

**DETAILS ON THE PROPOSED REQUIREMENTS FOR
OTT CONTENT SERVICES WITH R21 CONTENT**

1. Age verification measures at the point of subscription	
Age verification measures	OTT content services should: (i) implement a reliable age verification mechanism at the point of subscription to ensure that subscribers are at least 21 years old, such as requiring credit card payment (i.e. no gift or store card payment); and (ii) require subscribers to declare their date of birth and that they are at least 21 years old.
Available channels for parent to cancel or transfer access of the account	As an additional safeguard, parents should also be provided with recourse, such as through the OTT content service's customer dispute resolution system, to write in to cancel or transfer access to the account if it has been found that their under-aged child has subscribed to the service without permission.
2. PIN-related requirements for accessing R21 content	
Setting and entering of R21 PIN	R21 content should be locked by default and can only be accessed by entering an R21 PIN. Subscribers should be required to set a customised R21 PIN upon subscription.
PIN re-entry upon timeout	OTT content services should require re-entry of R21 PIN if an R21 title has been paused for more than 30 minutes. OTT content services can provide consumers with the flexibility to reduce the timeout threshold to less than 30 minutes (optional).
Resetting of R21 PIN	OTT content services are required to send a confirmation email or text message to the registered email address or mobile phone number before allowing the subscriber to reset the R21 PIN.
Other PIN re-entry requirements	Once a user has entered the R21 PIN, the user is not required to re-enter the PIN when switching between R21 titles. However, if the user switches from an R21 title to a non-R21 title, the user should be required to re-enter the R21 PIN upon switching back to an R21 title.

3. Age ratings and consumer advice	
Local age ratings	OTT content services should provide local age ratings (i.e. G, PG, PG13, NC16, M18, and R21) for all content.
Consumer advice	For titles rated PG13 and above, consumer advice should accompany the rating, stating the principal content elements which have contributed to the classification (e.g. violence, sex, and nudity).
Content previously classified by MDA	For titles previously classified by MDA, the title must carry MDA's assigned age rating and consumer advice. For content that has not been classified by MDA, OTT content services may self-classify content according to MDA's Film Classification Guidelines.
4. Promotion and marketing of OTT content services and R21 titles	
Trailers of individual R21 titles	Trailers of individual R21 titles should only be accessible to users after the R21 PIN is entered in the OTT content service. Trailers of R21 titles are allowed if they accompany another R21 title, e.g. as a tag-on or pre-roll trailer.
Promotion of R21 OTT content service on free-to-air TV and radio	Promotion of OTT content services offering R21 content and individual R21 titles are not allowed on free-to-air TV and radio.
Promotion of R21 OTT content service on Pay TV linear channels (containing up to M18 content)	Promotion of OTT content services on Pay TV linear channels should be confined to timeslots on channels where M18 content is shown (i.e. 10pm to 6am). Such advertisements can only promote the OTT content service as a whole, and not promote specific R21 titles. However, posters, still images, or excerpts from the R21 titles can be used in the advertisement if the visuals do not exceed PG standards. OTT content services should exercise discretion when advertising services offering R21 content. They should also exercise due caution to not include in the advertisements posters, still images or excerpts of R21 titles which are controversial or contain sensitive content concerns and themes.
Promotion of R21 OTT content service on print and online platforms	Advertisements for OTT content services offering R21 content and individual R21 titles are allowed on print and online provided that the visuals are suitable for general audiences.