Ofcom broadcast bulletin

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Introduction

The Communications Act allows for the Codes of the legacy regulators to remain in force until such time as Ofcom has developed its own Codes. Ofcom has consulted on its new draft Code.

The new Code will be published this year.

The Codes and rules currently in force for broadcast content are:

- Advertising and Sponsorship Code (Radio Authority)
- News & Current Affairs Code and Programme Code (Radio Authority)
- Code on Standards (Broadcasting Standards Commission)
- Code on Fairness and Privacy (Broadcasting Standards Commission)
- Programme Code (Independent Television Commission)
- Programme Sponsorship Code (Independent Television Commission)
- Rules on the Amount and Scheduling of Advertising

From time to time adjudications relating to advertising content may appear in the bulletin, in relation either to the application of formal sanctions by Ofcom or to legacy cases.

Copies of the full adjudications for Upheld and Not Upheld Fairness and Privacy cases can be found on the Ofcom website: www.ofcom.org.uk

Standards cases

In Breach

No Hello, Talk2Me, Sing Along

Vectone Bolly, 16:00, 17:00 and 21:00, various dates September/October

Introduction

Vectone Bolly is a free to air, general entertainment channel owned by Vectone Media. It is aimed at south Asian families living in the UK. *No Hello*, *Talk2Me* and *Sing Along* are live programmes which invite viewers to interact by calling the presenter. *No Hello and Talk2Me* are broadcast before the watershed. We received complaints from five viewers about frequent swearing ("fuck", "cunt", "bitch") used by callers to these programmes.

Response

Vectone Bolly said that *Sing Along* was a concept which invited viewers to call in and sing along to their favourite Bollywood songs. However it was not a success and the last programme was broadcast on 20 September. It had not been foreseen that callers would use bad language and so Vectone Bolly had not seen the need to warn viewers of the possibility. It had never been the broadcaster's intention to offend, either deliberately or accidentally, its core audience.

No Hello was created to allow the simplest form of interaction between Vectone Bolly and its viewers. It did not discuss controversial topics and the presenter did not use bad language. Unfortunately a small number of viewers who called in did use bad language, although it was directed at the presenter rather than any third party. Vectone Bolly had now decided to abandon the series.

Talk2Me was intended to engage viewers in debates about topics which affect the day to day lives of British Asians, young and old. Vectone Bolly thought that because of the nature of the target audience, and the responsible way in which the topics were discussed, the programme would be unlikely to attract callers who used bad or abusive language. However there were a minority of callers who rang simply to abuse the presenters. As a result it had moved *Talk2Me* to a post- watershed slot.

In addition, the broadcaster said that it was going to implement a new system which would reject calls from troublesome callers.

Decision

We welcome the steps taken by Vectone Bolly to try to prevent any reoccurrence. It was clear that the programmes had not intended to attract callers who used such language. However the broadcaster should have been aware from the outset of the possibility of callers swearing and taken steps to avoid them being put to air, particularly as two of the series were broadcast during the afternoon.

Under the circumstances and after the repeated swearing by some callers, the broadcaster should have considered installing some form of time delay.

The programmes were in breach of Section 1.5 (Bad Language) of the Programme Code

Introduction

106.8 The Noise (Hull) operated a restricted service licence from 1-28 August 2004. Two listeners complained about offensive content broadcast by the station.

One listener said that offensive language had been used during the breakfast show ("shit", "tits" and "balls"). Another complainant was concerned by a 'mystery noise' competition, broadcast at a time when children were on school holidays. Listeners were asked to guess a noise finally identified as the sound of a "woman spitting after sucking a man's willy".

Response

The Project Director of Regional Radio Limited offered an unreserved apology on behalf of himself, as the licensee, and the presenters concerned. The title of the station should have informed potential listeners that its intention was to appeal to a young modern audience (16-24 year olds) rather than older listeners. The language used reflected the speech of younger people. However he accepted that the words were perhaps better suited to an evening show when younger children would be less likely to listen. The presenters had twice repeated the reference to oral sex in a way that indicated their disbelief at the answer given by a caller to the 'Mystery Noise' competition.

