

CLEARANCE CERTIFICATE

Belgium (BE) · JEP, VRM, CSA

ASSET	RUN	ISSUED	VERDICT
Cigars_in_cartoons_-_part_1_of_3.mp4	run_b2021b183715	2026-09-11 10:48 UTC	NOT CLEARED

41 finding(s) were raised against this market from 10 resolved rules: 41 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 · 00:05.3 to 00:06.2 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits any depiction or promotion of tobacco products in audiovisual commercial communications. The animated skeleton holds a lit, smoking cigar.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFQCfU1qH9uTvqbJVLmCcMoD4AKspN6jKyRxQe6xum5lalZ6wWHYEVhEc0KaXq8ErJX9FESeuf8LIHbyV5CK3hcZqOkww1wRK3L3YyJ8aWHPW4VzwPqexUunTpdID0j6EIQs32WgwwXUoaAmTTkuL9tvide73LR_wx_B2sbr4SwWW4RKmSOY0wssfgg==

EU-TOB-01 · legal · severity 95 · 00:05.3 to 00:06.2 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) bans the depiction and promotion of tobacco products. Smoke emerging from the skeleton's mouth while holding a cigar constitutes tobacco use.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEZ3ZA9NdNa-NGme5aAN6C2QPVIzBAhe3t4uB_8P09Kju8ar9yx9EUhNgRpHEzFcb9AW-4zbouzeCc4H8jChOYBCrftab8hbUR4wSL0NZ4tzEhoPQCOzv8c9nr6ErrzEFBqISH7Dc8t5q3IXzz-NyhuntZ65aPIEHVJxOiEngleojfSF1u5_8UyBexObxvOTTWulzo2g=

EU-TOB-01 · legal · severity 95 · 00:06.2 to 00:06.7 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits the depiction of tobacco products. The animated skeleton is holding a lit, smoking cigar.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEpLEZPmX0HzQ3eOC12X8DFVGGfc0bMFkl9Hg89fE4fwTMFyhjByCZKYdlHo_DAdOH0P26McmBVfL0PJABJtDoDNIWQdSkfsFKcfffjizFiUR5MUdGW019VNkbk4uYAOFninwOV--GQFBPIUYERuG53Gb6zkC-c1UgBg-FDGznGR_mXdr72GWOJF6Zw==

EU-TOB-01 · legal · severity 95 · 00:06.7 to 00:07.7 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits any depiction or promotion of tobacco in commercials. The skeleton is explicitly shown holding and smoking a cigar.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHXLpNaL7zIahhLPsQOTAnUVRc4jYGFqxyh6NKUvLAIFGIOWv8Ki081VEMR4vkRVZNf7piG7bPR6FJ-3T9_Vm4z9IRKzmHWldqJJapixUyfqPT_fsb4Br2txk6qiDbUU1T_PINWA6bXdCRKmr0FZPg

EU-TOB-01 · legal · severity 95 · 00:07.7 to 00:08.5 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) bans all tobacco depiction. A skeleton in a top hat holding a lit cigar to its mouth is a direct tobacco depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQECs_vD1Hnkw1chloBFpi-xDGrrarxfOPWje-xSFkFkc11y5Hr88iMh7syM9qfq72qxZbxT_fn9cTFd2egu26x0fBY4o4lyNiWE2oL3czxFE1j0WTQTy0VfIOy9MVECUvTpRL23fkB95KdCVToATkQMDJWIS-YBIEm5yfuzo2HtofACDyoUnTCJTEQZZgTz2_q3Rle8qA==

EU-TOB-01 · legal · severity 95 · 00:08.5 to 00:09.1 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. The animated skeleton holds a lit cigar.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQG72MOFz6ylleULQw0yTtvY1y2WeVlaNI30qaSu_4L5dHVvjafHroWM4sXflv2l67y1yp4m2fpCqOntaud6E59O2tOBP8__s_rmTU1DryjikA667_braoEkssRs1Fr9BUPvyKpLxZjREeM4DuZFj3MwsgDN3tQ

EU-TOB-01 · legal · severity 95 · 00:08.5 to 00:09.1 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depictions. Smoke emanating from the mouth of a skeleton holding a cigar represents tobacco consumption.

