
APPENDIX B

CBSC Decision 06/07-0763 MTV Canada re an episode of *MTV Live* ("Self Love")

The Complaint

The CBSC received the following complaint dated February 27, 2007 (via the CRTC):

On the morning of February 27, 2007 at 8:00 am a tv show by the name of Sex Live Show was aired on Channel 52, Rogers Cable, MTV. It was very explicit and offensive. They were discussing "self-love", masturbating etc., and displayed different types of vibrators, etc.

This was on at 8:00 in the morning. We have young children that watch the Family Channel on Channel 51, just one channel away from MTV and we are extremely concerned as to what may happen if they happen to accidentally change the channel and view this type of show.

We would ask that you take whatever actions necessary to ensure that this does not happen again.

I would appreciate your reply together with an explanation as what steps you have taken to mediate this matter.

Your anticipated cooperation is greatly appreciated.

Broadcaster's Response

MTV Canada responded with the following on March 20:

The Canadian Broadcast Standards Council has forwarded your letter regarding *MTV Live* to our attention.

We're sorry that our discussion about masturbation on *MTV Live* offended you. MTV's mission is to champion the art of conversation. *MTV Live* aims to be an innovative and interactive television experience with topics covering the conversational gamut including important social issues, relationships, fashion and celebrity to politics, the environment, technology, entertainment and sex. Through frank, lively and humorous debate, we aim to put the last sexual taboo on the table because, although lots of people do it, not many actually talk about it. The purpose was to spark debate and give all Canadians the opportunity to interact and voice their opinions, which is why the MTV hosts take phone calls, emails and web cams during the show; we welcome your participation, both positive and negative, into the conversation.

MTV is a member in good standing of the Canadian Broadcast Standards Council and follows the Council's guidelines. If you remain dissatisfied with our response to your concerns, please be aware that you may contact the CBSC at complaints@cbsc.ca.

Additional Correspondence

The complainant submitted her Ruling Request on March 23 with the following note:

My main concern with this program is the time of day that it was broadcasted. I wouldn't have as much of a problem with it if it aired at 9 or 10 pm when young children should already be asleep and not watching television. However, I do have a problem with the fact that it aired at 8:00 am. There should be some regulation as to the time of day that programs like this should be allowed to air.