

## Classification Office Decision

Title of publication: Puni Puni Poemy

Other known title(s): Not stated

OFLC ref: 2100071.000

Medium: DVD

Distributor: AV Channel NZ / Gamewizz Interactive

Director: Shinichi Watanabe

FVLB Applicant: AV Channel NZ / Gamewizz Interactive

Producer: Shigeru Kitayama

Country of origin: Japan

Language: Japanese, English

Applicant: Phoenix Almeida-Amir

<b>Classification:</b>	Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.
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Excisions: No excisions recommended

Descriptive note: Violence, cruelty, sexual violence & content that may disturb

Display conditions: None

Date of entry in Register: 08 June 2021

Date of direction to issue a label: No direction to issue a label has been issued

Date of notice of decision: No notice of decision has been issued

	Components	Running time
Menu:	Episode One! Episode Two! Extras! Languages	
Feature(s):	Part 1: Poemy is in a Bad Mood Part 2: With a Dream Greater Than Earth	30:03 29:41
Timed component(s):	Warning / Madman Entertainment / ADV Films Notices Clean Opening Clean Closing Behind the Scenes Production Sketches Character Art Gallery Chrono Crusade Fist of the North Star Excel Saga Imperfect Collection Neon Genesis Evangelion: The Platinum Edition	0:30  1:44 1:39 12:51 2:43 2:01 1:52 1:25 1:19 1:17
Untimed component(s):	Credits  Commentary	
Total running time:		87:05

#### Summary of reasons for decision:

The DVD 'Puni Puni Poemy' is an absurdist anime, satirising the 'magical girl' genre of anime. It is highly self-referential, breaking the 'fourth wall' to comment on its fictional status throughout.

The DVD was initially classified as objectionable by the Classification Office in 2004 because it tended to promote and support the exploitation of children or young persons for sexual purposes and, to a lesser extent, the use of violence or coercion to compel a person to submit to sexual conduct.

The DVD was also classified as objectionable by the Film and Literature Board of Review in 2005 for the same reasons and also because it tended to promote and support the infliction of extreme violence or extreme cruelty.

On 25 February 2021 the Chief Censor granted leave for a member of the public to submit the DVD for reconsideration of its objectionable classification.

Having reconsidered the content, the Classification Office is of the opinion that a restriction to older teenagers and adults is sufficient to prevent the likelihood of injury to the public good.

Since the DVD was last classified in 2005, anime and manga in all their forms have become extensively available in New Zealand. They are popular and well understood by a cross section of society. The tropes and conventions of the genre are therefore more widely understood which allays the concerns which led to the DVD being classified as objectionable. It is now more likely that the content would

be recognised as salaciously risqué parody.

However, a restriction is still required in order to prevent injury to the public good. The bondage imagery and the ambiguous sexual assault of some of the characters means the DVD is not suitable for children and young teenagers. The trivialisation of assault is likely to harm younger viewers' developing attitudes to consent and sexuality. Adults and older teenagers are likely to have the media literacy to contextualise this content in the anime genre and are therefore less likely to be harmed by viewing it.

Balancing these harms against the right to freedom of expression contained in the New Zealand Bill of Rights Act 1990, 'Puni Puni Poemy' is classified to those aged 16 and over. This is the lowest reasonable limit on that right that can be applied in order to prevent injury to the public good.