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

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGgonU-i0G68vc4IXwL5YZBvDMxtWrHPFI0km8lvASpfgaCbiJirwdV9VUFc98bppARdrRIMRCe3Uu0TLkqmFZR05rqscbyZ5yMFVcmLFsukPjsN0Fq-f62Uv27RgLKcshO0qKSkVC-953Qo9DSciRx9wm3M5E1e0FPdVwXUkzGStGfmiR2YKgQQthCVw==>

EU-TOB-01 · legal · severity 95 · 00:09.1 to 00:10.0 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depiction. The skeleton is holding a lit cigar emitting smoke.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGrEkaocXGmolQIT6U2JjQkOwuCQDgkVXIYy1Byh8JLW-AtqPmPn8L3MGMrYX8SmUQCmrBjRa6dFrvQfrWHC4a95_R9au-BvvawbebN4V31WC89LqJ5WZZ4MqueTpu2tQI5f5XYcYTTbHsPi

EU-TOB-01 · legal · severity 95 · 00:10.0 to 00:11.1 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) bans any depiction of tobacco products. The character is shown with a smoking cigar in his mouth.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEfU48Uc9pCdkY6LT8Jri6GtALmmYiWCCFVZx24SMaKiGIH6QGbn1fbpOPxtqX7tSwOz8uTuxeZEFvO58P_XHTI6_VpjAqvm4cVi2UhJ2Vs1Ej3ilGulqNXFXJdPg_UUH-LAThMJFUhrfon7MoOsVctW0qOve4I8VbIFSG2a141XvhHFWdLXRsatpX-i762RNEBLIZVYjgm9RAJcJPw==

EU-TOB-01 · legal · severity 95 · 00:10.0 to 00:11.1 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits the depiction of tobacco products. An animated sailor with a smoking pipe is a direct tobacco depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQKEZmC1yr3T9pjf8Ku7pmifsdSaYbSEsZ4YxO29PZZWYRkBWAbfL2vMML7e6MWF890vTUXWQaY8CYb-ZORp0_OLPKiCjhoYKHd-ADm4gHPb1xn1JdR8JJb5iD-HPym3EeYgOBDflxESGD1LsaqhG2D9c0ok-5zMPUC3nhqZiYzRn7EUvJvrvywBOq35amPpDDZ0VhgbnizmJvXKe

EU-TOB-01 · legal · severity 95 · 00:11.1 to 00:12.2 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depiction in commercial communications. The sailor character holds a lit cigar and shields a flame to smoke it.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH_tUsZFJIS2mwZ0qXC8V_vMV-hKb5cKVHZu8x1jelLTteQDE_mnN3dAhubEnRRZhBU2V_Ww7h-zXcFgXkJPanZToNfhmg1_B33S1Sw3_Fy1U9CG5yBcQfeT9LOBUY8utidYaoGirPiHnHDMpU7EtNikijM8hA1PA_j654nIMi

EU-TOB-01 · legal · severity 95 · 00:11.1 to 00:12.2 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depiction in commercial communications. A sailor holding a tobacco smoking pipe in his mouth is a clear depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGvjS73VeR5EQSCHNnDcsY4BlzEZ6ksEloLamFDmsmUqimwpL62ig4c5JnKinFdkWo5Ij2AYxMitQD9uM5cSR_ooEMN6frHVsi2M5qs_cgq-V784Ww-9pudziFXHXKpgn5LGk-RbvG9q0nbyCsigT-E2rO9wy8MwZE4gvaEQdi6RPOU7IH3MAenCtLCFg==

EU-TOB-01 · legal · severity 95 · 00:12.2 to 00:13.1 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits depicting tobacco in commercial communications. The sailor holds a lit cigar in his mouth.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQG-lts-bC7EePnGFGZwqJV-1BILZjp0s3GO-Y63U1b9-nhWljOBWfkgWpESJ8rjNWUiCSRoOrzwnylcQXxLbgRLxmDIS7opfoJPZMp6b4_0hRiGTdivS_aGlljvFYaj3IOsdpbHIHvI_b07D9LOceqRxDWtsWXjMKIGG4wtckf7O2vpo-R3GyBQTdxow==

EU-TOB-01 · legal · severity 95 · 00:12.2 to 00:13.1 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. The animated sailor has a tobacco pipe in his mouth.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGYoWWWnyKXvVsX2Z5VM17FSLlck8HaP17FzQvJpmP-uZFLwLHMK_lKEtbsqRVDXd9NDFqhM9g7_eAUoUnfOPHDakPuyHilbgk2KX1zVqMtbQRQCaYbs1WuyZGcKoMaFz1nEXn8qDLrOmDPRQkK1sctoYG_OJl2lp-gjdfOAfa_XeAWerzmzDsGVdS_dQ==

