

# Telstra MPS Advertising Audit Standards

**Rev 3.00**

**3 December 2017**

# Telstra MPS Advertising Audit Standards

## Version History

Revision <sup>1</sup>	Effective Date	Details
1.06	1 June 2012	<p>Audit standards were revised to reflect changes to the Mobile Premium Services Code. Changes included the following:</p> <ul style="list-style-type: none"> <li>Subscription disclosure must be adjacent to the call-to-action or MSISDN-submit field</li> <li>Pricing and subscription disclosure must be adjacent to each other</li> <li>Text in print ads must be at least 6 point</li> <li>Reverse charge billing services must clearly identify the content provider and disclose that data fees might apply</li> </ul> <p>Code references were updated throughout for the majority of infringements.</p>
1.07	5 November 2012	<p>Three new audit standards were added in addition to requirements in the MPS Code:</p> <ul style="list-style-type: none"> <li>Failure to disclose that subscription purchase offers only chance of winning competition or receiving prize;</li> <li>Failure to display subscription disclosure within most prominent competition or prize tagline; and</li> <li>Pricing point size, subscription disclosure point size, or both too small.</li> </ul>
1.08	24 March 2014	<p>Telstra prohibited the use of competition incentives to promote subscription services.</p>
1.09	5 September 2016	<p>The severity of audit standards indicative of consumer risk was increased, including</p> <ul style="list-style-type: none"> <li>Prohibited or unauthorised products or services;</li> <li>Misleading or deceptive advertising or sign-up processes;</li> <li>Inadequate or missing pricing information; and</li> <li>Inadequate or missing unsubscribe information.</li> </ul>
2.00	1 April 2017	<p>The audit standards document was revised to include a cover page and version history, and the style was updated.</p> <p>Glamour content with any rating and adult content with a rating of MA15+ or higher are now prohibited. An audit standard was updated and footnotes added.</p>
3.00	3 December 2017	<p>From 3 December 2017, aggregators and content providers are prohibited from advertising subscription services and from acquiring new subscription customers on the Telstra network.</p> <p>Audit standards regarding subscriptions have been removed or edited, and new infringement "unauthorised subscription service" has been added.</p>

<sup>1</sup> Revisions before the Mobile Premium Services Industry Code (C637:2011) are not included in the version history.

► **Yellow highlights** indicate all changes and additions since the previous revision.

# Telstra MPS Advertising Audit Standards

Programme		
Infringements	Severity	Actions Required
Unauthorised subscription service* <b>Telstra rule</b>	0	<b>Discontinue offer immediately</b>
Unauthorised adult <sup>2</sup> or glamour <sup>3</sup> services* <b>Telstra rule</b>	0	Discontinue offer immediately
Unauthorised charity services* <b>Telstra rule</b>	0	Discontinue offer immediately
Product associated with incentive to <b>purchase*</b> <b>Telstra rule</b>	0	Discontinue product association with incentive to <b>purchase</b>
Offer constitutes a scam* <b>3.1.19</b>	0	Discontinue offer immediately
Offer confusing, misleading, or deceptive with respect to target audience* <b>3.1.2</b>	0	Clarify offer's principal elements in language target audience likely will understand
No age limit for restricted services <b>Telstra rule</b>	1	Disclose that users must be age 18 or older to access restricted services
No product or service disclosure <b>4.1.3; 4.1.4</b>	1	Disclose accurately, above fold in main body of ad, nature of product or service on offer
Product or service disclosure illegible <b>4.1.3; 4.1.4</b>	1	Increase point size, alter colour scheme to improve contrast, or both
Product or service disclosure displayed inside graphic <b>4.1.3; 4.1.4</b>	1	Display product or service disclosure above fold in main body of ad and unobscured by graphic
Product or service disclosure displayed below fold [online @ 1024 x 768] <b>4.1.3; 4.1.4</b>	1	Display product or service disclosure above fold in main body of ad
Product or service disclosure displayed only in summary T&Cs <b>4.1.3; 4.1.4</b>	1	Disclose accurately, above fold in main body of ad, nature of product or service on offer
Disclaimer displayed only in summary T&Cs, disclaimer unlinked to offer by asterisk or other symbol, or both <b>3.1.8</b>	1	Display disclaimer in main body of ad adjacent to associated offer, or link disclaimer clearly to offer by asterisk or other symbol
Disclaimer inconsistent with offer's principal message <b>3.1.9</b>	1	Remove inconsistent disclaimer and conditions it imposes
Message quantity displayed only in summary T&Cs <b>3.1.3</b>	1	Display accurately, above fold in main body of ad, actual message quantity for which customer can expect to be billed per charge period
Unapproved Telstra endorsement or use of Telstra name <b>3.1.21</b>	1	Remove Telstra endorsement or Telstra name
Misrepresentation of product offering <b>3.1.2</b>	2	Display references to product type accurately, consistently, among main body of ad, call-to-action, and summary T&Cs
Misrepresentation of product quantity <b>3.1.2</b>	2	<b>Display only actual product quantity (e.g., 15 ringtones)</b>
Advertising to children <b>3.1.20</b>	2	Discontinue advertisement in any medium or format that targets minors specifically
Insufficient details regarding limited offer <b>3.1.10</b>	2	Disclose clearly limited time period, limited quantity, and limited class of customers, as appropriate
Insufficient details regarding special offer <b>3.1.11</b>	2	Disclose special offer's principal elements, conditions and limitations [e.g., limited time period when discount applies], and start and end dates
Failure to display shortcode for at least 10 uninterrupted seconds [TV] <b>3.1.5</b>	2	Display shortcode for at least 10 uninterrupted seconds in main body of ad
Text point size too small [print] <b>3.1.3</b>	2	Increase point size to at least 6
Unclear product quantity <b>3.1.2</b>	2	Disclose actual product quantity (per credit, if appropriate)
No product quantity <b>3.1.2</b>	2	Disclose product quantity
No product quantity for Telstra customers <b>4.1.3</b>	3	Disclose product quantity for Telstra customers

\*Subject to immediate escalation to Telstra

<sup>2</sup> Aggregators and content providers are prohibited from allowing services to display content with a rating of MA15+ or higher.

