

CLEARANCE CERTIFICATE

Saudi Arabia (SA) · GAM, SFDA

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

19 finding(s) were raised against this market from 12 resolved rules: 14 still holding clearance, 5 fixed and verified, 1 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

SA-ALC-01 · legal · severity 95 · 00:00.0 to 00:07.0 · open

GAM Media Content Standards strictly prohibit the depiction or promotion of alcoholic beverages. A wine bottle on a dining table triggers this restriction.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHvm6mFi3OeNJ_v66HqQZ9hhFEdecEiAbKQH8PwoBNd-O2N_VrUtUGi f4R9Hkjm0HNwNzJyAbuo312Xo5aexcAcOtjh6kRcleSLnmRvKgg6ju4zpaz-2VdV5N90SQJWovOkqqt8ZMINiKvw4m-JTObobMqEyL-ulPiliX8zQk nA3TjC1XwS2OPVimKceO5U2mMBjcVMZ57SHYw5TpPicE-psysanLdOSgWDEglfWuRqewkpe3-qDhOA==

SA-ALC-01 · legal · severity 95 · 00:00.0 to 00:07.0 · open

GAM Media Content Standards ban the depiction, promotion, or consumption of alcohol. Depicting a woman holding a stemmed glass filled with red wine violates this rule.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQExMrDXBylBKY5tb-0WUBgo2gl-IPU74nRb-4HqHb3cnum5jhiLN-WXkbas y2SJAfuB_FgGzBFrusol3c0AQGmqQVFvpTTmheNPwZkj4cvU-Ggcu06d9Qzeor_sOrMJVtky1vXVjjWgN-8LHWLE7BLbljEurio=

SA-ALC-01 · legal · severity 95 · 00:00.0 to 00:07.0 · open

GAM Media Content Standards forbid depicting alcoholic beverages in commercial broadcasts. A stemmed glass containing red wine is a direct alcohol depiction.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFkgwFleYobd7P9Qj6LIW-GkF65nSf1IhyYjUxz7hQ6ks3yKjE1MWDV1-z- XKFvjJkm2RjxYfqeh7GyuHVRtnB_5vl365bNrZecqRvjWd9cdrBZ87KmxLaxTurR-ZNseW3kC67G0tyrurOoEfcVqmHN-VnMshKJUsoUtzvid6pYP Yz6mXwE-rT3qugDAM1Z-NefcA==

SA-ALC-01 · legal · severity 95 · 00:28.0 to 00:30.8 · open

GAM Media Content Standards prohibit advertising content from depicting or promoting alcohol. Background shelves stocked with liquor bottles in a bar environment violate this standard.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQErrovqg3ft1ZPFo7gXCfnZaCUCTYOEahYpSLBQdlz0SB_mkS4M2S-hDL 2CcQOCezVt4l7BI0UnkBjF9UDlhQK_PQ0l3kQZ7SQ2BtJ-O4FTNRBQln83fv45hFIOJ-8qXmXKLWNlv2D_wOfxuJaxQJg==

SA-ALC-01 · legal · severity 95 · 00:30.8 to 00:31.3 · open

GAM Media Content Standards forbid the depiction of alcohol in media content. Prominently featuring a liquor bottle on a bar counter directly triggers this prohibition.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGf2AKa3YUDtwlrGxOBhl5I_F_I6Htht-dAienyHi3R33bV1jA8YURSPmeF QOX_KM33jpb7vOy1SBtnS8CHCLbfHxV490_XuiCzknCLcVnXBRnR00k25Ekk18o7ye0JeKan9JlBKU7SU8qs0kQFMbKcjk-BFVoyAGEuZRF9a9z j-9bBsi6G2oQ1z7ybpanohpVtA==