EU-TOB-01 · legal · severity 95 · 00:12.2 to 00:13.1 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits depicting tobacco consumption. Exhaling a large cloud of smoke from the mouth constitutes tobacco use depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEE459KfUhY6SKES07_WK6Tf44INF6Rj4bmg36m7lWK3f-qPwa78pkjGAlI9m6opmJPDdx58s21DYzcMdxIESNCaR24twELi45miLyJ8U7dII9vckxYfsbpwP9-wYaVDTA2MQRY-iDx30qM6cOQTnoNfttyz2NlKmqG4oaxo45pwlIs7TRMRajayENlw==

EU-TOB-01 · legal · severity 95 · 00:18.9 to 00:20.8 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depiction in commercial communications. A cartoon character holding a cigar or pipe in its mouth depicts tobacco.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFrgxaR1t2j74Y39OU6OfxNWQ6sxPpHuCjwcsZApREYzIEWNf3d72af9ydOYotHCsmC_zGeK6kfXh1su80ubDV_JHcm9j6JWcu_BNawC2R95gDxeX9Mu0rRGlh_UkgX_7rSampMxvJ3MX7Ze1GvgTOOHjLQyj4QzXbZNfZRxaQhfYqWqEho=

Changed. omni (chg_23be9fd6b55f): rewrote the span in place with Omni; the footage is the brand's own throughout

Verifier. NOT fixed: EU-TOB-01 still fires at 18.89-20.75s after omni; fnd_BE_EU-TOB-01_obs_shot_13_001 back to open

EU-TOB-01 · legal · severity 95 · 00:20.8 to 00:26.1 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. Depicting a character holding a large striped cigar in its mouth violates this rule.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQExc4TXysS0Ttp78SM-99JB9qOpSc8ouQc478VcdG_8Fklj-wswRtgGjDnXLkb3xMsZxK5f0dNYoNvPIIvplbqK7g3lt91mDn9hwG9WUfFI3boHO6zhmu7RjGA7W9w2JvITAmHJWYqPqRCISaQ6hVw-_kEUUefl5Qx8V8TAIbpS

EU-TOB-01 · legal · severity 95 · 00:35.8 to 00:37.3 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits any depiction of tobacco products. The character holding a thick cigar in his mouth directly violates this ban.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFrplaWLTLOjYXYKyC3ovkKA9vw5zy05sGhtj_NY2WqR6435aw63NQoCv38BLBACGR-YoehPupYGdLEbgHOyOQrVzIO514rrwa_97JWS8JK0ZBhqGqzVe2tgSObgrF8tojAjl23MryOFqiMBG505ix0mbesCo6V0fCvmZ9ZGiSh8zAPzD2o8Wlqycq0Brbd1VIRfeS8bAr5MwOv2TvSNRlwqMRQ-S90XlZdkACykK19lo9u-BUCvA==

EU-TOB-01 · legal · severity 95 · 00:40.1 to 00:41.2 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depictions. Smoking a pipe with billowing dark smoke is a direct tobacco depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHJpkxBDFxx8jU_RkJ3ja4kfilA9_YO2d4OMLU21FqqawMsUfvPlkZIRCL6DJTRedSR0kk4Rwev_4oPNCQrbNDI_B2YKOLdJTDp1j519ClK_1u1PLBAUn0QybQMdFGFXastl2lfh7RLStzc-id-w7CFC5yeAEMaSYGvQhKXWfTgZ2l_59DH08lZqCi

EU-TOB-01 · legal · severity 95 · 00:41.7 to 00:42.2 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. An anthropomorphic character smoking a pipe directly depicts tobacco use.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGia2yHqr65YQmnnftRTZPLXdPtHB63BM5SisqdDRQr4FVfM_VosGkfl-1QseJjyTmBPHcXM9ARhKIlzU4wcFDcxmLVwjZU3CPBLBKz_ryii3M22chb7yYsGC_0JFI4bN88Hl1RLTza2-TPyuG_63w_qTXcYgreIRs-ogIjggRZU3G-_llw-jlcMEHQUN_hXqYKiHW84=

EU-TOB-01 · legal · severity 95 · 00:42.2 to 00:43.6 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits any depiction or promotion of tobacco products. Holding cigars beside stacks of cigar boxes constitutes extensive tobacco depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGO7E6UBII3qi_pNoLpzOJlDaqNtujTgZqlcz5sVZpHFrsd5lzTEwdao_sRottyqHCRRnAM_G_q05Gi8m05C_RBFdaW1ndS2ep-W3Kp76n1fyKvCvUYU0iR0xyUgcdEtc0dyAdSxUnz6gmCazzGOnXMM_iSAfC3NqG2MQ5LI Gv4loAt8Tvo1lcq46W0TZ

