[GB] ITC publishes viewers' attitudes about nudity in TV advertisements

IRIS 1996-2:1/22

Marcel Dellebeke
Institute for Information Law (IViR), University of Amsterdam

The attitudes of UK viewers towards nudity in television advertising are explored in a comprehensive research report, published on 2 November 1995 by the Independent Television Commission. The study reveals a range of opinion within the TV audience on what does or does not consitute acceptable levels of nudity in advertising. Yet the researchers found no evidence to support the view that current standards were widely regarded as too liberal, even for those sections of the audience with the strongest reservations in this area. The study confirms that viewers' acceptance of material cannot be based on the degree of nudity alone. The research revealed that a wide range of considerations determined viewer reaction. Amongst them are the tone of execution, the time the advertisement was shown, the environment in which the viewer was watching the advertisement, and the relevance of nudity to the product. (Marcel Dellebeke, Institute for Information Law at the University of Amsterdam)

ITC Report on Nudity in Television Advertising of 2 November 1995.

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026