

DECISION

FIRST INSTANCE JURY

Complaint by	XX, consumer
Advertiser	Neo & Bee
Issue	Claim on TV spot
Discussed on	Tuesday 11 March 2014
RESERVE Judgement Issued	Thursday 13 March 2014
FINAL Decision issued	Wednesday 19 March 2014
First Instance Jury	Maria Pissouriou / Gnomi / Cyprus Advertising & Communications Agencies' Association, President Marlen Michael / MTN / Cyprus Advertisers' Association Nektarios Vilanides / ITTL / Cyprus Advertisers' Association Maria Kodjamani / ANT1 / Media Andreas Araouzos / Non-Industry
Present at Meeting	<i>From Neo:</i> Danny Brewster, Chief Executive Officer George Pagageorgiou, Chief Operating Officer Maria Terezopoulou, Marketing Director Socrates Rossides, Head of Legal Department <i>From Telia & Pavla/BBDO:</i> Stelios Anastasiades, Managing Director Anastasia Tsami, Creative Director

Jury Assessment:

1. The jury noted the independent data provided by Neo. It notes that both opinions provided *confirm* the existence of the two instances referred to in its reserve judgement of 13.3.2014. It also notes that the advertiser's argument for "absolute security of transactions" rested entirely on the technology behind the bitcoin protocol and the view that a breach in that protocol is extremely improbable. However, despite the minimal consequences of the two instances referred to and the fact that they were resolved quickly, it is also a



fact that during the relatively brief bitcoin history, there have been at least two instances in which the integrity of the core bitcoin protocol was brought into question.

2. From all the information presented before the jury, the conclusion that flows is that *by design* the bitcoin software facilitates transactions that, once created, cannot be changed or fail, and in order for that to happen, something “arbitrary” and/or “extremely improbable” must occur. As we understand, this quality is the basis of the advertiser’s claim of “absolute security of transactions”. However, given the two instances referred to, it is obvious that at least two unanticipated events did occur.
3. Given the above, the jury considers that the claim of “*absolute security*” in bitcoin transactions has not been proven and is thus in breach of **article 8** of the Code of the Cyprus Advertising Regulation Organization which states that “*Descriptions, claims or illustrations relating to verifiable facts in a marketing communication should be capable of substantiation*”. It should therefore be **amended -in all media and ads- within the timeframes specified in the Committee’s rules (Article 7)**.

Finally, the Committee would like to exercise its right (Article 5, paragraph λ of its rules of operation) to **review any new claim on safety before the latter is aired/published so as to confirm compliance**. The decision on compliance will be taken within two working days of the receipt of the proposed changes.