SA-ALC-01 · legal · severity 95 · 00:30.8 to 00:31.3 · open

GAM Media Content Standards prohibit depicting alcoholic beverages. Displaying illuminated shelves lined with spirit bottles violates this ban.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQG5fpy-OhXF5jwften0Ee1i2S_YPZ3hRMd4RQs29wW_U7z3ROYsxk5xU DsRK3XHv9_-5c-d1dcal7ohj35rOI5GsPea50hGxrC4YXLXZ8w4M3K4UfbQXyBj-ksioNhw_rTkTEhcYyicplFulqWRZIBFM6oo_qw7kGyob3LByeeo dlVnJtd8dbzIPVWqLk2EXHR

SA-ALC-01 · legal · severity 95 · 00:31.3 to 00:31.9 · open

GAM Media Content Standards strictly prohibit alcohol depictions. Illuminated shelves displaying multiple liquor and spirit bottles violate this regulation.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHkud0OfQckNx1_1h3A4N1QwG_i4BN6OI-iIT1m3axfoZLXGCdusBEJLthKkR9GF3iZqA3KglCd4BOSczPxRy0khJJYvQl46pHlFfc9T3eHaKk7P3JxLPI0eH1FUowrdPmMFWI324V77l5qi-QD4g==

SA-ALC-01 · legal · severity 95 · 00:31.9 to 00:35.1 · open

GAM Media Content Standards ban any depiction of alcoholic beverages. Showing illuminated shelves filled with bottles of alcoholic beverages directly violates this standard.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHcxlJpu_sJ7z3FCbvyZtme9VqoKbsWGO241AHqvzuKqn5HqhGToBRxK1rXypQbFaGCExEQXi4ywj3UcLa7Qegx5sz7GKO7_YFENTJ5AqZ5MasPjWAgFvJBgAAMnhKI-Y95szDQQbnRe_Jja5KzfsTT6e6K3NXmnE1fggMYZQhVmV8-oS6F8oyDwf9SI2YO1NqMw==

Verifier. NOT fixed: SA-ALC-01 still fires at 31.92-35.08s after prop_swap; fnd_SA_SA-ALC-01_obs_shot_7_001 back to open

SA-ALC-01 · legal · severity 95 · 00:35.1 to 00:42.1 · fixed and verified

Holding a green glass bottle styled like a beer bottle violates GAM Media Content Standards prohibiting the depiction or promotion of alcoholic beverages. The visual presentation evokes alcoholic packaging even without explicit branding.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHypNDuE3VJbmb9X4jOTySM9ZCdvHJBuBje8N2aHc0rrjMAXj4G7KnpjHqTsE8doEQoUTZ_57mMXt1ahyPTTuEFXTlmqVmno0XFjm_OqaSObhFyHx21p5TKiYdVO-6m8z4250hIb8Z95xeglexm1ES1kSHcV8=

Verifier. incidentally fixed: SA-ALC-01 no longer fires at 35.08-42.08s; fnd_SA_SA-ALC-01_obs_shot_8_001_vf9279a resolved without having been the target

SA-ALC-01 · legal · severity 95 · 00:35.1 to 00:42.1 · fixed and verified

Drinking directly from a green glass bottle styled like a beer bottle depicts alcohol consumption, violating GAM Media Content Standards. Advertising content is strictly forbidden from showing alcohol consumption or packaging.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFP-NsGv2edmj8pU9BKQF85xpt3g5zolziew6MFzCD3X0pxiqc2ODIsZPOoRRcpEN_7ndChBxmGbkAHuchOyJgEEjuc5G8KtMaaj4DvZa8WUNuPTHCE1zCxJgF4vG6FQU1Yel0SRjywCUAp5IOSSV5RfJs3c=

Verifier. incidentally fixed: SA-ALC-01 no longer fires at 35.08-42.08s; fnd_SA_SA-ALC-01_obs_shot_8_002_vf9279a resolved without having been the target

SA-ALC-01 · legal · severity 95 · 00:42.1 to 00:49.1 · open

GAM Media Content Standards strictly prohibit depicting alcohol or simulating alcoholic beverage packaging. A bottle resembling a beer bottle triggers this restriction.

