
APPENDIX B

CBSC Decision 05/06-1459 MTV Canada re an episode of *MTV Live* ("Virtual Sex")

The Complaint

The CBSC received the following complaint dated April 19, 2006 (via the CRTC):

They interviewed a creepy middle-aged guy who sold a masturbation device for boys. The interview was by far the most indecent thing I've ever seen on television at any time, anywhere.

At 8:30 am, April 17/06 (Easter Monday) MTV was talking to youth about sex and they featured a creepy middle-aged guy who was selling his \$400.00 masturbation device. It was the creepiest, most distasteful thing I've ever seen on television!! This was cable TV, Easter Monday at 8:30 am!! They asked this "inventor" how it worked and they posted his website ([www.virtualsex ...](http://www.virtualsex...)); it was disgusting! Please review the tapes for yourself; you'll be flabbergasted. I was, and I don't consider myself to be religious or even conservative; this, however, crossed so many lines of decency.

What can MTV say:

"Oh, we just want teens to know what alternatives exist for masturbation."

"Oh, it was funny."

"Oh, we didn't realize that providing a 50-year-old guy who invents sex toys and promotes its use and sales through the internet might be a little creepy!"

Come on!!! If this is allowed, then anything at any time is!

Broadcaster's Response

MTV Canada responded with the following on May 19:

The Canadian Broadcast Standards Council (CBSC) has forwarded to us a copy of correspondence dated April 19, 2006 regarding a segment on *MTV Live*.

The thread on April 12, 2006 for *MTV Live* was "Virtual Sex". Numerous guests were interviewed in studio and via webcam including Eric J. White creator of the virtual sex machine.

We recognize that the topic of virtual sex can be subjective and every television viewer is entitled to his or her opinion and choice. As our flagship program *MTV Live* is intended to be an innovative, interactive television experience that generates healthy debates about a wide range of topics.

Having said that we do regret that this segment on *MTV Live* offended you, please be assured that it is not our intention to offend our audiences. We appreciate that you have taken the time to express your concerns and we hope that you will continue to watch and find entertainment value in some of the other MTV Programs on our schedule.

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 wrote back to the CBSC on May 26:

Hello CBSC:

Below is my response letter to MTV which follows their "apology". I really want you, the CBSC, to view the tape for yourself and remember that I saw it Easter Morning at 8:30 am!

Thank you [Assistant to Sr. Vice-President] and [Sr. Vice-President & General Manager] for responding.

Your generic form letter is what I expected and perhaps we the public simply have to adjust to the "new permissive media" that can pass off anything as "exploring an issue".

I suppose you would like to suggest that, at 8:30 am on Easter Monday, you were doing my kids and me a favour by exposing them to all the virtual sex options that they may find on the internet.

Get real!

I bet you ... yes you, can't watch the clip and think there was nothing wrong with it. If you and your producers think it's fine, please provide warnings and restrictions with all of your programming and keep the porno exploration themes to late in the evening ... if at all. Of course there's a lot of channels and a lot of competition, but just because that's the case, doesn't mean you have to "out-do" the competition by crossing boundries of decency by leaps and bounds.

The media is the new superpower today. Just listen to the parents and the teachers instead of feeding their kids crap. There is some responsibility with this power and I suppose, in the end, all we can do is ask you not to abuse it.