It was not possible for the Project Director to personally audition or listen to every moment of the station's output but he agreed that the broadcast of the items at that time of day was inexcusable and had reprimanded the presenters concerned.

Decision

We agreed that the items were unsuitable for broadcast at that time. Although we agree that the presenters' response to the caller was inappropriate, we question why a competition referring to oral sex was included at a time when children were available to listen. What was also of particular concern was that the station's comments imply that there was no effective compliance policy in place at the station.

Restricted Service Licensees are subject to the same compliance rules as any other licensed service and must comply with the Programme Code. This breach will remain on the broadcaster's file.

The broadcasts were in breach of Section 1.1 (Taste, Decency) of the Programme Code

Broadcast advertising content regulation transferred to the ASA on 1 November 2004. The following adjudication is a legacy case which Ofcom has recently concluded.

Shell Optimax JWT Ltd

Introduction

A television advertisement for Shell Optimax claimed "If you're already using Optimax Unleaded you'll know the difference it can make – the extra power to respond safely just when you need it...but then what else would you expect from the only fuel developed with Ferrari."

A viewer believed the advertisement misleadingly implied that the product worked for all cars when in fact most cars would see very little, if any, performance gain. He referred to an Advertising Standards Authority (ASA) adjudication published in February 2004, which found against the advertiser for implying in non-broadcast advertising that all cars would see a performance benefit from Shell Optimax. The evidence showed that changing to a higher-octane fuel could create a small but variable increase in the power and acceleration in some, but not all, cars. The advertiser had assured the ASA that it would amend future advertising to avoid the implication that the claim applied to all cars. The viewer believed the same claim was being made in the television advertisement.

Response

The advertising agency said that all claims promising performance benefits to all cars had been avoided since the ASA investigation in 2003. It said it had been careful to state the difference the product "can" make and not 'will' make thus making it a possible benefit and not a certainty. The commercial addressed those who already felt a benefit from Optimax Unleaded, which it felt was evident in the voiceover "If you're already using Optimax Unleaded…" The objective of the advertising was to remind existing users to keep using the product. It did not believe the commercial claimed to deliver benefits to all cars. The BACC supported this view.

Decision

We noted the advertiser's assurance that it had changed its advertising claims, but considered that the word "can", used in the context of the claim detailed above, indicated more than a possibility of the product working. Rather, it suggested that the product would work and viewers would see it as an absolute claim. This was endorsed by the statement "...what else would you expect from the only fuel developed with Ferrari." Although the advertisement could be interpreted as addressing existing customers, viewers who did not use the product could understand from the message that Shell Optimax Unleaded makes a difference to existing users and will therefore make a difference for them. We therefore found the advertisement to be in breach of Advertising Standards Code Rules 5.1 (Misleading advertising) and 5.2.2 (Implications of performance beyond those that can be achieved in normal use).

The advertisement must not be shown again in its current form

Notice of Retraction of Recorded Code Breach

In the Advertising Complaints Bulletin 19 published on 27 September 2004, we reported that Bravo TV had breached the Rules on the Amount and Scheduling of Advertising (section 5.1) by inserting an advertisement break mid-scene, during an episode of *Alias*, thereby interrupting the programme continuity.

Bravo TV appealed the decision. The broadcaster's appeal has been upheld since *Alias* is an acquired programme and broadcasters are permitted to follow pre-existing breaks (subject to compliance with the other rules in the Code).

Resolved

Kings of Comedy

E4, 10 October, 14:45

Introduction

This reality series featured stand-up comedians living and entertaining in their own 'comedy club' and competing for viewers' votes. The series was mainly shown in the evening, but E4 ran some live streaming from the 'club' during the afternoon. A viewer complained that the word "cunt" was used in an exchange between two comedians.

Response

E4 said that it apologised for this unfortunate error. Had it been noticed at the time, an apology would have been given on air. The word had been missed by the compliance team in a genuine mistake as the performer concerned was not in shot, the word was spoken softly and had been partly obscured by laughter.

