

## **GUIDELINES ON PROMOTIONAL MATERIALS FOR FILMS**

1. The advertisement states the classification rating and consumer advice that is assigned to that film under the Act (if any).
2. The advertising poster for any film assigned a classification rating of “R21” is only displayed in exhibition points lawfully permitted to publicly exhibit R21 films.
3. The advertisement must not depict human genitalia or nudity of any kind, including images of persons in titillating attire.
4. The advertisement must not depict any person in a sexually provocative manner or in any other offensive manner.
5. The advertisement must not depict or promote explicit sexual violence or sexual activity involving coercion or in any way associated with violence, including images of bondage.
6. The advertisement must not depict or promote homosexual intimacy, including images of same gender kissing.
7. The advertisement must not depict or promote fetishes or deviant sexual practices, including images of paedophilia, bestiality or necrophilia.
8. The advertisement must not depict explicit acts of cruelty or violence, including gory images of dismemberment, bloody wounds or impaled bodies.
9. The advertisement must not depict ghastly or horrifying images of the supernatural, including frightening images of disfigured or ghostly apparitions.
10. The advertisement must not depict or promote illicit drug use, explicit criminal or antisocial behaviour, including images of the consumption of illicit drugs, triad ceremonies or rituals.
11. The advertisement must not depict or promote any matter or thing likely to cause feelings of enmity, ill-will or hostility between different racial or religious groups in Singapore.
12. The advertisement must not depict ethnic, racial or religious hatred, strife or intolerance, including disrespectful images of religious figures or objects.
13. The advertisement must not contain any matter which denigrates or is offensive to any race or religion in Singapore.

14. The advertisement must not depict or promote any cult or any deviant belief or teaching.
15. The advertisement must not depict any lewd, obscene or offensive act, word or message of any kind.
16. The advertisement must not be displayed in a manner or place likely to cause offence to any section of the public.

### **DEFINITIONS**

“Advertisement”, for a film, means any of the following where used or apparently used to give publicity to the film or to promote (directly or indirectly) the distribution or public exhibition of the film:

- (a) any words, whether written or in an audible message;
- (b) any still picture, sign, symbol or other visual image or representation;
- (c) any combination of 2 or more of those things in paragraph (a) or (b).

#### **Examples**

- (a) A flag, poster, placard, banner, photograph, sketch or signboard about a film.
- (b) An advertisement woven in, impressed on, worked into or annexed to, a container, covering, package, case, box or other thing in or with which a film is distributed.

“Exhibition point” means any place where films are publicly exhibited and includes a cinema multiplex with one or more exhibition halls.