



Zalina AB
MALIK/MOE/SINGOV
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To mda_mtvsv_comment@mda.gov.sg
cc
bcc
Subject MDA seeks public views on how Mobile TV should be regulated in Singapore

Hi,

Many Singaporeans own hp nowadays and especially youngsters now. They are the digital age who are multi tasked. Looking at their lifestyles, there is a potential for mobile TV to be in the demand in the future.

We are concerned of the content too. Be it an advertisement or a movie, in order to protect the viewers, especially the young, the content and the way it is presented should be regulated by a censorship committee. Advertisement should be educational too. This will prevent any adverse effects on our youngsters. The general TV censorship rules should be applied to this form of mass media too.

Therefore, we agreed that the same rules that govern existing media should apply to mobile TV as well.

Thanks,
Zalina