



21 March 2014

Statement from Seven

Seven welcomes today's decision of the Full Court of the Federal Court of Australia in allowing Seven's appeal regarding a 2010 news story concerning cheap tobacco imports.

Seven had challenged a decision made by the Australian Communications and Media Authority which found that Seven's news story constituted a "tobacco advertisement" in contravention of the Tobacco Advertising Prohibition Act and the terms of Seven's licence.

The decision of the Full Court confirms the freedom of the media to broadcast news stories of public importance such as tobacco related health issues where there is no intention to promote smoking or tobacco products in the broadcast.