Basis. General Authority for Media Regulation (GAM, formerly the General Commission for Audiovisual Media, GCAM) Media Content Standards: advertising content may not depict or promote alcohol

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQG-yppPI79wG56yd63266GXDECW6mZBxKnySLUuavikNUQPuM3-p9jxKB7JYeeXe1c2sjVEDioB-NaAmOXWj8h7IJSdMk26MWrghtL4ks1Qe02L-hte0GGGpr9i621Fg-v_0EEK6aREd-B8IK

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

SA-LGBT-01 · legal · severity 90 · 00:42.1 to 00:49.1 · open

GAM Media Content Standards prohibit content perceived as condoning or depicting same-sex romantic relationships.

Two men holding hands across a table triggers this public morals regulation.

Basis. GAM Media Content Standards: media and advertising content contradicting Islamic values and public morals is prohibited; applied by the regulator to content perceived as condoning or promoting same-sex relationships or LGBTQ identity

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQF8tDQvQ2deLunOmNihThjq_asCVTF6_HpwN6525ZWUVPmDsgYdoQvjCAnI0DJy5437Pg0Vnf_WmJAnic6l9uuU2r5WLK6urQL_q80GOC58DhzGejyXbrVi8YCladqDdsp7ZQ_pVVgEhY2ZYrpx8qlabrwhD-ki9dNEHc8v8NjokbhB5tjPIQ4bgsvMZ3Qsg70wlQ==

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

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

SA-MOD-01 · legal · severity 85 · 00:21.0 to 00:28.0 · open

GAM Media Content Standards mandate compliance with Islamic public decency and dress codes. Depicting a woman in a two-piece bikini exposing midriff, back, and legs violates public modesty standards.

Basis. GAM Media Content Standards: media and advertising content must respect Islamic values and public decency, including standards on dress and exposure

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFiBBTq9baR_CYOAcF7DzPLvPXAJoopgnamZp0Z5LE_Oc1sgbJv2g4I4wIOgbxfTSK07PUNxhdfHwHMLwlpKJh8zeiAD0KRmNyrBsStjVaPs74Drg9M7rkdD39ZzN9vRrXc75aelZqZpXo7mYrfYe_ySxcw4ZgWKRtNA6G7o83bmYgefBJzjJpKXErRH7ADuo72QHCESfa-GhG1gavE1_wOLlqlkv0uON-DhtrsJAXcp0pZ7S-DmqLCRw==

SA-MOD-01 · legal · severity 85 · 00:21.0 to 00:28.0 · open

GAM Media Content Standards enforce public decency and Islamic modesty norms in advertising. A swimsuit exposing legs and arms in commercial media violates these dress regulations.

Basis. GAM Media Content Standards: media and advertising content must respect Islamic values and public decency, including standards on dress and exposure

https://vertexasearch.cloud.google.com/grounding-api-redirect/AUZIYQFdxvIBt-zdbJVS14CGrlu3f-g2ZJBSAHryHqLZNfJLPVKAPw6z6mSkYMoGszURyy9VyawgTlJ0831jV2_vuMf3OxdbDwqQqd18mo_URmUTLpAmNwUU4Nu1eI-FlnEg8Ot986oNjI0xnqgxIGC0bHjcz7MXTr-UWppK-71qpGNFTIOvToSAEmxZx5e8RFxJPYixHAMU7ogLLr-10qB-5u3DYf_UarpjCW4ckqjIOALF

SA-MOD-01 · legal · severity 85 · 00:21.0 to 00:28.0 · open

GAM Media Content Standards require adherence to public decency and Islamic dress standards. A shirtless man wearing only swim shorts violates public broadcast modesty requirements.

Basis. GAM Media Content Standards: media and advertising content must respect Islamic values and public decency, including standards on dress and exposure

https://vertexasearch.cloud.google.com/grounding-api-redirect/AUZIYQFG-SepF0c8PnOoC4iyqRzLfKLBGcj4fd47pV-tXPqieHyKI5ilC508Chf_TvCJu5Gi1dCQ-O3qITVlnQkvPgMWELlibnhD5S028F1NgtSqnLfFw1XuPdByxToc9RMMyv-MyyfthbW_p1qPjEdbYX6KmOIB3WDmnljM3wAG-Aok9U0ZtW34FQE6ORLdszz4TX8lbWAVg_Oi2V7C5YQl6TcR6ncw==

SA-MOD-01 · legal · severity 85 · 00:35.1 to 00:42.1 · open

GAM Media Content Standards mandate compliance with Islamic public decency and dress requirements. A sports bra revealing an exposed midriff and chest area violates these broadcast standards.