E4 said that it had developed a time-delayed, two-tiered monitoring method for complying such live programmes, and this had become the model used by all broadcasters. E4 said that it had an excellent record and this was an unfortunate but extremely rare lapse. Staff had been reminded of the need to maintain vigilance.

Decision

We agree that such swearing is unacceptable for broadcast at that time of day. However, the word was certainly somewhat muffled and we understand how it came to be overlooked. We are satisfied that the channel has measures in place to enable unsuitable material to be edited out, and accept that this was an individual lapse. In view of E4's response to this matter, we consider the issue resolved.

Complaint resolved

Ofcom correction and apology

In Ofcom's Broadcast Bulletin (No 25) published yesterday (4 January), it was stated in error that the actress and comedienne Janey Godley had uttered the word 'cunt' in the course of a programme in the series *Kings of Comedy*. We wish to correct this immediately. It was not the case. It was not, in fact, Janey Godley who said this but another performer.

We apologise unreservedly to Ms Godley for this genuine mistake, and have published a corrected version of Bulletin No 25.

Joe Ferguson City Beat 96.7 FM (Belfast), 5 October, 22.00

Introduction

A listener complained that the presenter read out a listener's comment from the station's website "in a very camp, lisping voice" and referred to him as a "homo" and a "dick". She thought that this reinforced negative stereotypes of gay people.

Response

City Beat said that the presenter was not homophobic and did not consider being homosexual a reason for ridicule. Nevertheless, it fully accepted how his comments could have been misunderstood. The presenter went out of his way not to discriminate against any group or body and was at all times sensitive to the social diversity of Northern Ireland and to the kind of problems which were often unique to Belfast. The station was anxious to point out that the programme attracted many calls from leading members of gay groups who were grateful that the presenter did not patronise them on the show, as this only served to isolate the gay community further in the public consciousness. City Beat said that it had instructed the presenter not to use expressions that could expose him to similar judgements and conclusions.

Decision

We discussed this issue with both the station, CN Group management (the station's owners) and representatives of Ofcom's Office in Northern Ireland. We welcome City Beat's immediate action and full appreciation of the potential effect of such output. We believe that City Beat has satisfactorily resolved the matter and is aware of the need for future vigilance to avoid any similar occurrence.

Complaint resolved

Not in Breach

The Farm *Five, 26 September – 17 October, 22:00*

Introduction

Five's reality series *The Farm* followed nine celebrities living and working on a farm. Throughout the series the celebrities undertook a variety of tasks, many of which involved working with the animals on the farm. The celebrities were involved in everyday chores such as feeding the animals and mucking out their quarters and, on occasion, they also performed more complex jobs such as injecting animals. The series also featured some of the animals either being sent to slaughter or slaughtered on site.

We received 35 complaints from viewers concerned about the welfare of the animals on the farm. We also received a complaint from the RSPCA and PAWSI (Performing Animals Welfare Standards International). A number of the complaints centred on the use of animals for what they believed were entertainment purposes which the viewers considered demeaning. Others felt that several practices on the series were carried out purely for entertainment purposes and carried a real welfare risk to the animals.

A few of the viewers who contacted us complained that the series did not reflect life on a real farm as it was too 'sanitised'.

Response

Five assured us that the welfare of all the animals was an overriding priority for the broadcaster and the production company. It was determined to ensure that the animals were cared for to the highest possible standards. Five emphasised that the company that supplied the animals was dedicated to operating the highest standard of welfare. All of the farm animals on the programme were already 'in the food chain'. The farm that was used as the location was inspected by a veterinarian from the Department for Environment, Food and Rural Affairs before the series started.

Five also stressed that, before carrying out any task, the celebrities were fully trained by experts specific to each task. Tasks were only performed if the vet, farmer or qualified expert thought the celebrity fully capable to do the tasks without any harm or distress being caused to the animals.

Decision

While we understand that some viewers feel that animals should not be used for entertainment purposes we acknowledge Five's position that a series reflecting life on a working farm also has an educational value.

