

CLEARANCE CERTIFICATE

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

ASSET	RUN	ISSUED	VERDICT
test_ad.mp4	run_959b162a0f25	2026-09-11 10:48 UTC	CLEARED WITH NOTES

15 finding(s) were raised against this market from 12 resolved rules: 1 still holding clearance, 4 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 VRT beheersovereenkomst strictly forbids any alcohol advertising or alcoholic beverage product placement on public television channels. A bottle of wine constitutes a prohibited alcohol depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH65lbfR3lw4i1MBSuKh7lrqQiBpZPsmFGbhU6aWIQFhHskynjrcBq7vFe2hVogWCvwhXG01_COeZSO2aA5OQojQ5QcmUWps0DZWht6U-dfOBkBrOrYenARE4PEQWiscuvDZ-ol-uok30Ql=

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

The VRT beheersovereenkomst prohibits alcohol advertising and prominent alcohol product display across all VRT broadcasts. Shelves filled with liquor bottles constitute prohibited alcohol imagery.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFqCikczWy1ERSg4wKIJbSRBM6-63XLfulekvJnYkMcEBx0BpPF4Qwc8m1zntDi_GqShxQF6slJcHY-MmUmTZ4_wkFUSs_uNjhlZzW9jmAlYKE-jTg6inq_-MVPGR0uQ4Wo4sKXK6kBS4e7uyv8usc2SPAYIss0dZBVEscL2-05etMjDH2z2h2aunbaJE=

BE-VRT-ALC-01 · policy · severity 85 · 00:30.8 to 00:31.3 · open

Under the VRT beheersovereenkomst, public broadcaster channels are prohibited from broadcasting alcohol advertising or promotional displays of alcoholic beverages. Shelves filled with alcohol bottles breach this rule.

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

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEcTIEPglqymDqKXOEEdklyMCVneHRPKIIXqND4RKBZyng6VDCILWQxv2sqhloWgCCemGju4AT-uhbKSLUBL3WMMulq8rsjJaC5QZ6d6UspqMGKseIY6JdQ2yiBN5z3Tlop2N5pPuXiOYJrk9K3080oFiDFnGeSPt5bJEfKvLO2ZAH0lj6h0mtuntduwZ1ydLi8=>

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

The VRT beheersovereenkomst prohibits alcohol advertising and prominent displays of alcoholic beverages on VRT television. The illuminated liquor shelves constitute impermissible alcohol presentation.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFeFDQ3zbKgeLQB6wsB-5iCearNRpqTEYyGnQIY9sPkegjz2wZjE_v0sYJ2OyLwt0xGjwZsUHHJowJkSJS5OWPGjV8nguXDpv_rINv1Rq37c9uklaGElo24KkAshShYAsYIAPlaLEd-nN_DWvRt_hslg6Xs

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

The VRT beheersovereenkomst prohibits alcohol advertising and the display of alcoholic products on Flemish public television. The illuminated liquor shelves breach this restriction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEzoVOP5frOXTdW7D9-YSf6laS3_5nflGtVJnULfLtMx68gkcjGRdolkNMy7IH2iJ5-cmJ4ESaLRNu5NTCn4Q-2f-4YUyggEixa-mnXmVlbwQbDYBSKfaYMT9iGTVusB1tBj1FQY45FXzqkAR01-eorLLpgg7ND8Jqi9IA-Oxh-_obUuTAEsQZY6i-_arnakkaW5R0zzLBr3-RNXJifoKbIOJSkSNvIH1pGESJLq0JN97kDA==

BE-VRT-ALC-01 · policy · severity 85 · 00:42.1 to 00:49.1 · fixed and verified

The VRT beheersovereenkomst strictly forbids any alcohol advertising or alcoholic beverage product display on Flemish public television. The green glass beer bottle breaches this restriction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHY-zWLOxQ6ljuV38FTzLqTmLXiWdzfF_UuyM-ISgXto-Xpx8Zv4vWxDZ7bCeLmzmt1N3EVGfGfSrlx45gMMrrPsdmj-ekIfO0QREmUszlezGmAv017DKJDsB_3oEE24gF7G8vMA2nsgQi9xOIeyF-LzbgX

Verifier. incidentally fixed: BE-VRT-ALC-01 no longer fires at 42.08-49.12s; frnd_BE-VRT_BE-VRT-ALC-01_obs_shot_9_000 resolved without having been the target

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

Displaying an alcoholic beverage in commercial communication requires the mandatory health warning under the Covenant inzake reclame voor en marketing van alcoholhoudende dranken. The commercial lacks the required responsible consumption message.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQENg1zDV5tG3U7bsDHeyKEXHom-kdHEGxZ-IXd7JlZoZsC4W4JqIGCQt0l7W1EeZO2jT391ntqP058WfqQezdUA7IVGexf2LDHtbXjWq3exkblZhGZxrPLNwSpvys6Esuxbm8Up56_FLaBu7vcv0jyld2PCu_2gxcd-VEsDoR-9Q==

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

Featuring extensive shelves of alcohol bottles in commercial content without the mandatory responsible-consumption message breaches the Covenant inzake reclame voor en marketing van alcoholhoudende dranken. Alcohol imagery requires statutory disclaimers.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH8HmEbKZbFkPyqfYs-1E-3hHrp7lMXbUzVrA6v4orQNw1c8YiWcRbZ403e5M0qkckIBR-HxvJTg3uijQrv-kjdwolf5sqbPQuNRbkUhsDLYRNOElfchWUqMv4FCgN4Qml9tM0buxKLBvMIFUgDi15_gUUp-exOICtedMz-r8Wm0=

