



2024 AVIA Regulating for Growth – Advertising Matrix for Philippines

	Pay TV	OCC TV	Foreshadowed changes
GENERAL			
<p><i>Overview of Regulation</i></p>	<ul style="list-style-type: none"> □ The Philippine advertising industry is largely self-regulated. The principal body that manages self-regulation of advertising in pay TV is the Kapisanan ng Brodkaster ng Pilipinas (KBP), through the Ad Standards Council (ASC). □ Advertising form and content are largely regulated via industry-imposed codes of ethics. Advertising in pay TV platforms follow the KBP Broadcasting Code and the ASC Code of Ethics [last updated on 29 April 2024]. □ In general, state regulation over advertising in pay TV comes in the form of segmented <i>product or industry-specific</i> legislation or general guidelines for the protection of consumers. □ Republic Act No. 7394 known as the “Consumer Act of the Philippines” (Consumer Act) and its Implementing Rules and Regulations regulate the labelling, advertising and sales promotions through mass media of consumer goods/services in the country. The Consumer Act focuses specifically on preventing and penalising false, deceptive or misleading advertisements. □ Advertising which pertains to specific content are also governed by special laws, such as Republic Act No. 9211 known as 	<ul style="list-style-type: none"> □ In the absence of regulations specifically governing OCC platforms in the Philippines, regulations for advertising on these platforms are also undetermined. As of now, the NTC has not included OCCs under “Value-added-services” regulated by the NTC pursuant to its Memorandum Circular No. 02-05-2008. □ There is no specific mandate on the KBP with regard to advertising on OCC platforms. On the other hand, the ASC does regard online advertising as coming within its purview. However, at present, there is no apparent attempt to enforce local advertising rules in respect of content coming directly from offshore sources. □ The Consumer Act provisions against false, deceptive and misleading advertisements have been made applicable to consumer transactions through electronic means via Republic Act No. 8792 or the “E-Commerce Act” and DTI-DOH-DA Joint Administrative Order No. 01, Series of 2008. Furthermore, under Republic Act No. 10175 or the “Cybercrime Prevention Act of 2012”, unsolicited commercial communications are prohibited, except under certain conditions. On 04 March 2022, the Department of Trade and Industry together with the Department of Agriculture, Department of Health, 	<ul style="list-style-type: none"> □ The main agency regulating Information Communication Technology (ICT) in the Philippines is the Department of Information and Communication Technology (DICT) created through Republic Act No. 10844, known as the “Department of Information and Communications Technology Act of 2015”. □ Although the DICT has not yet issued regulations implementing its policy mandate as to the development of guidelines for the implementation and enforcement of ICT regulations, it is poised to provide the necessary legal and technical expertise to develop regulations governing the form and content of OTT services. □ The ASEAN Subscription Video-on-Demand Industry Content Code for self-regulation of OCC platforms may also contain provisions on advertising in OCC platforms. Accession to the ASEAN Subscription Video-on-Demand Industry Content Code is on a voluntary basis. Some of the industry players that have subscribed to the Code are HOOQ, iflix, iWant, and Netflix. Under the Code, these parties are under obligations to ensure safe and appropriate content (ex. avoid copyright infringement; does not promote pornography, violence, terrorism, and hate crimes; protect minors from

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	<p>the “Tobacco Regulation Act of 2003”, which deals with the advertising of tobacco products; Republic Act No. 9006 otherwise known as the “Fair Election Act” which deals with political advertisements; Republic Act No. 10611 or the “Food Safety Act of 2013” which deals with the labelling and advertising of food products, including food supplements; Republic Act No. 9711 or the “Food and Drug Administration Act of 2009” which deals with the labelling and advertising of health products, such as medicines and devices; and Republic Act No. 9775 known as the “Anti-Child Pornography Act of 2009” which deals with child pornography advertisements, among others.</p>	<p>Department of Environment and Natural Resources, Intellectual Property Office, and the National Privacy Commission issued Joint Administrative Order No. 22-01 which covers all online businesses engaged in electronic transactions, including the sale of digital content/products, and entertainment services. JAO No. 22-01 applies the prohibition against deceptive online sales acts or practices to online businesses, and expressly prohibits e-commerce platforms, e-marketplaces, and the like from: (a) disseminating false, deceptive, or misleading advertisement by mail or in commerce by any medium; (b) advertising any food, drug, cosmetic, device, or hazardous substance in a manner that is false, misleading, deceptive, or is likely to create an erroneous impression regarding its character, value, quantity, composition, merit or safety; and (c) advertising any un-registered/un-approved food, drug, cosmetic, device, or hazardous substance.</p> <p><input type="checkbox"/> In practice, OCC platforms in the Philippines rarely contain advertisements from third-parties.</p>	<p>accessing age-inappropriate and sensitive content). These obligations extend to the advertisements found on their platforms.</p>
<i>Regulatory Bodies</i>	<p><input type="checkbox"/> The Department of Trade and Industry (DTI) is the main agency responsible for the enforcement of the provisions of R.A. No. 7394 or the Consumer Act of the Philippines relating to advertising and sales promotions, specifically, the handling of consumer complaints for false, deceptive or misleading advertisements and the penalisation thereof, except for those relating to food, drugs, cosmetics, devices and hazardous substances, which are regulated by the Food and Drug</p>	<p><input type="checkbox"/> The DICT is the Philippine administrative entity that has oversight and central charge over planning, developing and promoting Information and Communication Technologies (ICT), which includes Online Curated Content (OCC). However, it has yet to issue rules and regulations governing OCC-services.</p> <p><input type="checkbox"/> There is also no specific mandate on the KBP and the MTRCB regarding advertising in OTT/OCC platforms.</p>	

