

CLEARANCE CERTIFICATE

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

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_959b162a0f25	2026-09-11 10:47 UTC	NOT CLEARED

12 finding(s) were raised against this market from 10 resolved rules: 8 still holding clearance, 3 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

Romantic hand-holding between two men is restricted under UAE Media Council standards under Federal Decree-Law No. 55/2023 and Penal Code Article 409. Content normalizing same-sex romantic relationships is not cleared.

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/AUZIYQGjBU9GnSh7clA-d2gbk8pmuOO6jHwsvx_yoFyKTir0CPJgc2-JukUOVyhV4bzJe7EPMLyiW_hrFscu3Gtmv2h5pjHY-KAsAx1NcsLpDMh6RoMyaz2TmF7XA_ENxDuCH_8rvhOtKpCngEtA4VCuXAO9b6RQB4P4Ryf1_M5xcGRraA==

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_003 untouched

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

The depiction of a wine bottle violates UAE Media Council content standards under Federal Decree-Law No. 55 of 2023, which restricts alcohol depiction in advertising. Alcohol imagery directly breaches societal decency standards in this jurisdiction.

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/AUZIYQEEZF9ldK7dOwrwYmMISwmQCIFNMxe4DkQfQNN5BEI9z1UQQFSSmVX_-d0GnGaRybe4c40CG4y1BS5H1eStZXaMEegNKvg329Rwd9u5nzlkqT8cXlBcA6H-xQ8VSNxY1iJGrIBoD9AKyKJEr-rHrUKeg0oQO4ov1Mfm1NKCw3kbop2QyaHeHzaPxGGWmFxC30gEUN5hOKinp4gBl_VyVn-OcWc0UD7LQ97zxr_B4IMYhyZiBy5yVgKUGp7gyyVxZLBYks=

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

A two-piece bikini violates UAE modesty standards for public media under Federal Decree-Law No. 55 of 2023. Public broadcast advertising strictly restricts revealing swimwear and exposed midriffs.

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/AUZIYQH0sSIRKK8TAaxW4hrYd1I1WYLRdYgTQQ7qFZkpD_Ygiv4YeUvOxQTywQ92NCQXL85PvOMkgg9175HtZA9whEH4-M3--Oo3BIQZRI-Akw_99r1M8ACmnbNEkyzlenxkJO9VvFuhA5kSljx9bO2iJuFhRjUesokLKBW2xBbPAeev4PGJGZkSQg==

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

The bottle presented in a bar setting in front of liquor shelves depicts an alcoholic beverage environment, breaching UAE Media Council content standards under Federal Decree-Law No. 55 of 2023. Promoting alcohol settings in advertising is prohibited.

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/AUZIYQHb34cWuy_207D_oKJRqn6WM2bsNkD1zEDdYZeD1WLjzWJDN5FILWh4hbeli0VxTv8c3_pfnXx5dTD0S7ecDNJVqcPd06ZEC5uu7O0mEneQAXz8QtJf1OkKqIKqjCmFdtXWYcK9lrPJo40PoxDiYoqR-FFwCaYbyG8Q3gFpBrytS-Qcug5iHaHGS_sf_wzeLde3-ltW-bcBCDDX2AqhGIFNANvbff2NkYKqhfjJX7OEYVC3C59smpUJK524vYSDRObAbett

AE-ALC-01 · legal · severity 82 · 00:30.8 to 00:31.3 · open

The bottle situated in front of liquor shelves depicts an alcoholic product setting, violating UAE Media Council content standards under Federal Decree-Law No. 55 of 2023. Advertising cannot depict alcohol displays.

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/AUZIYQEFZZ8t8U5wbzd4sal34x7RQ8cUqxMoYkZsdWnUjAa6iPqZE1pKT0BVAV92UWfLbJ9Zou7nhKKjGXO7hqFhajRifVT0QF9FR9L0hLYccGVBeU0_8tAJZ75n7VbMc6ki01UrSTOJEHt5nDcYJl9tXCbtDyuo02bjQR7I-P64_budwQRIN5lbd2saF5HPCOGqemoHe943VL16piJDVxXal_W5yZilpMKJ9FwFsRV2oc8mA4HwhTc8zmHjNY96y4-H5mRnXYd1

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

A chilled green bottle shown on a bar counter depicts an alcoholic drink setting, violating UAE Media Council content standards under Federal Decree-Law No. 55 of 2023. Promoting alcoholic beverages is restricted in the UAE.

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/AUZIYQE0cFhbGX-Du28_TVkbEEQ8VahEoBXglpM5V1aUBVQ-gF_14eUypP_-UTOYg4ZPnhWKpaqApj1BAZD2MtrMhWoh-n8Mo2l0sHzV1ALdLn1qrSKB3hmOSc7etc3oH0sXFUF9LPXOz82urW0TXxhvZ6yJmL1T6iywC40tl9Dfkgil6UFb6tq-PktWJ4pf4EUhFcz17JY7Klv_QEam6ExHqHuB_rL5m5h22yiuUJ2jtNuzMSijPp3NewZizLTDZtVo5mSlb

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

The condensation-covered bottle on a wooden bar counter serves as an alcohol-associated visual, triggering UAE Media Council content standards under Federal Decree-Law No. 55 of 2023. Media standards ban alcohol depiction.