The welfare of the animals on *The Farm* was overseen by a number of qualified experts including a veterinarian, and a professional farmer. The veterinarian used on the programme was also a Local Veterinary Inspector for DEFRA. In his role as a lecturer in Farm Animal Production medicine, he is also involved in teaching veterinary students.

We are satisfied that the celebrities were supervised by the veterinarian, farmer and consultants throughout the programme and that they were trained prior to carrying out any of the tasks. We also consider that the presence of a qualified expert during the tasks ensured that the welfare of the animals was a priority.

The programmes were not in breach of the Code

Fairness and Privacy cases

Where a complaint is not upheld there is only a note of the outcome. For a copy of the full adjudication, whether the complaint is upheld or not, go to Ofcom's website at www.ofcom.org.uk/bulletins/ or send a stamped addressed envelope to: Ofcom, Riverside House, 2a Southwark Bridge Road, London SE1 9HA.

Upheld

Complaint from Mr John Stevenson

Channel 9 News, Channel 9, 29 January 2004

Ofcom has upheld a complaint by Mr John Stevenson that a report on Channel 9 News was unfair to him.

Mr Stevenson is the Chief Executive of Limavady Borough Council. The news item in question reported on a recent audit appraisal of the Council. During the item, the reporter suggested that the Chief Executive post was likely to be removed if the appraisal was acted upon. Mr Stevenson complained that the report was unfair to him because it suggested his post was likely to be axed. In fact, the local authority had no power to remove the post.

Ofcom concluded that the report did wrongly imply that Mr Stevenson's job was in jeopardy. This was unfair to him.

Unfairness – upheld

Complaint from Mr Bryan Evans

X-Ray, BBC1 Wales, 24 March 2004

Ofcom has upheld part of a complaint by Mr Bryan Evans that an edition of *X-Ray* was unfair to him. However, Ofcom did not uphold his complaint that the programme infringed his privacy without justification.

Mr Evans is a hypnotherapist who claims he can cure cancer through hypnotherapy. Among other things, the programme included secret filming of a consultation with a researcher posing as a potential patient and referred to Mr Evans' suspension from the General Hypnotherapy Register and from the NHS Directory of Complementary and Alternative Practitioners.

Ofcom found that, overall, the item was justified by an overriding public interest in reporting Mr Evans' unsubstantiated claims that he could cure cancer. However, we found that the secretly filmed footage as edited for the programme did not sufficiently reflect some of the reservations and qualifications expressed by Mr Evans' during the consultation, for example regarding the role of conventional medicine and the fact that the theory he was discussing was new to him. It also found that the references to his suspension from the General Hypnotherapy Register and the NHS Directory did not make it clear that both were voluntary and that suspension did not mean Mr

Evans was prevented from continuing to practice. In these two respects, the item was unfair to Mr Evans.

Unfairness in the programme – Upheld in part

Infringement of privacy in the making and broadcast of the programme – not upheld