EU-TOB-01 · legal · severity 95 · 00:42.2 to 00:43.6 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depiction in commercial communications. Piled stacks of cigar boxes are depictions of tobacco packaging.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH2GYsakg_ztjmnNZgE08JhXwnrHgg-q3hxohadAwlr38tY_mNhnNQdn6l-cAkD4M_Vw0tGyu2D5p8XATDKr_-KMLhG89uzPFxrO5GEllaqC3lky10kuMro00Hp9dGSpizjrsSoXaUZXG3S0Y6E

EU-TOB-01 · legal · severity 95 · 00:42.2 to 00:43.6 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits depiction and promotion of tobacco. Cigars with bands tumbling toward the viewer is a direct promotional depiction of tobacco products.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHKGKWOirBNiEFK1_r387eyG5ze7mUc6FAp15e_c3hwQEK1xdhPoaG0pHwyyXgKDWUTfHiGNhg5nmCOV-RLNDj3lrUkI9PArgvhSv2wBqjCcvtR8Way4aes8EUrvTNuCCodZ-b8tFixoZ3L9gSU8YwHAK93sLL6FymWIFGTdQLYFGEIWFt8eA==

EU-TOB-01 · legal · severity 95 · 00:43.6 to 00:44.4 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. An animated duck holding a lit smoking cigar in its beak violates this ban.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH1Wf6Qr4f7d4639djlz8_J2Nkb0g1XeYkmHISD79ZZvPOOZodB761hHzjeNtxgdy-8fCcrLHo0x3jGSTBwVfjVpM9lv__VHsPvovfgWbfeBcDdV3xtfxVGANh-5bGCodeJ1RdbPT6L2M_vs1RpubN3Sd7jn8puC-yPtFC0jX6HkaRgB2hPPmvWpg4IN3Qhhi8CZL5dnErDddG8M-0EA==

EU-TOB-01 · legal · severity 95 · 00:43.6 to 00:44.4 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits depicting tobacco products. An animated duck walking while holding a lit cigar emitting smoke plumes depicts tobacco use.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFuiqrMaaDUnxJo8VJ5QrINz9x0Tuvi_KSc4HRV75LaFv5z24DOqKAd8s5VnjmbV4PS9UdCRfyxFohWj0w-QnMIMR-PsoM8fXkMhN0GmR3z8lmp9VzB5Mu6a3Qlkg3_RaqlrW7JDFKiOMEQ==

EU-TOB-01 · legal · severity 95 · 00:44.4 to 00:46.1 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. An animated duck holding a lit, smoking cigar in its beak violates this rule.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQE9_kNugsiOXkBYXvyLgA84B4789rdMxBSX3x9vbFjLkHd4NpusAGky5GEaA676BEys-5_H6xjaqJCYKdRIBUO2z_JFXC8Msm-QQRwNNp47Lapx88tN7z4Y_Lvzp5UuUgtX0zfgGBfrWz7jAcqHm7YIYnOF_Cz3lhhQc7cdZNSaXfPbRLngEAX9E-85adW6jX4Zu4pFgQs4nsGhjBPwA==

EU-TOB-01 · legal · severity 95 · 00:46.1 to 00:46.9 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depiction. Holding an ignited cigar or cigarillo upright is a direct tobacco depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEiRw_HzoGGkBFk_LzAsEFYFTInAVK3cN_INvgbo9NIDf7_3OUBkcgKZlVSZvJCvNpNhBuMSFBnWfj1fiULs-P2HqzhvLfO-9MpWlaNFilz0v0pGzW-8lFJok6f9tUCWTq_aE1rl6CPWkiA41Rt

EU-TOB-01 · legal · severity 95 · 00:46.1 to 00:46.9 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depictions. Smoke puffs emerging near the duck's face after puffing depict tobacco smoking.