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/AUZIYQHxNZ_9cY_WLVQaHo_rK9cjklgQ4hH77CIQCWI-prqfdqcFd-EYRXb45jUj01CiTVAhnpT6GFSSe8EjK7_9CoAddZ_6NeR3AOT4saC-UDJg1iKBD0X2hDhLqEAlBPlpv0eFyx819xkTaWWC-BitiO95MneKJ1Vu09j-d-NhRbwmhhMT2lj1zURv1P00JFmFTalXJXbRufE0YfH5upvXBnEqnEw89l5v4URQSCPhow==

Verifier. NOT fixed: AE-ALC-01 still fires at 31.92-35.08s after omni; fnd_AE_AE-ALC-01_obs_shot_7_000 back to open

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

A sports bra exposing midriff and back skin violates UAE advertising decency guidelines under Federal Decree-Law No. 55 of 2023. Advertisements must adhere to societal standards requiring modest coverage.

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/AUZIYQF-duOHjef0kVkyhKvF515SAd-FgPeadwxsc-oc4kz5347tb0KD3qlp98FnkGuC7zbCkkN5QJitcxapvdOyuuPWp8iqpUWp6dFhGtktvEbD_fi1izlmXpEpjAw7yxj3ROwwJj9unTnXF_dmp4mPmk92Vr3GqQU-bBWHP

Changed. prop_swap (chg_cc2e3e045310): 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_002 back to open

AE-ALC-01 · legal · severity 82 · 00:42.1 to 00:49.1 · fixed and verified

A beer bottle on the table constitutes an explicit depiction of an alcoholic beverage, breaching UAE Media Council content standards under Federal Decree-Law No. 55 of 2023. Alcohol advertising is banned.

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/AUZIYQHwQpws2vCJhlmgrmo1qP10BEHHDXR_7u7cqeu93go3ODtnUqCJsWTXRRqoFZn7Wc8Zq7BoToEi_7eTMvOw7m0WIOJz4L2aEW5gVtfdR-5VGN0BScfji7CXODUq1cV4p6VMDvclxlVhOn6HaoY8AV1diO5JCWiKRAMsNtuMEJBVfpLrr2RISXmVmJb8RXugSB69Q6qRI0P66PC-BNtjwzpm7k4GmKLo4buJ9pkMMxLANO1mZtS_jq4GBsocc65uf

Changed. carried over from SA (chg_368f791d3cf1): the same seconds SA fixed, spliced into AE's cut: rewrote the span in place with Omni; the footage is the brand's own throughout

Verifier. fixed: AE-ALC-01 no longer fires at 42.08-49.12s after carried over from SA; fnd_AE_AE-ALC-01_obs_shot_9_000 resolved

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

Claiming 'Twice the energy of any other drink' is an explicit comparative superiority claim requiring substantiation under ICC Code Article 5. Without verification, unqualified superiority claims are misleading.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH03Fwxq5jsVLcy5LpM6oYuZeXrOF83_dKiVePs-bug_eo7ltWct9FJoStkAPPVbVbLcsE6l4rzswqXgWj1H0JhzqF3BkrJMBuBcDlaOZHn01HBO8pSj7jNskD9p1S1aUljcZdcWQ2yW9jST8WJUSQynv5M7S_Pim3TSNHvCb7b5Low_HSXNrDKHSiiv=

Verifier. incidentally fixed: GL-MISLEAD-01 no longer fires at 35.08-42.08s; fnd_AE_GL-MISLEAD-01_obs_shot_8_000 resolved without having been the target

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

Claiming the drink provides 'Twice the energy of any other drink' is a health and nutritional claim governed by the ICC Framework for Responsible Food and Beverage Marketing Communications. It requires scientific evidence and regulatory compliance.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHvJdDYHietkVCd0iNMTf-3kfHQ6CAW1USr2xun2cZen1UKQlfSmKgr6ZqdY00dmY4XrPfhWIEml18UTYnikh5VnO1a5sxMu-VFeVltFnQFw9x3Ue1XnqXC2Ik_vSu3psA8bWHOLZqlO5bqHOTRJ0uxo44JUxpk-5nHQKRQ6njSU7Pr8p7z-v0S1sq6M58nWv6m1imb0720WVvrl38vAdS45DL7GO0XdSFGvDvCgqfImCwGjql9YU

Verifier. incidentally fixed: GL-HEALTH-01 no longer fires at 35.08-42.08s; fnd_AE_GL-HEALTH-01_obs_shot_8_001 resolved without having been the target

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

The thumbs-up gesture held toward the camera risks violating local decency standards where it carries an obscene connotation in traditional Middle Eastern culture. Decency guidance discourages prominent thumbs-up gestures.

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/AUZIYQEBicS76tsrshTYP4vBXyCRCpNBDU2olkChC7KpcDZZ0QKqutv7Ykzo5i9DFko_pcs59wS5LJFwfRGqx-_8nMKd7juGGZ_F1BhSLA6Gui_3PlibpMB1zdVXHLRv6k1OrozMb4FwM-NWaQ=

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.