Other programmes not in breach/out of remit 24 November – 7 December

| Programme | Trans Date | Channel | Category | No. of Complaints |
|-----------------------------------|------------|------------------|----------------------|----------------------|
| 15 Minute Musical | 01/12/2004 | BBC Radio 4 | Language | 1 |
| 2DTV | 06/11/2004 | ITV1 | Offence | 1 |
| A Touch of Frost | 01/10/2004 | ITV1 | Offence | 2 |
| A Touch of Frost | 19/11/2004 | ITV1 | Misleading | 1 |
| Adult Channel | 10/11/2004 | Adult Channel | Sexual Portrayal | 1 |
| Adult Channel | 02/11/2004 | Adult Channel | Offence | 1 |
| | | | Religious | _ |
| Asian Gold | 04/05/2004 | Asian Gold Radio | Offence | 2 |
| At the Races | 15/10/2004 | At the Races | Offence | 1 |
| Bam Bam Breakfast Show | 17/08/2004 | Kiss 100FM | Offence | 1 |
| Ban This Filth | 12/11/2004 | Channel 4 | Offence | 1 |
| Ban This Filth | 09/11/2004 | Channel 4 | Offence | 1 |
| BBC News | 08/10/2004 | BBC1 | Offence | 1 |
| BBC News | 28/09/2004 | BBC1 | Offence | 1 |
| BBC News | 26/11/2004 | BBC1 | Offence | 1 |
| BBC Radio Lancashire | 08/11/2004 | BBC1 | Offence | 1 |
| Billy Connolly's World Tour of NZ | 20/11/2004 | BBC1 | Language | 4 |
| Bloody Murders | 11/06/2004 | ITV1 | Offence | 1 |
| Blue Murder | 20/09/2004 | ITV1 | Offence | 1 |
| Bodies | 10/11/2004 | BBC2 | Sexual Portrayal | 4 |
| Boxing | 21/11/2004 | BBC2 | Offence | 1 |
| Bring it On | 29/11/2004 | BBC1 | Offence | 1 |
| Britain's Streets of Poverty | 22/11/2004 | BBC1 | Offence | 1 |
| BRMB | 15/10/2004 | BRMB Radio | Religious Offence | 1 |
| CD:UK | 27/11/2004 | ITV1 | Offence | 1 |
| Channel 4 News | 18/11/2004 | Channel 4 | Offence | 1 |
| Channel 4 News | 19/12/2002 | Channel 4 | Impartiality | 1 |
| Choice FM | 22/09/2004 | Choice FM | Scheduling | 1 |
| CNN News | 12/11/2004 | CNN | Accuracy | 1 |
| Coronation Street | 17/11/2004 | ITV1 | Sexual Portrayal | 2 |
| Coronation Street | 22/11/2004 | ITV1 | Violence | 2 |
| Coronation Street | 24/11/2004 | ITV1 | Offence | 7 |
| Coronation Street | 30/11/2004 | ITV1 | Religious Offence | 1 |
| Cosmetic Surgery Live | 14/09/2004 | Five | Offence | 1 |
| Crashes That Changed Racing | 22/11/2004 | Five | Offence | 1 |
| dick and dom in da bungalow | 15/11/2004 | BBC1 | Offence | 1 |
| dick and dom in da bungalow | 28/11/2004 | BBC1 | Offence | 1 |
| Dirty War | 25/11/2004 | BBC1 | Misleading | 1 |
| Dispatches | 18/11/2004 | Channel 4 | Offence | 1 |
| Double The Fist | 24/10/2004 | Bravo | Violence | 1 |
| Eastenders | 28/10/2004 | BBC1 | Offence | 1 |
| Eastenders | 31/10/2004 | BBC1 | | 1 |
| Lasienueis | 31/10/2004 | | Language | I |

