

CLEARANCE CERTIFICATE

European Union (EU) · European Commission, ERGA

ASSET	RUN	ISSUED	VERDICT
8249906-hd_1920_1080_25f ps.mp4	run_d73719bc9ead	2026-09-11 10:47 UTC	NOT CLEARED

3 finding(s) were raised against this market from 6 resolved rules: 1 still holding clearance, 2 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 00:02.0 · fixed and verified

The depiction of a man smoking a lit cigar constitutes tobacco imagery in an audiovisual commercial communication. This directly violates Directive 2010/13/EU (AVMSD) art. 9(1)(d), which strictly prohibits tobacco advertising.

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

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFLavpVv1zFYsRug25AckFitiprg2fS307c5Jaxr-TM7DKKj4MvV5rhS7_d102SjMBaEXj_sKHdKlwlegirAMdSDowud31LxWhKdqpanGcKPaw_BK7wELfNeITBmSrY4oPTt20hXPilQpkbejCAqic7E3BQV8xRFXego7-O7Snyc-5VA=

Changed. omni (chg_c4eb66829392): rewrote the span in place with Omni; the footage is the brand's own throughout

Verifier. fixed: EU-TOB-01 no longer fires at 0.00-2.00s after omni; fnd_EU_EU-TOB-01_obs_shot_0_000 resolved

EU-TOB-01 · legal · severity 95 · 00:02.0 to 00:03.0 · fixed and verified

A man holding and smoking a lit cigar is a direct depiction of tobacco use. This is 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/AUZIYQEz4AtBdSby4eG8V4SBngxYL1jJbhHzrKYaPo8szHoT-BQP746xz6gAVwa9OobXnxfKC7UVk675IB48DO9e8pbjCswGP7Ti335LlyZvFU-551fA3evraNpeccT4HMPacNQhQpVS8odcMqUEnTRqlqa_xTREJaScvHX2Vg==

Changed. omni (chg_4eed20db337e): rewrote the span in place with Omni; the footage is the brand's own throughout

Verifier. fixed: EU-TOB-01 no longer fires at 2.00-2.96s after omni; fnd_EU_EU-TOB-01_obs_shot_2_000 resolved

EU-TOB-01 · legal · severity 95 · 00:03.0 to 00:08.8 · open

A lit cigar held in a person's mouth is an overt depiction of tobacco consumption. This triggers the prohibition in 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/AUZIYQEHQBS2zPGv14ffg4f0-urfW4OTyk9LAeDYFMLI7rVLQPfNQibRexu59tjKNqMRIT6ZnWr_rv2XqeF1VkozREXAYvi8c_TWEn6Aatbrm4WmiID_a2yiAZfL0BN-gkyUYDH4UOOxr6Yt3h0xaCH5_7hwElt-rWfyEY3Rgc-UBMc3YMf3iuSJn0uhErgwoAiULLFQYOHLrkZhTErV8qp

Changed. omni (chg_6d79ed4d59d2): rewrote the span in place with Omni; the footage is the brand's own throughout

Verifier. NOT fixed: EU-TOB-01 still fires at 2.96-8.80s after omni; fnd_EU_EU-TOB-01_obs_shot_3_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.