

BROADCASTING ACT (CHAPTER 28)

CODE OF PRACTICE FOR DIGITAL DISPLAY PANELS 2020

In exercise of the powers conferred by Section 6 of the Broadcasting Act (Cap. 28) (the “Act”), the Info-communications Media Development Authority hereby issues the following Code:

Title and operative date

1. This Code is called the [Code of Practice for Digital Display Panels 2020] and shall come into effect on (date).

Purpose of this Code

2. Programmes broadcast to Digital Display Panels that are placed in public places can exert a significant influence on the community. This Code specifies obligations that providers of DDP services must comply with, to ensure that programmes broadcast on DDPs placed in public places are suitable for general audience (including young children) and are not against public interest, public order or national harmony, and do not offend good taste and decency.

Application of this Code

3. This Code applies to all persons to whom the class licence applies under the Broadcasting (Class Licence — Broadcasting to Digital Display Panels) Notification 2020 to provide broadcasting services through the operation, on distribution networks, of DDPs located in public places (“Licensees”).

Review of Code

4. IMDA may at any time review this Code pursuant to Section 6 of the Act.

Legal effect of this Code

5. A Licensee is required to comply with this Code, in accordance with Section 13 of the Act. The obligations contained in this Code are in addition to, and do not derogate from, any other obligations contained in the Act, other statutes, or any regulations, directions, licences or Codes of Practice made thereunder. If any provision of this Code is held to be unlawful, all other provisions of this Code shall remain in full force and effect.

Enforcement measures for contravention of Code

6. Under Section 12 of the Act, IMDA may impose financial penalties on, or suspend or cancel the application of the class licence with respect to, the Licensee **if the** Licensee contravenes any provision of this Code. IMDA will consider all relevant factors before deciding on the appropriate enforcement action.

Part 1: Definitions

1. In this Code, unless the context otherwise requires:

- a) “*film*” means a cinematograph film or video recording, a video game, or any other form of recording from which a moving visual image including a computer generated image, can be produced and viewed (together with its soundtrack).
- b) “*free-to-air broadcasting service*” means a licensable broadcasting service made available for reception in not less than 2 dwelling-houses by broadcasting apparatus commonly available to the public without payment of a subscription fee.

Part 2: Obligations under this Code

2.1 Licensees must ensure the programmes broadcast on DDPs are suitable for general audience (including young children), and —

- a) do not contain any prohibited content as described in Part 4 of this Code ;
and
- b) do not contain any impermissible content as defined in Part 3 of this Code except with the prior approval of the IMDA.

The following are examples of programmes allowed to be broadcast on DDPs.

Advertising and Promotion

2.2 Any advertisement that promotes or is designed to publicise any goods (including a film), any brand of product or services, but not any health-related goods or services.

In this paragraph, “*health-related goods or services*” means –

- i. Any health product within the meaning given by the Health Products Act (Cap. 122D);
- ii. Any service relating to the treatment of any ailment, disease, injury, infirmity or condition affecting the human body, the advertising of which is regulated under the Medicines (Advertisement and Sale) Act (Cap. 177) or any other written law; or
- iii. Any tobacco product within the meaning given by the Tobacco (Control of Advertisements and Sale) Act (Cap. 309).

Community or Cultural Programmes

- 2.3 Programmes comprising wholly a documentary record of any community-based cultural activity or event, or of any National Day celebration or rally, State funeral or other public event of national significance.

In this paragraph, “*documentary record*” means a non-fictional record of actual persons, events or situations, and includes a programme the sole or dominant purpose of which is to depict actual, contemporary events, people or situations in an entertaining way or with a heavy emphasis on entertainment value.

Television Programmes

- 2.4 Any local television programme that was broadcast in Singapore on a free-to-air broadcasting service.

Programmes Suitable for Young Children

- 2.5 Programmes consisting wholly of a magic show, a circus performance, or any other show or performance that a reasonable adult will regard as suitable for children below the age of 7 years.

Part 3: Impermissible Content

“Impermissible content” in paragraph 2.1(b) above refers to any of the following:

Race and Religion

- 3.1 Any reference to any religious event or religious teaching or instruction.
- 3.2 Any advertisement made by or on behalf of any religious organisations.

Crime and Anti-Social Behaviour

- 3.3 Any matter directly or indirectly counselling or urging the doing of any offence or unlawful conduct, or providing instruction on the doing of any offence or unlawful conduct.
- 3.4 Any depiction or description of gambling, smoking, alcohol consumption, psychoactive substance abuse or any unlawful conduct.

In this paragraph, “*psychoactive substance*” means any opioid, cannabinoid, sedative, hypnotic, cocaine, other psychostimulant, hallucinogen or volatile solvent, but does not include alcohol, coffee and tobacco.

Sex and Nudity

- 3.5 Any depiction or description of sex, sexual matters or nudity of any kind (including images of persons in revealing or titillating attire).

Coarse Language, Horror and Violence

- 3.6 Any coarse language, any frightening or disturbing sequences, or any depiction or description of acts of torture, cruelty or violence (whether or not sexual) or abhorrent phenomena, whether natural or pertaining to the supernatural.

Chinese Dialect

- 3.7 Any dialogue or commentary (in whole or part) in a Chinese dialect other than Mandarin with the exception of dialect terms where the Mandarin equivalents may not be easily understood or commonly used, such as ‘ang ku kueh and ‘kopi gao’.

Part 4: Prohibited Content

“Prohibited content” in paragraph 2.1(a) above refers to any of the following:

National and Public Interest

- 4.1 Any matter that does or is likely to —
- a. prejudice Singapore’s defence and national security;
 - b. advantage the national security of a foreign country;
 - c. damage friendly political, military or economic relations between Singapore and any other country or countries; or
 - d. encourage enmity, hatred, ill-will or hostility between different groups of people in Singapore so as to endanger the public peace or public order in Singapore.

Race and Religion

- 4.2 Any matter that does or is likely to cause offence to any race or religious group in Singapore.

Political Matter

- 4.3 Any programme that is directed towards a political end in Singapore. To avoid doubt, a programme made by or on behalf of the Government or a statutory authority for the sole purpose of informing or educating people about the services provided by the Government, statutory authority or any part thereof is not a programme directed towards a political end in Singapore.

Refused Classification Films

- 4.4 Refused classification films as defined under section 16 of the Films Act (Cap. 107) must not be broadcast by a Licensee:
- a) Obscene film;
 - b) Party political film;

- c) Prohibited film that is the subject of an order made under section 35(1) of the Films Act;
- d) Film against national security to be classified;
- e) Film contains any material prescribed under section 16(1)(e) of the Films Act.