

GUIDELINES ON PROMOTIONAL MATERIALS FOR FILMS AND VIDEOS

1. The advertisement must contain the relevant film classification and consumer advice where available.
2. The advertising poster for any film classified as a “R21” category film must only be displayed in exhibition points lawfully permitted to exhibit “R21” category 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 anyway associated with violence, including images of bondage.
6. The advertisement must not depict or promote homosexual or lesbian 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 anti-social 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

“Advertise”, in relation to a film, includes —

- (a) publicly exhibiting, displaying or supplying any advertising poster relating to the film, using any media (whether print or electronic) other than the broadcast media; or
- (b) distributing or circulating any advertisement relating to the film;

“Advertisement” includes any advertising poster, circular, catalogue or price list;

“Advertising poster” means any poster, placard, video slick, photograph or other printed pictorial matter that is intended for use in the advertising or exhibition of a film to the public and includes a miniature representation or enlarged representation of the whole or part of any such poster;

“Approved person” means any person holding a valid licence granted under section 7 of the Films Act or any other person who has obtained written approval from the Board;

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