

CLEARANCE CERTIFICATE

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

ASSET	RUN	ISSUED	VERDICT
Ed_s_Heinz_Ad.mp4	run_bf6b4a1145ee	2026-09-12 12:56 UTC	NOT CLEARED

4 finding(s) were raised against this market from 10 resolved rules: 4 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

AE-ALC-01 · legal · severity 82 · 00:06.6 to 00:07.7 · open

Stemmed wine glasses placed on dining tables depict alcohol service ware in an advertising context. This conflicts with UAE Media Council content standards under Federal Decree-Law No. 55 of 2023 restricting 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/AUZIYQGgyMmR8sFLCanbiSfUERVGOgSD0yPGssUK4L4TXnXjvJ4vgzfJp6kjZ8KzliqnMy0yBwDnsCrQ5fgtfvdyLsuWUP8LTWLQ3iGEn8TMQ_QCLMioqwcXcUbgx9C9387hqKEBp8b-n_-Jqv-KSYTH3zkGf1QUEmUV9zJY6sp28PtmXOO4fo-LJxq6RKcQjQqASL6ScCPiaNDqnw93XEXxTuGiJfJcdDUD96QA5pmbRCLNzmPGJplxg12QERQ-Q-VpWc=

AE-ALC-01 · legal · severity 82 · 00:12.2 to 00:16.1 · open

Wine glasses and stemware set on dining tables depict alcohol-associated glassware in commercial media. This violates UAE Media Council content standards under Federal Decree-Law No. 55 of 2023.

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/AUZIYQEDeEazvq0hjmg-cH2IEi9arrW6XZJDA57iakG0t_ae98QPL-pokNEuCI9tSefkAs5TF_JLvqwcFv2IDYvU3rP2IO5C7Trl5dpHtQT53NiFn88MwDbXfmrrw7bYwk4JXP3vBsi0JuN9jfWxAmC8euhbfJ_5svP6K6U4drKAYuSpt8WaUitHuMwaSkqSq14WX8zMXft8LqW6y4L8hHaLhqJc0I3MuZm3x3hsf1LfnbXBMjvZ3VMk-O2mqnvHTXcXihT9fU

AE-ALC-01 · legal · severity 82 · 00:16.1 to 00:18.5 · open

Stemware associated with alcoholic beverages visible in the foreground triggers alcohol advertising restrictions. This breaches UAE Media Council content standards under Federal Decree-Law No. 55 of 2023.

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/AUZIYQGDSP2ExjIOifnOSNn1-jRiqSeHQLImQ-6Z6aeyG_eaces799M4Hbm4caFchRemBJChp8FWJR6oaYD2YHCJ9BsWs-EJbfMR-vuawCpUL5Js2pfOCWRT0eFKW0sL6U8RhVnaoEkfSCzn7DNV_G6y8QoHnUBkd-snW6wbuJlvw8OK35i3pfGwGLk4Pj8P-8kG570jO4HGvVuibGdXIPYHSMRjH45IApiugZNVAJ8IMHqqqglolEjQ-VbxhWLMK-M1dxUFYmp

AE-ALC-01 · legal · severity 82 · 00:48.0 to 00:51.4 · open

Stemmed wine glasses placed on dining tables depict alcohol glassware in an ad. This triggers UAE Media Council content standards under Federal Decree-Law No. 55 of 2023.

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/AUZIYQH4vU22Ixf4JYzEkBWEjPKnfGNVj1rmbQRFDOnc82B_o3FqIDV7SWIYhgeTJeuhfqckdce1-3iCHX9Bsmz4MnGP8UdvkiBpl6ZjMkQm2dl64S6iZSd1FqL-PbRXfxfHNAJy3AAAR1HKVE2-VAdNuYOJx7z7FRXtWGJOg==

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.