

CLEARANCE CERTIFICATE

Arte (FR-ARTE) · ARPP, Arcom

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

6 finding(s) were raised against this market from 16 resolved rules: 5 still holding clearance, 1 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 · fixed and verified

Holding a plug of chewing tobacco to the mouth is a direct depiction of a tobacco product in commercial communication. Under AVMSD art. 9(1)(d), all forms of tobacco depiction and advertising are strictly prohibited.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEzSF-RDHqDvEm1ZX61iirEXcj8ZU8Vawwy2jIFay_pB_I7zculjEUqUwtZNbJhFwTOvcplY-W_ehZQ18vz63OnkBW7a7qW4Qj5VWOR-uSDoOSJNEhGy1hwlXpQPK3FZJEI8Q5_9ngbg06w==

Verifier. fixed: EU-TOB-01 no longer fires at 88.61-90.09s after omni; fnd_FR-ARTE_EU-TOB-01_obs_shot_68_001 resolved

FR-TOB-01 · legal · severity 92 · 01:28.6 to 01:30.1 · open

Depicting chewing tobacco consumption is direct imagery of a tobacco product in broadcast media. Under Loi Evin art. L3511-3, all direct or indirect depiction and propaganda for tobacco products is prohibited.

Basis. Loi Evin, Code de la sante publique art. L3511-3 (ban on propaganda or advertising, direct or indirect, for tobacco and tobacco products)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFI_Yyp1qdxookx8hz0WJzTOvrCnp3BwL_dl8VePhvRap1PU2c6qqm4wKyFsnvHusA4gAw3MjMM6w43-hkva3ulm-UXBTvx0ONEc1PKQYQnKf7i4eBnmNQJonDYaMn55wCe-KHqeVdhhT8UiFAf8hD2qnfDAnBQ==

Verifier. incidentally fixed: FR-TOB-01 no longer fires at 88.61-90.09s; fnd_FR-ARTE_FR-TOB-01_obs_shot_68_001 resolved without having been the target

FR-LANG-01 · legal · severity 60 · 00:08.8 to 00:13.7 · open

The on-screen English title introduction is presented without an accompanying French translation. Under Loi Toubon art. 2, all advertising and presentation text displayed in France must include French translation.

Basis. Loi Toubon, loi n. 94-665 du 4 aout 1994, art. 2 (mandatory use of French in the designation, presentation and advertising of a good, product or service)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHAmIYQ_RKM-nE-sdR0mmjFvL3n4loASyHxU-MnesSsUm-EnO-aaLyNmBibWXwhBWwhcS3GtydvSf2nUp6pjVCltbAt_gzDkQVr1vvClknRk6DjcoFvWTT5ZYllpAwWku9iJt0aNV3WQ659XVa5WYtnA4dGPubcfVQ==

FR-LANG-01 · legal · severity 60 · 00:13.7 to 00:18.7 · open

The full title card displays English phrases without mandatory French translation subtitles. Under Loi Toubon art. 2, foreign language text used in broadcast commercial communications must include a French translation.

Basis. Loi Toubon, loi n. 94-665 du 4 aout 1994, art. 2 (mandatory use of French in the designation, presentation and advertising of a good, product or service)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHx02ngHVdlkoK2072JIro2H8Or5y1Zn7XGLnM33SDSub9G0VtKXpMGs8ilH4jROLO0OVHUTDG3MDnPa2Q4RNO6h_sKX1zhXC7IXH7sCn_PhzwY5QcKdDHCE5KO7gynA0RRwEAGiwp8kR3ZJCdedtgZJZanvYhQA==

FR-LANG-01 · legal · severity 60 · 00:18.7 to 00:22.0 · open

The on-screen introductory English text lacks an accompanying French translation. Loi Toubon art. 2 requires foreign-language broadcast text to be translated into French.

Basis. Loi Toubon, loi n. 94-665 du 4 aout 1994, art. 2 (mandatory use of French in the designation, presentation and advertising of a good, product or service)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQF-bK4zYJUAavzCGFGJTUmlv81so1OX_4xuSR5xPjxObWeet0WcMipV7HDcani3hZkV7ZVHlcJOi1b_4MYS9R6mnowHYpu4_kCbcHE1gFeJ8WvP2YmMYwQMxl0DriWCmwbzkm-bfRZfEKHHubx59-vGI4zA7tCBbsy78tDpPg3i-f9gHbTm-cXB0rJOtgDR15LSu9AltYXHxN9DzghvGD4MRDw7ByM7E_kT0U93DS_eOTDNHp8dvCNmgfJHzi2ndkE2wV-Q17nDzjhxZQ==

FR-LANG-01 · legal · severity 60 · 00:22.0 to 00:27.1 · open

The title text appears solely in English without a French translation. Under Loi Toubon art. 2, on-screen text in audiovisual presentations must be translated into French.

Basis. Loi Toubon, loi n. 94-665 du 4 août 1994, art. 2 (mandatory use of French in the designation, presentation and advertising of a good, product or service)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEaX9sGx_Re5JS3JFaCGOBfrljCWZY_DJzWh65_KnEh9tUGTcJtwp44WtQiMy5XP9BmiOZgR6dJiGSWEFF9YrhugZN8iWXfiNASHpRUQqn13Y4asNMGPDmWrRnC8BbMaYeW-N9c-InjCM78Bma6eE3MmQW51MarfNxgfwQsITYKXVP1qM9NQeUa9q0UYvVPg-umAYY9lpCjkbTg==

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.