BE-ALC-01 · policy · severity 75 · 00:30.8 to 00:31.3 · open

Displaying visible alcohol stock in a commercial communication without the statutory moderation slogan breaches the Covenant inzake reclame voor en marketing van alcoholhoudende dranken. Alcohol depictions require legal disclaimers.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGdZMHQW21nO1lhlPyXpToc33TQP2uvRGLAcFOGh76xxStyYTIV6b5el6StwKoMCSp950fcND1W6DhAHyvdP-A3k6l6PcPVLmWlc9rrLCi2plxT_mMQ2VBpdAVjtIEHpqHLFHxTc-Kn5yCQsxu5ZQmzhci-cX0=

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

Commercial communication featuring prominent liquor bottle displays must include the legal warning message under the Covenant inzake reclame voor en marketing van alcoholhoudende dranken. This warning is missing.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGVZ_Is2YtGwIJOYxxGiREhnPKImf0W7kpRQNCsh6EST_zm4GE2WmqA6rUOAQcsTQhNrcJEwHIDx603loQhDy4Tp-e_P9SyU8ZfDnwKo49Ds0V7eWYz4v-sBBax-3-W0l6cGraHL_ixLiDd4jERGzhlg-cd-c-drtWH2p20R8GmQ==

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

Depicting liquor stock in commercial communication requires the mandatory responsible-drinking slogan according to the Covenant inzake reclame voor en marketing van alcoholhoudende dranken. The commercial omits this disclaimer.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGH7xtZJllhvjqz-_OJUMc0QFsiT93WeJciONnCN30JDEOG3NBB0EihNVQwyHOFDkq7u8jXSb1jrXgBusMTyBa7qi0D1jqy9yWQuCW6LkQAS9JLSCLYsTg3Y_I7kBqgGLGKYC9mkZA5rUztmrx7ZYbijWHhLYxmXbudeL9Bo7aUs=

BE-ALC-01 · policy · severity 75 · 00:42.1 to 00:49.1 · fixed and verified

The commercial depiction of a beer bottle lacks the mandatory health slogan required by the Covenant inzake reclame voor en marketing van alcoholhoudende dranken. Alcohol representations require legal warning copy.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFvRICo83RUdVgtM0KS6vG2i90XekEjw8CtMpio4-HDrUQCFJNqrvqFE6mcasgjQKDAzYE4EVjl1m4hHFYWtFA3IT7CRDlKvYqJyMoHjEpoNAOk1iju8QjHbQ_54oVgTqBOTq8adjhE20D1GN4ErK1mST2vRsfQUHPzrfoEOHtTg==

Changed. carried over from SA (chg_8c13bebd0e7b): the same seconds SA fixed, spliced into BE-VRT's cut: rewrote the span in place with Omni; the footage is the brand's own throughout

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

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

The spoken claim 'Twice the energy of any other drink' is a direct comparative performance superiority claim that requires substantiation under ICC Code art. 5. Without verifiable substantiation or qualification, it is misleading.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGH_Ai1iqcPADwLLcDdK9PtfOBgvfr3nZW1JbeBySMgrGUq7G48Mn_z34icHID_p_IPuxQGMmuZTeKMypqKzYfxEAI2YYb5QStCjVx5bOehIWudriCNMIqxmJC7vCNljkBH9exbWO6o4PzpgAWGqagZI6sTh7LD3SU5d3l7qX64wmb235-2BeHaq8Q_Rpg3

Changed. carried over from FR (chg_ac53c3eeaa09b): the same seconds FR fixed, spliced into BE-VRT's cut: rewrote the span in place with Omni; the footage is the brand's own throughout

Verifier. fixed: GL-MISLEAD-01 no longer fires at 35.08-42.08s after carried over from FR; fnd_BE-VRT_GL-MISLEAD-01_obs_shot_8_000 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' asserts a functional nutrition and energy benefit under the ICC Framework for Responsible Food and Beverage Marketing Communications. Such health and energy claims require sound scientific substantiation.

Basis. ICC Framework for Responsible Food and Beverage Marketing Communications

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFW5xYzE4Jv-ugSYnNrlunEIEHzLLGENe5a4CS4QOSfz3LdkllN4jU_r4d0fq3bvPLP19wafz4vXS7fT79WSNa6npm8ePz42pBxemmMMBwh7veWnphj6JZI58rcSAjid9cQd9L-MYvDmQUd6h5Pz9uELi8uzsD9t89aHozVw58eV_25U5Uq4SolY1y7p-uNWZs5Vmva__LhcrBRyZpbvNxp5nU2LBSql8cWXq3lNEFnZRXXKmifpdCLBhA==

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

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

The Vlaams Mediadecreet requires commercial communication broadcast in Flanders to be provided in Dutch. The English text 'Happiness is one sip away' is untranslated.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEebJjkFUYEr4hldRIhysotlAv7w_NURv6fLuOeTtp2oBWcKwDB8Xn6gE-LBjPWT91HCcDOBWQB9EUKJYGVt2cDckm4_kPnFlzVcxCbifV9k_B4

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.