcoholic spirit bottles violate the public service prohibition on alcohol promotion. Under the VRT beheersovereenkomst, alcohol advertising and promotion are banned on VRT television.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

Verifier. incidentally fixed: BE-VRT-ALC-01 no longer fires at 30.75-31.33s; fnd_BE-VRT_BE-VRT-ALC-01_obs_shot_5_001 resolved without having been the target

BE-VRT-ALC-01 · policy · severity 85 · 00:31.3 to 00:31.9 · open

Showing multiple liquor and spirit bottles on background shelves violates the public broadcaster's strict ban on alcohol advertising. This breaches the VRT beheersovereenkomst regarding alcohol promotion.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGcmc1u-iRVjjslyUNCOx5BsNPOVUZpxHIKVHlamFuRpmLfJFWd4diO21N1ssSOw-TEUa19zXTfvcVECWVlicuf7szyfpK65D2XL2yjJSx1pw4_Ad4FcSDaZq6dv4tcc2HsjUMZGhtQhGtXYygpzI2xOY04cPFtleR5hv9JAL4Bjt04HCm2zuogpWk_IWsw2Q=

BE-VRT-ALC-01 · policy · severity 85 · 00:31.9 to 00:35.1 · open

Displaying bottles of alcoholic beverages violates the ban on alcohol advertising on Flemish public television. Under the VRT beheersovereenkomst, alcohol commercial communications are strictly prohibited.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQE3ul2BW7CnX0pUVQdfbpCc5r0ejuyyM-eNEuZn5cF822mnhr107JS6jykr5LeeJEUgPsljk9CW-P6hZb2luF9fLXO0fpfnqsZ5BzA6xB57TA8vwPjvbjEsR18yZOD-gtWojwzX6sAfUewgPpoqkexjJxBClydCVUkRzMjp10nj1420jepPmbtQB2i78M_wg==

BE-VRT-ALC-01 · policy · severity 85 · 00:35.1 to 00:42.1 · fixed and verified

VRT's beheersovereenkomst prohibits any alcohol advertising or commercial depiction of alcoholic drinks on its public television broadcasts. Showing a green beer-style bottle in commercial communications breaches this broadcast restriction.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH0ZQKjUZtLY1d2f7hx7DNufN-DlyxwYGynDQPVNkjXSxib-L3h06rsISjkAAjV34owmthzHDlrmzm0pqQ2QqgN6kZEvvD89bWlxpzbPjSjlcCpDq-HLGjcgJYvyF2vH9kdzT_OgKqBn_cX1M8jgs3_mENHpZk5iv_dbozdid52e3e3kqb4BQig5LJwkvWljmM=

Verifier. incidentally fixed: BE-VRT-ALC-01 no longer fires at 35.08-42.08s; fnd_BE-VRT_BE-VRT-ALC-01_obs_shot_8_001_vc2e872 resolved without having been the target

BE-VRT-ALC-01 · policy · severity 85 · 00:35.1 to 00:42.1 · fixed and verified

VRT's public broadcast charter prohibits all television alcohol advertising and depiction of alcoholic beverages. Featuring a woman drinking from a beer bottle violates the VRT beheersovereenkomst ban.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEZMhg_BjJm-T_DstlzD_6JTIkfz4-6K6doDJPIITJ1-L86syp_eGfS_ojbqqrPuDWSynZC8eHrcIQaul0bBJ_WBAmuFouSCoxre5RE3NYqLDTMb7fMdCspZI-UOIENpEe2422gGj7bPkMUSww0nYX6p0H87MuTcK3yW59rObZ0nf5pM0MFydxK350uyAKLQk=

Verifier. incidentally fixed: BE-VRT-ALC-01 no longer fires at 35.08-42.08s; fnd_BE-VRT_BE-VRT-ALC-01_obs_shot_8_002_vc2e872 resolved without having been the target

BE-VRT-ALC-01 · policy · severity 85 · 00:42.1 to 00:49.1 · open

Depicting beer bottles in commercial messages is prohibited on public service television channels. This breaches the VRT beheersovereenkomst restriction on alcohol advertising.

Basis. VRT beheersovereenkomst, public-service restrictions on alcohol advertising

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQF8QOku2-Dw_3JYnDwJFauz-82K3l1MBG2FPoCbfp2BLvwZCdX04O3klPkMjp8fBs2fExHcSXkQMbcjnAnOQCfrMOMM4NFIWWugZxHgyQzOq0jxBntysUaojyTA-YV_wyU2pYN6xuhZVp4CAVNo2st46vIk1jWar1cfnVbFv2IDBk336vcHcvCpRsNXWkr_6Z8=

BE-ALC-01 · policy · severity 75 · 00:00.0 to 00:07.0 · open

The commercial depicts a wine bottle without the mandatory responsible-consumption health slogan. Under the Covenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention), all commercial alcohol depictions require appropriate messaging.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFsiCQd-tb-SQM_7-FhZxD_MPbsVBR_zqsp98AQFVvMvIXyaArbEEP_EBI_vcN2mTmz7X4BDHLQa7uutsL3JQsawO4_TWxGpMEJNCD-KuSykdax5HDHr8dpjZQm38J2DoKBvkthlkYe6Utg3wt-TZ5B92vnuT1fg==

BE-ALC-01 · policy · severity 75 · 00:00.0 to 00:07.0 · open

Depicting the consumption of red wine without the mandatory statutory responsible-consumption notice violates Belgian self-regulatory standards. This breaches the Covenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention).