| Eastenders | 30/11/2004 | BBC1 | Offence | 1 |
|---------------------------------|------------|---------------|--------------|---|
| Emmerdale | 15/09/2004 | ITV1 | Offence | 1 |
| | | | Religious | |
| Emmerdale | 19/11/2004 | ITV1 | Offence | 1 |
| Emmerdale | 22/11/2004 | ITV1 | Offence | 1 |
| Endurance UK | 18/10/2004 | FTN | Offence | 1 |
| | | | Sexual | |
| Everybody Loves Raymond | 06/10/2004 | Channel 4 | Portrayal | 1 |
| Faking It | 24/11/2004 | Channel 4 | Offence | 1 |
| Fifth Gear | 22/11/2004 | Five | Offence | 1 |
| Five Live | 19/11/2004 | Radio 5 Live | Offence | 1 |
| Five News | 22/11/2004 | Five | Offence | 1 |
| Fool Around With My Girlfriend | 20/11/2004 | Channel 4 | Scheduling | 1 |
| Frank Skinner Show | 26/11/2004 | Channel 4 | Offence | 1 |
| French and Saunders | 29/10/2004 | BBC1 | Offence | 3 |
| | | | Religious | |
| French and Saunders | 27/11/2004 | BBC1 | Offence | 1 |
| Esta esta | | | Sexual | 4 |
| Friends | - | Channel 4 | Portrayal | 1 |
| Front Row Movies | - | Front Row | Offence | 1 |
| Full on Food | 10/11/2004 | BBC2 | Offence | 1 |
| Galaxy 102 | - | Galaxy 102 | Offence | 1 |
| Gamesville | 25/11/2004 | Sky One | Offence | 1 |
| Get Lucky TV | 08/10/2004 | Get Lucky | Offence | 1 |
| Get Lucky TV | 10/10/2004 | Get Lucky | Offence | 1 |
| Get Lucky TV | 01/01/2004 | Get Lucky | Offence | 1 |
| Gina Ford's Baby School | 06/12/2004 | BBC3 | Offence | 1 |
| GMTV | 19/11/2004 | ITV1 | Impartiality | 1 |
| Green Wing | 03/09/2004 | Channel 4 | Language | 2 |
| Harry Hill's TV Burp | 23/10/2004 | ITV1 | Accuracy | 1 |
| | | | Religious | _ |
| Have I Got News For You | 27/11/2004 | BBC2 | Offence | 2 |
| Holiday 2005 | 25/10/2004 | BBC1 | Offence | 6 |
| Holiday Swaps | - | ITV1 | Offence | 1 |
| I'm a Celebrity3 | 17/11/2004 | ITV1 | Offence | 1 |
| I'm a Celebrity3 | 23/11/2004 | ITV1 | Offence | 4 |
| I'm a Celebrity3 | 24/11/2004 | ITV1 | Offence | 7 |
| I'm a Celebrity3 | 25/11/2004 | ITV1 | Offence | 3 |
| I'm a Celebrity3 | 26/11/2004 | ITV1 | Offence | 1 |
| I'm a Celebrity3 | 27/11/2004 | ITV1 | Offence | 2 |
| I'm a Celebrity3 | 28/11/2004 | ITV1 | Offence | 3 |
| I'm a Celebrity3 | 29/11/2004 | ITV1 | Offence | 3 |
| I'm a Celebrity3 | 30/11/2004 | ITV1 | Offence | 1 |
| I'm a Celebrity3 | 02/12/2004 | ITV1 | Offence | 2 |
| I'm a Celebrity: Top Ten Trials | 18/11/2004 | ITV2 | Language | 1 |
| | | Isle of Wight | | |
| Isle of Wight Radio | 05/11/2004 | Radio | Offence | 1 |
| ITN News | 13/11/2004 | ITV1 | Offence | 1 |

