

In its role as a media regulator, MDA has to continually ensure its policies and initiatives are up-to-date and relevant to the community. To this end, MDA regularly engages multiple stakeholders in the community.

On 21 April 2014, MDA consulted the public on options to facilitate the adoption of Internet parental controls. It looked into increasing awareness and accessibility of the parental control services offered by local Internet Access Service Providers (IASPs). MDA subsequently engaged the MLC, the IASPs, social agencies and the public through meetings, focus group discussions and polls to gather feedback on the recommendations.

## INTERNET PARENTAL CONTROLS - KEY RECOMMENDATIONS



### Subscription Process

IASPs must receive verbal or written requests from subscribers for parental control services.



### Cost

IASPs to provide free basic parental control functionalities with subscription or renewal, with a choice to upgrade at a premium.



### Technical Support

IASPs to activate parental control service immediately upon sign-up and renewal, with installation and assistance provided to existing subscribers.



### Default "Adult Content" Filter

IASPs will filter "Adult Content" by default, and parents may include other categories afterwards.



### Network-Level Filtering

IASPs to provide network-level parental controls to subscribers. However, IASPs may offer device-level filtering at their own discretion.

MDA conducted a public consultation on its proposed amendments to the Public Entertainments and Meetings Act (PEMA) in May 2014.

The public consultation provided valuable inputs to MDA in its review of the PEMA. The amendments:

- ▶ Clearly delineated between the Arts Entertainment licensing done by MDA, from Public Entertainment licensing done by the Singapore Police Force (SPF);
- ▶ Updated the Act to keep pace with technological advancements in the staging of Arts Entertainment, such as the real-time transmission of Arts Entertainment from the performance venue to a separate venue for public exhibition;
- ▶ Provided administrative updates that enable MDA to perform its regulatory functions more effectively.

## A TOTAL OF FOUR PUBLIC CONSULTATIONS WERE CONDUCTED IN THE PAST YEAR

Public consultation on regulatory options to facilitate the adoption of Internet parental controls

1

Consultation with arts representatives on the review of the Classification Framework for Art Performances

4



2

Public consultation on proposed amendments to the Public Entertainments and Meetings Act

3

Public Consultation on the Consumer Protection Provisions in the Media Market Conduct Code

Over the years, MDA's content classification approach has enabled the public to make informed media choices, and encouraged the industry to provide a wider range of content that adheres to community standards.

In line with this approach, MDA reviewed the Arts Classification Framework and renamed it the Arts Entertainment Classification Code (AECC) in June 2014 after widely consulting arts groups, relevant Government agencies and the Arts Consultative Panel.

Using the feedback received, MDA has designed the AECC to clearly explain what types of content would fall under the four different classification ratings of 'General', 'Advisory', 'Advisory 16' and 'Restricted 18' (R18), as well as the type of content that would exceed the R18 rating.

MDA launched a public consultation in September 2014 on the consumer protection provisions in the Media Market Conduct Code. The consultation was aimed at enhancing consumer protection measures and further protecting the interests of pay-TV consumers. Recommendations were put forth to address three key consumer concerns:

- ▶ Unilateral contract variations;
- ▶ Forced upgrade of non-pay-TV services arising from changes in pay-TV service; and
- ▶ Lack of awareness of contract terms.

Since the launch of the public consultation, MDA had conducted focus group sessions to obtain feedback from consumers to better balance consumer interest with industry concerns. From their feedback, MDA would refine the proposals and issue a closing note on the public consultation by the end of 2015.

## THREE KEY PROPOSALS FOR ADDED CONSUMER PROTECTION



### No Hidden Terms

Before consumers sign their pay-TV contracts, retailers must bring important terms to the consumers' attention.



### No Forced Upgrades

Pay-TV retailers must not force subscribers to upgrade their non-pay-TV services arising from the changes to their pay-TV services.



### No Early Termination Penalty

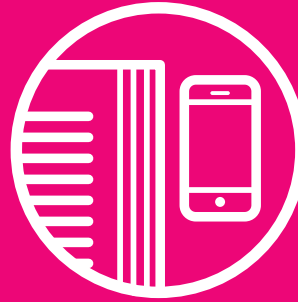
If pay-TV retailers increase content subscription fees or make significant detrimental changes to content and channels, subscribers should be allowed to exit their contracts without early termination charges.

During the year in review, MDA's content classification approach not only enabled the public to make informed media choices; it also encouraged the industry to explore ways to provide a wider range of content that adheres to community standards.

## MDA'S YEAR IN SAFEGUARDING CONSUMER INTERESTS (FY2014)



**8,905** videos, **2,171** films and **250** video game titles classified for distribution



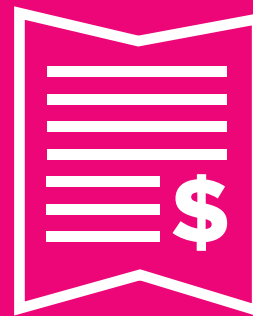
**615** publications and audio materials reviewed

**51** permits issued to new local publications



**1,300** arts entertainment licences issued

**75** channel applications for the free-to-air and pay-TV broadcasters processed



**72** Licensing, Content and Media Market Conduct Code breaches investigated

**\$64,000** in financial penalties were imposed for breaches

From the public to industry players, MDA believes in involving stakeholders as part of its process in implementing policies, while finding a common ground with our shared values and ethics in our increasingly diverse community.

## REGULAR DIALOGUE, GREATER INSIGHTS

MEDIA PROFESSIONALS

KEY AGENCIES



INDUSTRY PLAYERS

MEMBERS OF PUBLIC

In order to make available a greater variety of media content to Singaporeans, MDA has been holding regular dialogue sessions with media professionals, industry players, various agencies and members of the public to safeguard the interest of the community without compromising on content quality.

**“I felt the sharing session was useful as it brought to light many things that consumers like me were not aware of. I am glad that MDA is going to set in place strict measures to protect consumer rights and enforce rules governing the behaviour of service providers, such that they will be held accountable to the authorities and ensure that they are fair and ethical in their relationship with their customers or subscribers.”**

**Raymond Tan**

Construction Project Manager

Participant in the public consultation focus groups