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

<https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFLbVontJ8NGy7rWi5TRjzISmQdK-TRUW8kY0vPSV2jJdHR705VLPhwLRxgUX2xTZIX3ccGkcMiHdHXHgutOXUXja85GFjmlI2bQhfrGfBGOWaOZf620QazTXlflpgj20cbxXROss9TF4Bb0tk=>

EU-TOB-01 · legal · severity 95 · 00:46.9 to 00:47.5 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. Holding a lit cigar with ash at the tip directly depicts a tobacco product.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFSDZCKudxsP-oT-m6FcaMlbBMKlJtVtYCFRzDMOL79d5rYXSZXBPoFpJUifMtcSTPsbJnU1QS5JRLTH2sbC5Z_Isuo0Us1K1VzhS0YhoAj53NSy5_MaOpFcaAva_Lhd-qnuZbcyCthsltcveMKiZdKbSm7EsLQFv_MpJR44oEbcDBvrMIP-w9tY_Zr4Q==

EU-TOB-01 · legal · severity 95 · 00:47.5 to 00:48.3 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) bans any depiction of tobacco products. A duck holding a cigar toward its beak is a depiction of tobacco use.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGSfabn7-oTD0GSOO06i3XNFvIMj1kbwbHRGcv7KQxGlw25ExsQCuAOI_ExH5cvllegyrwqKZpVUn0EuVJc1y8WRTKu7kkSRuDNpCOuFsLvsVIB_v2GiLUwu7J3aVbheelJ3nZ6UyGa70bygz2SG9m6vHX9cRntt0lZq5L5ldbDnjIFbEuDcuXTsEOZA==

EU-TOB-01 · legal · severity 95 · 00:48.3 to 00:51.7 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. An animated character holding a brown cigar with an ash tip violates this ban.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFZYsKVeB-NKRuhPGGPJBL-fc4xmJTnQxIk0aINAKeQ_kVVluGY8ezXW2vXt1c6JRjQVOdLsmyyBW9LBgtUTgs3GQsHlth38XVDMsnFFITly0Dw2H4CoLZvFCYVw5m2C_1ezlg8SwM_8w8rrDy7Qidv1GcmRiKL0liNJLbS0pd8DF7Y6q0vR-_30OV

Changed. omni (chg_a9cd7b42eee5): rewrote the span in place with Omni; the footage is the brand's own throughout

Verifier. NOT fixed: EU-TOB-01 still fires at 48.28-51.65s after omni; fnd_BE_EU-TOB-01_obs_shot_33_000 back to open

EU-TOB-01 · legal · severity 95 · 00:51.7 to 00:58.0 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depiction in commercial communications. An anthropomorphic character holding a lit cigar producing smoke is a direct depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEOpAw3gaLa3_W-y2SNI7bByg0yvj5T5BIEAeOCbF_J3zGXRdXMihCxOBK8oTZ1YVkcHeTWyzY5fNSzYZpczsbXtloark7QakiAPcdk4XUv2-y9ufX-PoMXwx7Bc2Mwshd74IFzwKlQp-XnWDEwtC1YW1ZDhF2vVLVOg1WYKueUYhb9-TwwqKSY48Kv_lxjzIMlp1IF7IVTBCblgoYw2JumNhg0zMChINwEPOMHBRdho1oN0M=

EU-TOB-01 · legal · severity 95 · 00:58.0 to 01:00.2 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. An animated character holding a large brown cigar with a band is a direct tobacco depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFYQnQnW1eNH6dLEX_XCsBnbGMNVA8U79YJ6r6RvIQw2B8cr379olv2l8svC2rGxlnrmYw1qJdJEKSkzBofTXCMBYkioiJ_vBJMQu6__E2KICS0LGWZka3dVh-Eqq7WqXYErGQrrGDZt-naPNIsIf7hwt4w3Fy1F4PrI3D9PLQXklmgR05mhf-48esw==

EU-TOB-01 · legal · severity 95 · 01:00.2 to 01:01.4 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) bans any depiction of tobacco products. An animated cat holding a lit match to a cigar in its mouth depicts lighting tobacco.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFHi6uE06tQCMs5ShlgKEapbzTas7eVHs-E0UD505M4esE3nl2_YwLEk7vxjJp7HZUzgZJuyJEQG0imN_gQbuv1y4m8WpR7hbMMjHuAM3tSwC8qxObtbrbULpFrZCkbeWkZvO_s_uUhFX9hJUmeDJl8o1oIXpnF6xmV_gRoA8YS1SAILotC1fSdJHQY

EU-TOB-01 · legal · severity 95 · 01:00.2 to 01:01.4 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. Smoke rising from a lit cigar as a cat smokes it is a direct depiction of tobacco consumption.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQE-9O3B7xI5-sARAFnQW_cArXXqFlqWI_V0oYw0zXS8dG-5ajhGVnCsSBQlwiYKbp5lf-vSOTdgXFF6grl3NhpSOJnPg66504l6TLFrKjzu2RCx7FaRBFGSX8jeT5zJA4G_Q==