| ITV News | 22/10/2004 | ITV1 | Offence | 1 |
|--|------------|-------------|----------------------|---|
| ITV News | 08/11/2004 | ITV1 | Accuracy | 1 |
| ITV News | 15/11/2004 | ITV1 | Impartiality | 1 |
| ITV News | 18/11/2004 | ITV1 | Misleading | 1 |
| ITV News | 19/11/2004 | ITV1 | Impartiality | 1 |
| ITV News | 22/11/2004 | ITV1 | Offence | 1 |
| Jonathan Ross | 26/11/2004 | BBC1 | Language | 1 |
| Law and Order | 25/11/2004 | Five | Offence | 1 |
| Little Britain | 03/12/2004 | BBC1 | Offence | 1 |
| London Tonight | 07/07/2004 | ITV1 | Offence | 1 |
| Match of the Day | 17/11/2004 | BBC1 | Offence | 1 |
| | 12/11/2004 | Channel 4 | Offence | 1 |
| Max and Paddy Show Michael Jackson's Mind | 15/11/2004 | Five | Misleading | 1 |
| | | | - · · · · | 2 |
| Ministry of Mayhem | 02/10/2004 | ITV1 | Language Sexual | Ζ |
| Ministry of Mayhem | 20/11/2004 | ITV1 | Portrayal | 1 |
| Monkey Dust | 25/10/2004 | BBC2 | Offence | 1 |
| Most Haunted Live | 31/10/2004 | Living | Offence | 1 |
| | | g | Sexual | - |
| Musicality | 17/11/2004 | Channel 4 | Portrayal | 1 |
| Mutant Mouse | 22/11/2004 | BBC4 | Impartiality | 1 |
| | | | Religious | |
| My Favourite Hymns | 07/11/2004 | ITV1 | Offence | 1 |
| My Uncle Silas | 14/11/2004 | ITV3 | Offence | 1 |
| Never Mind the Buzzcocks | 28/11/2004 | BBC2 | Religious Offence | 1 |
| Never Mind the Buzzcocks | 11/10/2004 | BBC2 | Offence | 1 |
| Newsnight | 23/11/2004 | BBC2 | Impartiality | 1 |
| Newsnight | 22/11/2004 | BBC2 | Impartiality | 1 |
| Newsnight | 30/11/2004 | BBC2 | Offence | 1 |
| Nigel Marven's Piranha Adventure | 12/10/2004 | Five | Violence | 1 |
| No Going Back | 04/11/2004 | Channel 4 | Language | 2 |
| | 04/11/2004 | Channel 4 | Sexual | Ζ |
| One Word | 26/09/2004 | One Word | Portrayal | 1 |
| Parkinson | 02/10/2004 | ITV1 | Language | 1 |
| Pop Quiz | 13/11/2004 | ITV1 | Offence | 1 |
| Popworld | 07/11/2004 | Channel 4 | Offence | 2 |
| Popworld | 28/11/2004 | Channel 4 | Offence | 1 |
| | | | Sexual | |
| Presque Rien | 24/11/2004 | Channel 4 | Portrayal | 1 |
| Property Ladder | - | Channel 4 | Language | 1 |
| QI | 19/11/2004 | BBC2 | Offence | 1 |
| | 40/00/0004 | | Sexual | 4 |
| Radio 1 | 16/09/2004 | BBC Radio 1 | Portrayal | 1 |
| Radio 1 | 15/11/2004 | BBC Radio 1 | Language | 1 |
| Radio 2 | 24/11/2004 | BBC Radio 2 | Offence | 2 |

| Radio Hartlepool | 21/11/2004 | Radio Hartlepool | Offence | 1 |
|------------------------------------|------------|------------------|---------------------|---|
| • | | Radio | | |
| Radio Lincolnshire | - | Lincolnshire | Offence | 1 |
| Ready, Steady, Cook | 29/11/2004 | BBC2 | Innuendo | 1 |
| | | | Sexual | |
| Real Sex | 07/10/2004 | Five | Portrayal | 1 |
| Real Sex | 22/11/2004 | Five | Sexual | 1 |
| | 22/11/2004 | Five BBC1 | Portrayal | 6 |
| Real Story | 22/11/2004 | | Impartiality | |
| Reality TV | 17/11/2004 | Channel 4 | Offence | 1 |
| Richard and Judy | 02/11/2004 | Channel 4 | Offence | 2 |
| Richard and Judy | 03/11/2004 | Channel 4 | Offence | 1 |
| Richard and Judy | 24/11/2004 | Channel 4 | Offence | 1 |
| Richard and Judy | 25/11/2004 | Channel 4 | Scheduling | 1 |
| Richard and Judy | 26/11/2004 | Channel 4 | Offence | 1 |
| Richard and Judy | 30/11/2004 | Channel 4 | Offence | 1 |
| Sangamam | 19/09/2004 | Sangamam | Offence | 1 |
| Sangamam | 17/11/2004 | Sangamam | Offence | 1 |
| Scotland Today News | 22/07/2004 | ITV1 | Offence | 1 |
| Scott Mills Breakfast Show | 16/11/2004 | BBC Radio 1 | Offence | 1 |
| Sex Inspectors | 22/11/2004 | Channel 4 | Offence | 1 |
| | | | Sexual | |
| Sex Traffic | 29/10/2004 | Channel 4 | Portrayal | 1 |
| Sky News | 17/11/2004 | Sky News | Misleading | 1 |
| Sky Sports | 03/11/2004 | Sky Sports 2 | Offence | 1 |
| Sky Travel | 09/11/2004 | Sky Travel | Offence | 1 |
| Smash Hits Poll Winners Party 2004 | 21/11/2004 | Channel 4 | Language | 1 |
| Spooks | 15/11/2004 | BBC1 | Offence | 1 |
| Steel River Blues | 13/10/2004 | ITV1 | Violence | 1 |
| Τ4 | 07/11/2004 | Channel 4 | Scheduling | 1 |
| Τ4 | 06/11/2004 | Channel 4 | Scheduling | 1 |
| | | | Sexual | |
| T4 | 27/11/2004 | Channel 4 | Portrayal | 1 |
| Talksport | 05/10/2004 | Talksport | Offence | 1 |
| Talksport | 03/11/2004 | Talksport | Offence | 1 |
| Talksport | 10/11/2004 | Talksport | Offence | 1 |
| Talksport | 14/11/2004 | Talksport | Offence | 1 |
| Talksport | 19/11/2004 | Talksport | Offence | 1 |
| Teachers | 16/11/2004 | Channel 4 | Language | 1 |
| Teachers | 30/11/2004 | Channel 4 | Offence | 1 |
| Teletext | 16/11/2004 | ITV1 | Impartiality | 1 |
| Freeview | 24/11/2004 | Television X | Sexual Portrayal | 1 |
| The 9/11 Conspiracies | 09/09/2004 | Channel 4 | Accuracy | 1 |
| The Bill | 04/11/2004 | ITV1 | Offence | 1 |
| The Box | 09/10/2004 | The Box | Offence | 1 |
| | 03/10/2004 | | | I |

