



NINE'S ADVERTISING CREATIVE ACCEPTANCE POLICY

The purpose of Nine's Creative Acceptance Policy is to act as a general guide for our advertisers on what is and is not acceptable to include in all forms of advertising that run across Nine's digital advertising network (including 9Now advertising, display, short-form video, native advertising and branded content). We require our advertisers to always comply with Nine's Creative Acceptance Policy in addition to all applicable laws regulations and codes that may apply to their advertising.

Nine has full discretion over the advertising it accepts to run on Nine's digital advertising network and we reserve the right to remove any ad or campaign that violates the terms of this policy or for any other reason.

A. General advertising guidelines

1 Advertising must be legal, honest, truthful, accurate, complete and current. It must:

- (a) not be misleading or deceptive or likely to mislead or deceive (whether by inaccuracy, ambiguity, exaggeration, omission or otherwise)
- (b) not make false or misleading claims about the quality, value, price, age or benefit, any associated guarantee or warranty or the Australian origin or content of the advertised product/service
- (c) not make claims (i.e. pricing, discounts and competitive claims) which are not current or cannot be factually supported by the advertiser
- (d) not contain a misrepresentation likely to cause damage to the business or goodwill of a competitor
- (e) not contain false or misleading testimonials

2 Advertising must be decent. It must:

- (a) not portray people or depict material in a manner which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief
- (b) not employ sexual appeal in a way which is exploitative or degrading of any individual or group of people
- (c) not present or portray violence unless it is justifiable in the context of the advertised product/service
- (d) treat sex, sexuality and nudity with sensitivity to the relevant audience
- (e) not imply that the advertised product/service has a benefit to the environment which it does not have
- (f) only use language appropriate in the circumstances (including for the relevant audience and medium) - no strong or obscene language
- (g) not depict material contrary to the prevailing community standards on health and safety
- (h) be in alignment with Nine's PG rating.

3 Advertising must not contain prohibited content in the ad or on the linked/referenced landing page, including:

- (a) no pornography or bestiality
- (b) no excessively violent content
- (c) no content related to racial intolerance or advocacy against any individual, group or organisation
- (d) no profanity (including no deliberately misspelt variations) unless pre-approved by Nine
- (e) no hacking/cracking content
- (f) no illicit or prescription drugs or drug paraphernalia content
- (g) no tobacco or tobacco-related products (e.g. cigarettes, vapes)
- (h) no weapons or ammunition (e.g. firearms, firearm components, fighting knives, stun guns)
- (i) no unauthorised imitation products (e.g. fake Burberry or Louis Vuitton shoes)
- (j) no other content that is illegal to sell, consume or advertise online in Australia (i.e. online casinos, mail-order brides, organs, paid surrogates or ivory items), or which promotes illegal activity or infringes the legal rights of others

4 Advertising must not contain prohibited imagery

- (a) no imagery or branding over which advertiser has no usage rights – documented evidence of IP rights may be requested.
- (b) no pixelated or unclear designs/logos/images
- (c) no imagery that appears to have a functionality but does not (e.g. fake 'close' icons, fake html, drop-down menus, radio buttons)
- (d) no Nine imagery/logos/branding/themes
- (e) no obscene imagery or racy imagery not representative of advertised product/service
- (f) no imagery of celebrities which appear to have the celebrity endorsing a product/service which the celebrity has not formally endorsed
- (g) no flashing imagery

5 Advertising must contain clear branding within the advertisement and on the linked landing page

- (a) advertised product or offer must be clearly identified and promoted in connection with advertiser's brand, logo, or name
- (b) advertisement branding must accurately reflect who is ultimately offering the advertised product/service

6 Advertising must contain proper link-throughs

- (a) advertisements must link through to external legitimate functional websites only (preferably advertiser's website), which the advertising creative claims to link through to and is relevant to its subject matter
- (b) linked sites must open in a new browser
- (c) if advertising special or free offers, linked landing page must also prominently feature those special or free offers
- (d) Any ads running on 9Now may not have the words "click here" or any other call to action requiring a user to click on the ad.

7 Advertising must not be trick to click advertisements and must be distinguishable from programming or editorial content

- (a) advertisements must be clearly distinguishable as advertising, separate from adjacent programming or the page's editorial content and with a different background, and not imitate the look and feel or functionality of the Nine websites and apps - if an advertisement has no borders, insert the word 'advertisement'
- (b) not pretend to be a system or site warning
- (c) not mimic or resemble Windows, Mac, Unix, or Chrome OS dialogue boxes, error message, etc.
- (d) Look like Nine brand/property/program including (but not limited to) 9Now, SMH, The Age, 9News, nine.com.au, 9Honey, Nine radio and other digital assets;
- (e) Utilize fake html or images that elicit unexpected behaviours. Examples of these include but are not limited to: Static images of: drop down menus, text boxes, scroll down menus, radio buttons, etc., that are not fully functional;
- (f) Utilize 'fake' "Close" icons (for example: when you close an ad, it should close it and not trigger 'unexpected' behaviour such as another ad, page, etc.);
- (g) not be for the sole purpose of playing a contest or game or to win prizes (however advertisers can promote competitions on their sites)
- (h) not utilise 'mouse trapping' where users cannot use their 'back' button
- (i) not perform an automatic download or present a download dialog box without user's informed, express consent to download
- (j) can simulate mouse or computer actions within the advertisement, as long as the effects stop after 5 seconds
- (k) can have mock animated features or icons as long as the functionality works or the purpose can be achieved on the landing page

B. Advertising in Regulated Industries

It is the responsibility of Nine's advertisers to comply with all applicable laws, regulations and codes when providing Nine with advertising creative which promotes products/services in regulated industries including (but not limited to):

- Alcoholic beverages
- Gambling/wagering products and services
- Therapeutic goods
- Financial products/services
- Fast food
- Government services and products
- Adult content
- Competitions, sweeps, lotteries and games of chance.

Please note that if you are a gambling/wagering client, Nine does not accept wagering advertising campaigns booked directly through the Nine Ad Manager platform. Please contact Nine's sales team directly on 1800 646 375 to make your booking.

C. Competitor Exclusions

The following advertisers may not appear on Nine digital websites/apps (unless pre-approved by Nine):

- a. Competing Australian broadcasters including but not limited to Seven West Media, SBS, Network Ten/Paramount, ABC, Foxtel.
- b. Competing Publishers including but not limited to Are Media, Yahoo7, Mama Mia, News Corporation, Daily Mail Australia, Guardian Australia
- c. Competing digital streaming services including but not limited to Netflix, Kayo, Binge, Disney+, Streamotion.

Please note that this policy is not intended to be exhaustive nor does it constitute legal advice.

Nine reserves the right to accept or reject advertising creative at its sole discretion and it is the responsibility of the advertiser to ensure that its advertising creative complies with all applicable laws, regulations and codes.

This policy is to be read in conjunction with the detailed advertising specs for all Nine Digital ad products on the media centre (available at <https://www.nineforbrands.com.au/ad-specs/digital/>) and the advertising terms and conditions which attach to all advertising creative displayed on our network (available at <https://www.nineforbrands.com.au/advertising-terms-conditions/>)

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