EU-TOB-01 · legal · severity 95 · 01:01.4 to 01:02.6 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) bans depiction of tobacco in commercial communications. An animated cat holding a lit match to a cigar in its mouth is a direct tobacco depiction.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGF1URK9zP5eE8FUxyr5rDWwSZq4r8MKrXO-FHkcF3E4fUrwj7MfeNz4O6b5myAWdy0Iod_VPbvtDwhsUnyP86a4SRzE6EA7f54Vs7iv8ignofF0WQ7dS5eCKyQqGhwOzV-btKjEBROCutDe

EU-TOB-01 · legal · severity 95 · 01:01.4 to 01:02.6 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits tobacco depiction in commercial communications. Billowing smoke from lighting a cigar directly portrays tobacco use.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHQRJ1v1zHwylBtUu1SOfpmlsMKVIFkP1p9YFU-4-6OgxTol0M3jLg_ISSOcBiq2E3i6JybLcVdVJ3Pv1wY98rTX2oGNroly8nuh6Bm4C6yOCJLUITgDjeif-OzM_iz_ZOVRbugNKXRBL1yHlacXabNUy7YDyJHKQ3hLfY-a9-PA-DORFhDwjCjxl1w==

EU-TOB-01 · legal · severity 95 · 01:06.8 to 01:07.8 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits depiction of tobacco products or e-cigarettes. Blowing a plume of smoke or vapor into another person's face depicts smoking/vaping.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFI__9dySDygoAyFAQDsGB_EDK7pPZbQuQN5HTBrA2fPp6EQ_OeMzdciHpQaYCIDBnc-eKP1x3O5w078KzeFQJz-KYldeigN3UsF2cpZtZUMd_Owo9ldxtUSWo0leDzVuTl2kphx7Dlu0lZrmbadmSE_-tXcTWTb5YayWM9MR-myDwCv_d_-fUpwb5cYjVKNWnh-K_uIXGbIHDCgci7iw==

EU-TOB-01 · legal · severity 95 · 01:07.8 to 01:09.4 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) strictly prohibits tobacco depiction in commercial communications. An animated character holding a lit cigar directly portrays a tobacco product.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFSfT4k3NY1w5thL2Z-ONEx6nzx4VXVPtAVSaDjtHzOww1EO9NpCsyfNFoxX3xdgOL8XzvGKCZvcHZpHeamHHuBxdK_2gBXSvdRtnNMZJKQf5XQ7ydO6LRT3_on59daNOGYlxawe4CYLkB58Qgzd5oNK1jJbEd3yZO1pPEQ3hdnKk-EvVjK2Wj1tZaA==

Verifier. still open: EU-TOB-01 continues to fire at 67.83-69.44s; fnd_BE_EU-TOB-01_obs_shot_41_000 untouched

EU-TOB-01 · legal · severity 95 · 01:07.8 to 01:09.4 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) bans depiction of tobacco products. A puff of smoke floating near the character's face associated with smoking depicts tobacco use.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFUNqmOPu56xkVtvp4KxhVWtKhLiCCs2KvVyCxlwL1jo9JmRLrrD0QUE0IZsv7rQAeZ1cXx5HzhAtOAKNNmQM05Mc1XVw6iNOiz4HVK00s3E7I35btI5n3Jeoc0Kacu0nmPeaqigxxfmxEHPyno5QTU_uWBqyXZblmkY-iWxfOEGps4gjjVzgsXlr_w==

Verifier. NOT fixed: EU-TOB-01 still fires at 67.83-69.44s after prop_swap; fnd_BE_EU-TOB-01_obs_shot_41_001 back to open

EU-TOB-01 · legal · severity 90 · 00:13.1 to 00:13.8 · open

Directive 2010/13/EU (AVMSD) art. 9(1)(d) prohibits any depiction of tobacco products. A discarded cigarette butt on the floor is a depiction of tobacco.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEuP9QMM_7vTFkKss-uirKTCwDQ4gl1Wu5hIRa8mpiyQbg_3zSK-QJ9RrRjtFJ4p1Cg10dD1xOm98NeNZK5PdTDggZ7YvaNfcp4APgRzvf_MYZ-tJjIEZQtCN7eJiYGRQqga25bsrQwtzRoL6f1mupHqvyDQI72eC3eRQvRTIwSf3Dc4IKPJxABv61sOkBAkaHGswEje9Ggr4ecXguz

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