| | | | Sexual | |
|---------------------------------|-------------|-------------|---------------------|---|
| The Chart | 23/10/2004 | Five | Portrayal | 1 |
| The Great British Spelling Test | 20/10/2004 | ITV1 | Offence | 4 |
| The Haven | 22/11/2004 | Channel 4 | Accuracy | 1 |
| The Long Firm | 07/07/2004 | BBC2 | Offence | 1 |
| The Mummy (Trailer) | 07/11/2004 | ITV1 | Offence | 5 |
| The Now Show | 20/11/2004 | BBC Radio 4 | Language | 1 |
| The Siege | 20/11/2004 | ITV1 | Offence | 1 |
| The Simpsons | 28/10/2004 | Sky One | Offence | 1 |
| The Simpsons | 26/11/2004 | Channel 4 | Language | 1 |
| The Simpsons | 30/11/2004 | Channel 4 | Language | 1 |
| The Smoking Room | 23/11/2004 | BBC2 | Language | 1 |
| | | | Sexual | |
| The Wright Stuff | 23/11/2004 | Five | Portrayal | 1 |
| The X Factor | 20/11/2004 | ITV1 | Offence | 1 |
| The X Factor | 27/11/2004 | ITV1 | Offence | 1 |
| This Morning | 13/10/2004 | ITV1 | Offence | 1 |
| This Morning | 18/11/2004 | ITV1 | Offence | 1 |
| This Morning | 19/11/2004 | ITV1 | Offence | 1 |
| This Morning | 26/11/2004 | ITV1 | Offence | 1 |
| Today with Des & Mel | 16/11/2004 | ITV1 | Offence | 1 |
| Tonight with Trevor McDonald | 22/11/2004 | ITV1 | Accuracy | 1 |
| Top Gear | 21/11/2004 | BBC2 | Offence | 1 |
| Top Gear | 07/11/2004 | BBC2 | Offence | 1 |
| Top of the Pops | 05/11/2004 | BBC 1 | Offence | 1 |
| Trainers, Reggae and the | | | | |
| Olympics | 15/11/2004 | Channel 4 | Violence | 1 |
| Trouble TV | 11/11/2004 | Trouble TV | Sexual Portrayal | 1 |
| UEFA Champions League - Live | 23/11/2004 | ITV1 | Offence | 1 |
| | 20, 11/2004 | | Religious | • |
| Views on News | 22/06/2004 | ARY Digital | Offence | 1 |
| Weakest Link | 29/11/2004 | BBC2 | Offence | 1 |
| Whistleblower | 04/11/2004 | BBC1 | Accuracy | 1 |
| Who Wants to be a Millionaire | 23/11/2004 | ITV1 | Offence | 1 |