

CLEARANCE CERTIFICATE

European Union (EU) · European Commission, ERGA

ASSET	RUN	ISSUED	VERDICT
videoplayback.mp4	run_89c30fc3ddeb	2026-09-12 12:56 UTC	NOT CLEARED

1 finding(s) were raised against this market from 6 resolved rules: 1 still holding clearance, 0 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-TOB-01 · legal · severity 95 · 01:28.6 to 01:30.1 · open

Holding a plug of chewing tobacco depicts a tobacco product, which is strictly prohibited in audiovisual commercial communications under AVMSD art. 9(1)(d). The depiction breaches the total ban on tobacco promotion and imagery.

Basis. Directive 2010/13/EU (AVMSD) art. 9(1)(d), tobacco advertising prohibited

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGbdyberjouARwoVI6LWvcHEUb3gqlz_itYRr0gDCTLbPhmibFEqP-S0eHpYvwMnZCNtMvgT9Pml5zUw5nEtrQadwLDXZ6kSF3Lmpxg6gFagsIEgp-TuFOFK7b84X442sJGJxsi9bORxG6jkzpmljp5Jx92A5zt7hK

Verifier. NOT fixed: EU-TOB-01 still fires at 88.61-90.09s after omni; fnd_EU_EU-TOB-01_obs_shot_68_001 back to open

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.