

CLEARANCE CERTIFICATE

European Union (EU) · European Commission, ERGA

ASSET	RUN	ISSUED	VERDICT
party.mp4	run_a537e0acb28b	2026-09-11 10:47 UTC	NOT CLEARED

2 finding(s) were raised against this market from 6 resolved rules: 2 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 · 00:00.0 to 00:02.3 · open

The shot shows a metal case filled with cigarettes. This constitutes a depiction of tobacco in commercial communications, prohibited under Directive 2010/13/EU (AVMSD) art. 9(1)(d).

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGNXExg6EPM5KHbeGHRTIRRh4fDQXyMLe0f7NVunAKmQz625xhX-mIjLvTOTLx07Sa9_-MVfi8U38KJzkX-xiCVYZ1rgqTuQhd79iWtOIF9NOugvEliupAAAtEK5K4rzXKheBwb87i395ayGOyNkWfyL0BM4qtFe7XGEKloIBK2x40iDI3EuxMmY-5Qs4=

EU-TOB-01 · legal · severity 95 · 00:08.0 to 00:12.2 · open

A man is shown holding a cigarette between his lips. This violates Directive 2010/13/EU (AVMSD) art. 9(1)(d) which strictly forbids depicting tobacco products in audiovisual advertising.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHc-pGQc1Nj4XDw2PIJUduKHpywDkhZ3eo_nUw3S5eUoLq0CZ7XRfZB81j-4n-k3Y_ZINUtDCXuAOUc1pa7Cx_AyAYiC5stJd4-DQJHVVfUAbMFBm_BdJV0NJHtVw39kgN_JVh5jh9gl7GT5zJ4EGU3U5ft0iDCC2c

Changed. prop_swap (chg_2e2e6136e94f): swapped the non-compliant prop for a European Union-appropriate one

Verifier. NOT fixed: EU-TOB-01 still fires at 7.96-12.20s after prop_swap; fnd_EU_EU-TOB-01_obs_shot_2_000 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.