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQE3_Y-WML49HLZUB4YYf_Zu94PlaggyLW-lx1dJwdhNpH6VVd8tEeJoLG4s4Lgz-YzsXyVRQvGuCy8Gad2QkosRjek_3wCXoOauDc19lJy1UfQ9H48FHDW3f-VqoTSR2eOCT7msFXFKS5_MfGNECueT3-D0DYQzXTyHfvEts29OCs=

BE-ALC-01 · policy · severity 75 · 00:00.0 to 00:07.0 · open

Presenting red wine in a commercial communication without the mandatory educational health statement is prohibited. This violates the Covenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention).

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGVDzGIH01nV2hD4wDO6PLAf2YkFAjUR_vAfsLF3Fjt4yfr73O_kLTYP5qfiWQUy1heRRU8y3N-_M618NMh-14AS7pipizY7LqTKND-plLbcPaxsjv-UqQYWyw69fhyga-if55locqHdhfVm0bKx-NmRCRWXeDHIO-DYAqWbf4v1nM=

BE-ALC-01 · policy · severity 75 · 00:28.0 to 00:30.8 · open

Displaying commercial liquor bottles in an advertising shot without the mandatory responsible-drinking slogan violates Belgian alcohol advertising codes. This breaches the Covenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention).

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFhLOPL3gmCRswDldGxqMCf6k-Wplhnb1ZOAKpiyFwon-kkVV-tKkDw1fVUqBXM9Rz7r59HBMbbqJNyrq5Jse-H07MbSWdl0SYRp5ogH-bmJWux7C-Vr7sSYIgzSshk2oE4rXcN2SBe5eq_fxJOa3RKONVU

BE-ALC-01 · policy · severity 75 · 00:30.8 to 00:31.3 · fixed and verified

Promoting or depicting a liquor bottle without the mandatory responsible-consumption slogan breaches national standards. This violates the Covenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention).

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

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQG8M2U9NVz5ZrYQlLixKlccscEih8rX6Yj1zJJxgOocKroqUgAYZAOLb19MRROGwSqrq7FyBnulq8b9UvMT0vGGcG7zEAQjdXU54btQwQ3mi7WtZShOUeWcliYfls6buYeXh7zrd4MnnUpi1p2PPN72a0U9>

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

BE-ALC-01 · policy · severity 75 · 00:30.8 to 00:31.3 · fixed and verified

Depicting spirits bottles across background shelves in a commercial without mandatory health messaging breaches Belgian alcohol advertising rules. This violates the Covenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention).

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFhLOPL3gmCRswDldGxqMCf6k-Wplhnb1ZOAKpiyFwon-kkVV-tKkDw1fVUqBXM9Rz7r59HBMbbqJNyrq5Jse-H07MbSWdl0SYRp5ogH-bmJWux7C-Vr7sSYIgzSshk2oE4rXcN2SBe5eq_fxJOa3RKONVU

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

BE-ALC-01 · policy · severity 75 · 00:31.3 to 00:31.9 · open

Depicting liquor and spirit bottles in a commercial without the mandatory health message violates national advertising rules. This breaches the Covenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention).

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFhLOPL3gmCRswDldGxqMCf6k-Wplhnb1ZOAKpiyFwon-kkVV-tKkDw1fVUqBXM9Rz7r59HBMbbqJNyrq5Jse-H07MbSWdl0SYRp5ogH-bmJWux7C-Vr7sSYIgzSshk2oE4rXcN2SBe5eq_fxJOa3RKONVU

BE-ALC-01 · policy · severity 75 · 00:31.9 to 00:35.1 · open

Featuring bottles of alcoholic beverages in commercial imagery without the required health warning slogan is prohibited. This breaches the Covenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention).

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFhLOPL3gmCRswDldGxqMCf6k-Wplhnb1ZOAKpiyFwon-kkVV-tKkDw1fVUqBXM9Rz7r59HBMbbqJNyrq5Jse-H07MbSWdl0SYRp5ogH-bmJWux7C-Vr7sSYIgzSshk2oE4rXcN2SBe5eq_fxJOa3RKONVU

EU-ALC-01 · legal · severity 75 · 00:35.1 to 00:42.1 · fixed and verified

Depicting an athlete in sportswear drinking from a beer bottle connects alcohol consumption directly with physical fitness and athletic performance. This association violates Directive 2010/13/EU art. 9(1)(e) and art. 22.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFhLOPL3gmCRswDldGxqMCf6k-Wplhnb1ZOAKpiyFwon-kkVV-tKkDw1fVUqBXM9Rz7r59HBMbbqJNyrq5Jse-H07MbSWdl0SYRp5ogH-bmJWux7C-Vr7sSYIgzSshk2oE4rXcN2SBe5eq_fxJOa3RKONVU