<sup>3</sup> Glamour content includes, but is not limited to, nudity (full, partial, or obscured); implied sexual activity, including the use of objects; and sexual or suggestive video, audio, poses, language, or graphics. Aggregators and content providers should ensure service names and associated URLs avoid implying that adult or glamour content might be available.

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# Telstra MPS Advertising Audit Standards

Programme <i>continued</i>		
Infringements	Severity	Actions Required
Insufficient details regarding prize draw date 4.1.3	3	Display prize draw date
Offer or elements of offer expired [e.g., competitions, voting services] 3.1.16	3	Remove outdated material

Pricing		
Infringements	Severity	Actions Required
No pricing 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	0	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
No Telstra pricing 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	0	Display Telstra pricing in main body of ad
No pricing (voiceover) [TV, services exceeding \$2.00] Telstra rule	0	Convey pricing in voiceover as well as displaying in video
Pricing illegible 3.1.3; 4.1.4; Telstra rule	0	Increase point size, alter colour scheme to improve contrast, or both
Unclear pricing 3.1.3; 4.1.4	0	Display full and correct pricing in prescribed format: \$XX.XX
Unclear Telstra pricing 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	0	Specify Telstra pricing individually
Conflicting pricing 3.1.3; 4.1.4	0	Display pricing accurately, consistently, in prescribed format throughout ad: \$XX.XX
Use of <i>free</i> , <i>complimentary</i> , or similar term implying product that comes with purchase is without charge 3.1.14	0	Remove <i>free</i> , <i>complimentary</i> , or other such term
Pricing displayed only in summary T&Cs 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
Pricing displayed at improper attitude 3.1.3; 4.1.4	1	Display pricing in same orientation and direction as shortcode or primary purchase mechanism
Complete pricing displayed only in summary T&Cs 3.1.3; 4.1.4	1	Display complete pricing in main body of ad
Pricing displayed within insufficient proximity to call-to-action or MSISDN-submit field 3.1.3; 3.1.4	1	Display pricing within three line breaks of call-to-action or MSISDN-submit field, directly above, below, or to either side, with no intervening text or graphics
Incomplete pricing 3.1.3; 3.2.3	1	Disclose complete MO and MT pricing
Pricing point size too small [print] 3.1.6	1	[shortcode point size is 24 to 48] Increase pricing point size to at least 25% as large as shortcode point size [shortcode point size is larger than 48] Increase pricing point size to at least 12
Pricing point size too small [online and TV] 3.1.5; 3.1.7	1	Increase pricing point size to at least 50% as large as shortcode point size
Pricing display time too brief [TV] 3.1.3; 3.1.5	2	Display pricing for at least 10 uninterrupted seconds or for as long as shortcode is displayed, whichever is longer
Pricing displayed below fold [online @ 1024 x 768] 3.1.3; 3.1.7	2	Display pricing above fold in main body of ad
Telstra pricing displayed only in summary T&Cs 3.1.3; 3.1.5; 3.1.6; 3.1.7; 4.1.4	2	Display Telstra pricing in main body of ad

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T&Cs		
Infringements	Severity	Actions Required
Summary T&Cs illegible 3.1.3; 3.2.3; 4.1.4	1	Increase point size and alter colour scheme to improve contrast
No local-charge or free-call Helpline number 3.1.3; 4.1.7; 6.1.2; 4.1.4	1	Display local-charge or free-call Helpline number
Alphanumeric Helpline number 3.1.3; 4.1.7; 6.1.2; 4.1.4	1	Display local-charge or free-call Helpline number entirely in numerals (no letters)
Failure to display time-accuracy statement [publications with shelf-life of 3 months or more] <b>Telstra rule</b>	2	State that T&Cs were correct on publication as well as publication date; disclose if charges increase during life of promotion
No instructions for opting out of marketing, prompt, or inducement messages 3.1.23	2	Display instructions or link for opting out of marketing, prompt, or inducement messages
Unclear instructions for opting out of marketing, prompt, or inducement messages 3.1.23	2	Articulate instructions clearly or display link labeled clearly for opting out of marketing, prompt, or inducement messages
No account holder authorisation disclosure [under age 18] 3.1.20	2	Disclose clearly that customers under age 18 must have account holder's permission
Failure to identify content provider [reverse charge billing services only] 4.1.4	2	Identify content provider by name
No end date [e.g., competitions and voting services] 4.1.3	3	Display end date
No refund arrangements [e.g., competitions and voting services] 4.1.3	3	Display refund arrangements

Charges and Billing		
Infringements	Severity	Actions Required
No mention that data fees might apply [content downloads and reverse charge billing services only] 4.1.3; 4.1.4	2	Disclose that data fees might apply

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