

CLEARANCE CERTIFICATE

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

ASSET	RUN	ISSUED	VERDICT
On_the_trail_of_COCO_MA DEMOISELLE.mp4	run_c61fa291681f	2026-09-11 10:47 UTC	NOT CLEARED

2 finding(s) were raised against this market from 10 resolved rules: 1 still holding clearance, 1 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-MOD-01 · legal · severity 82 · 00:00.0 to 00:04.4 · fixed and verified

The off-the-shoulder garment leaves the woman's shoulders and collarbone exposed, violating UAE public decency and modesty guidelines. Federal Decree-Law No. 55 of 2023 mandates that media content must respect public decency and societal values.

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/AUZIYQGQv49zv0nJga8wH4rA-DQ2neczB6g4MALNVs6zSyFHjG5APak5ebiCJWv3_RPo6t3EygnLnFTrWGIT3F94ArB3j1QwyrJP8sSuPdf_sg85mxB4dmyBRkexjOdvYWb7IMIQ3d0UP0=
Verifier. fixed: AE-MOD-01 no longer fires at 0.00-4.44s after bridge; fnd_AE_AE-MOD-01_obs_shot_0_002 resolved

AE-MOD-01 · legal · severity 82 · 00:04.4 to 00:12.0 · open

The lace-trimmed sleeveless top exposes the woman's shoulders and arms, breaching UAE standards on modest dress in advertising. Federal Decree-Law No. 55 of 2023 requires all commercial media to respect public decency and cultural values.

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/AUZIYQFmvs8sc03bc4eOtX-DBUSWTOWW5XaeYgaJksIEHzVv5aDoccoqlvkA9SVtryol8wiD0eoRVmAFKWr-bhwmaoEs3Yyx_PRe91-rsJ383poeJER9LJPS5Y7bE0ZLeouliMYEkrJEuexMzYjJkeRt3kB-KU4EGpD-er
Changed. reframe (chg_b166e13c9177): centre crop for the span, excluding the outer edge of the frame without regenerating any pixels
Verifier. NOT fixed: AE-MOD-01 still fires at 4.44-12.00s after reframe; fnd_AE_AE-MOD-01_obs_shot_1_002 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.