Changed. prop_swap (chg_7e79ec2a66d4): swapped the non-compliant prop for a VRT (Belgium, Flanders)-appropriate one

Verifier. fixed: EU-ALC-01 no longer fires at 35.08-42.08s after prop_swap; fnd_BE-VRT_EU-ALC-01_obs_shot_8_002_vc2e872 resolved

BE-ALC-01 · policy · severity 75 · 00:35.1 to 00:42.1 · fixed and verified

Consuming a beer-like drink while wearing athletic gear links alcohol directly with sport, which is strictly prohibited under the JEP alcohol convention. The convention forbids portraying alcohol consumption in conjunction with sporting or physical exercise.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFvnn1aJeweJvUjMMY2Z2_1S7jFiLqIbcRqdFUuVql_DsVSiWwL5whtspJ6LDuYF163H-FqQwh1gPrjNlqTp7OAA_Oj5b92a0J5hv7AtMvjYXZPTb0HbGQlZQ_7S8cBT_UXibu5OyueePtrOrQMVG28prD8jiU

Verifier. incidentally fixed: BE-ALC-01 no longer fires at 35.08-42.08s; fnd_BE-VRT_BE-ALC-01_obs_shot_8_002_vc2e872 resolved without having been the target

BE-ALC-01 · policy · severity 75 · 00:42.1 to 00:49.1 · open

Depicting an alcoholic beverage container such as a beer bottle without the required responsible-drinking message breaches national standards. This violates the Convenant inzake reclame voor en marketing van alcoholhoudende dranken (JEP alcohol convention).

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEPfsTngbSI4lnAHDCDN1nsVx6QYmL9MS2EQAxUElzinShUBVfJXRY5woshK54JiJsOI5ZG9kd-_T-ZoxspWiTRjqNuXnb3S4QGPXXbr92JUSmoZwz1KZiZ5u8xSRIXwcQEIFPlvCbJ8BygZhq_tXIN8

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

The claim 'Twice the energy of any other drink' is an absolute comparative superiority claim presented without substantiation or qualification. This breaches ICC Advertising and Marketing Communications Code art. 5 (substantiation).

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEPkOzIGCQxZHKFfn_m9AYZb-ADHwTPQB4zLfbSi5kbGi7G0Wk3RmJCWRKvJQk2a7zcMZMgFSyXU2Nz_iTrLaj-AJnuX7Jw2EILla_rr5HoLGMBKz1K7oH7nrs6gHfpmDw_DK24YjkAvxACI5P_YwwT3LwGIsiQpBG4MyD9RxsQLfiVjv9kBrptMXYqZY=

Changed. carried over from SA (chg_003802983285): the same seconds SA fixed, spliced into BE-VRT's cut: replaced the spoken line with "Bold, refreshing taste like no other."

Verifier. fixed: GL-MISLEAD-01 no longer fires at 35.08-42.08s after carried over from SA;

fnd_BE-VRT_GL-MISLEAD-01_obs_shot_8_004 resolved

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

Claiming 'Twice the energy of any other drink' constitutes an unsubstantiated nutritional and physiological benefit claim. This violates the ICC Framework for Responsible Food and Beverage Marketing Communications regarding health and nutrition claims.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHh59ZOqkaCtiVNNtxFrMHJg0KsvRqW6rFlhy224ncB7D657OZAhGx983-YXmjiGuxzCoWEWkjTbSWv2bNIQOXgxUI0IHtB29VhUZt7iFVNriummF8npQg6wS2WTGrC0NHZmTYMq9Qda6KdcfMGeEpmcq2PrRg1t8LYnzNxP4kCl5jdYxS-1aTpA3SLSNWT_bWtA2uuig5bXfsky7hKdaXHdenkvVWiZ_amCcfoYDbkFaDqGXHC1ZHA==

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

BE-LANG-01 · legal · severity 55 · 00:07.0 to 00:14.0 · open

Commercial text displayed in English without Dutch language translation violates regional language requirements in Flanders. This breaches the Vlaams Mediadecreet regarding the language of commercial communications.

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

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEkzyE7I83bxomYGaZUuJxXWwZWMzxLpAOQaZNH0y2NVxjX4p2Yz8JSNOXPuao3ukdOszwPBazrakVOi3yXleVV1IMJTKU0gpBWEA0oRZqtRyyzj6svTs4T3LWa5aOp1nNVDOY4KMxUf5SsTk25Q9ngK3sa4f-d6lifFO7MZEN-iB-LUX5-JzrU9PluEYwPsnC=>

BE-LANG-01 · legal · severity 55 · 00:30.8 to 00:31.3 · open

The on-screen text is presented entirely in English rather than the regional language. Under the Vlaams Mediadecreet, commercial communication 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/AUZIYQF35hG20ILb4_BjxwVO6ol7aHUJiKLmoR1FcQ3lKxAN2G56tMKic6ZLNDJ0gV0kSOG5vzR3EcT9zUtbi4X0-Jh23KwoQ7V4P6D_HJopnL4sWoZiVVa0m50lIcDhP40iTpqvEjr6WH31kYc9O8Q=

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.