Basis. GAM Media Content Standards: media and advertising content must respect Islamic values and public decency, including standards on dress and exposure

https://vertexasearch.cloud.google.com/grounding-api-redirect/AUZIYQEG4JnzCDpcC2ftsRjopN8a524edvHitvLO5FCRYpB9u5Xr5nbRRTyXKTW80Pwbz6BeAgIbEpooGMu_HRR-LZvxmNcYaQn24UOFvnGGLDUNdkkxqKtnHdfk4xcj3fW7bBe_Dq7C3hVBZhnGhCSZImJsS7ebpx_yiDM8pk17WF3DCkxmatJlGqSP9p2KXiwOn0LbKLLL1xblhxybE7NyIOLj3Pc5ew9bFCKWxysbo9bByHQVC6ItSOi6glp2htAh0yvKMPo2NdOH

Changed. prop_swap (chg_b66a740a1919): swapped the non-compliant prop for a Saudi Arabia-appropriate one

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

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

ICC Code art. 5 mandates that performance and comparative superiority claims must be substantiated. Claiming 'Twice the energy of any other drink' is an unqualified comparative claim.

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

https://vertexasearch.cloud.google.com/grounding-api-redirect/AUZIYQED2zPUNPseSYmCD3zoGmnTkMOIZqFsDbQBtiudPoXppbBBglUBCFgH-s2zRtErr3VQJuoG_RYov4c3eEpB85VpJf3rYvkCHYRVinx_OjdjI3ZISWdbfcM8LYS1D-S_LfpocGBNYPEpsaQ9S3qfLw==

Verifier. incidentally fixed: GL-MISLEAD-01 no longer fires at 35.08-42.08s; fnd_SA_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 ICC Framework for Responsible Food and Beverage Marketing Communications requires health and nutrition claims to be verified. Claiming 'Twice the energy' constitutes an explicit nutritional and functional claim.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications

https://vertexasearch.cloud.google.com/grounding-api-redirect/AUZIYQHK-sYtQdyiklGpavFrBMD-a0_zzOawCXNGFX2fZulc4zfkBjm2FbiN9K4X_a7UctYQ2gaNRHYiJNXHHIAoin6tjrvEA6JWfTCLMfZKM3qayNPD3y7e2PAD0Srpl7Jyl6vBWnkCEtILJHQQWCcQs4rEKsv7Ov-Z87vl0ebLq9X9tgw84IV4oWLQ4CVQleMTE3L0okZ8oJTJs9Ug6qJgwygftV8_RqmdZZw0qNerHY9--9l2nmycHm8X

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

SA-PHARMA-01 · legal · severity 70 · 00:35.1 to 00:42.1 · fixed and verified

SFDA regulations mandate that health and therapeutic performance claims in advertising receive SFDA pre-approval. Stating 'Twice the energy of any other drink' is a health performance claim subject to SFDA approval.

Basis. SFDA advertising rules: health-product advertising requires SFDA pre-approval, and prescription-only medicines may be advertised only to healthcare professionals, not the general public

https://vertexasearch.cloud.google.com/grounding-api-redirect/AUZIYQGRqh4cdzog8Soo8ZN1w6uENQDB3gcEjk4wq5zIXtGf_SJWfH7Gu9F9gbEp92FPak4OfaQuqypielzK8V9IH7Jcc-ADVyEuahieSX9UfCHHbHkJiBk0AZTFHR3lzwv=

Changed. revoice (chg_daf4f03c4ad0): replaced the spoken line with "Bold, refreshing taste like no other."

Verifier. fixed: SA-PHARMA-01 no longer fires at 35.08-42.08s after revoice; fnd_SA_SA-PHARMA-01_obs_shot_8_005 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.