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	<p>Administration (FDA) under the Department of Health (DOH).</p> <ul style="list-style-type: none"> □ Apart from the DTI and FDA-DOH, other regulatory bodies also regulate advertising for specific products or industries, such as: <ul style="list-style-type: none"> a. The Civil Aeronautics Board (CAB) for airline promotions; b. The Department of Human Settlements and Urban Development (DHSUD) for real estate advertisements; c. The National Telecommunications Commission (NTC) for advertisements sent to subscribers of public telecom entities; d. The Department of Labor and Employment (DOLE) for the use of minors in advertisements; e. The Commission on Elections (Comelec) for election propaganda/political advertisements; and f. The Philippine Amusement and Gaming Corporation (PAGCOR) for advertisements and promotions relating to gambling and gaming activities (land-based and digital). □ P.D. 1986 created the Movie and Television Review and Classification Board (MTRCB) to review and regulate all motion pictures and television programmes, including publicity materials. The MTRCB deputised the Kapisanan ng mga Broadcaster ng Pilipinas (KBP) to manage the self-regulation of advertising in the Philippines, in accordance with the KBP Broadcast Code of 2007, as amended in 2011. 	<ul style="list-style-type: none"> □ The ASC does regard online advertising as coming within its purview. □ Pursuant to the Joint Administrative Order No. 22-01, Series of 2022 or the Guidelines for Online Businesses Reiterating the Laws and Regulations Applicable to Online Businesses and Consumers, existing laws, policies, procedures, guidelines and remedies that apply to physical businesses also apply to online businesses, whether natural or juridical, formal or informal, insofar as they are engaged in electronic transactions, including the sale, procurement, or availment of digital content/products, and entertainment services. This may be interpreted to apply Consumer Act provisions relating to false, deceptive, or misleading advertisements to OTT/OCC providers as “online businesses”, although there has been no practical application of this yet. □ The Internet & Mobile Marketing Association of the Philippines (IMMAP), now known as the Digital Marketing Association of the Philippines (DMAP), a member of the ASC and AdBoard, has also issued its own Code of Ethics for online and mobile advertisements, which generally parallels the ASC Code of Ethics and the AdBoard Code of Ethics. 	

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	<ul style="list-style-type: none"> <input type="checkbox"/> The Ad Standards Council (ASC) is a non-stock, non-profit organisation established by the KBP together with the Philippine Association of National Advertisers (PANA) and the Association of Accredited Advertising Agencies – Philippines (4As) to handle the screening of all broadcast, out-of-home, print, digital and mobile advertising, and the settlement of disputes regarding advertising content. The ASC took over the functions of the Advertising Content and Review Committee (ACRC) of the AdBoard in 2008. For subjects with specific regulatory bodies such as gambling, food and drugs, the ASC works in conjunction with the concerned government agencies to help ensure that advertisements are compliant with the law and follow the necessary regulatory practices in the Philippines. For instance, the DTI has renewed its partnership with the ASC, urging it to continue the pre- and post-screening of advertising material content in line with the Consumer Act of the Philippines and the ASC Code of Standards and Ethics. <input type="checkbox"/> However, with respect to election propaganda of any kind, whether on television, radio, newspaper or any other medium, the regulation of such materials and paraphernalia remains solely with the Commission on Elections. 		
<i>Advertising per hour</i>	<ul style="list-style-type: none"> <input type="checkbox"/> No limit for Pay TV, although minutage restrictions apply to free-to-air television. Note, however, that NTC Memorandum Circular No. 1-3-2006 mandates the adoption by all broadcast media and cable entities of the Program Standards of the KBP Television Code. Limitations on total 	<ul style="list-style-type: none"> <input type="checkbox"/> No regulations/restrictions exist. 	

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	<p>airtime for commercials per programme hour are included in the KBP Television Code, under its Advertising Standards.</p> <p><input type="checkbox"/> Pursuant to Executive Order No. 436, advertisements may only be inserted into Pay TV programming with the consent of the relevant programme provider.</p>		
<i>Revenue Restrictions</i>	<input type="checkbox"/> No regulations/restrictions exist.	<input type="checkbox"/> No regulations/restrictions exist.	
<i>Product Placement</i>	<p><input type="checkbox"/> No direct or indirect advertising or marketing of cigarettes or tobacco products is allowed pursuant to Republic Act No. 9211. Advertising materials shall only be at the point-of-sale/purchase in accordance with DTI-Inter-Agency Committee/Tobacco Memorandum Circular No. 01, s. 2004.</p> <p><input type="checkbox"/> Except through medical journals or literature exclusively meant for medical and associated professionals, no pharmaceutical product categorised as a prescription or ethical drug shall be advertised or promoted in any form of mass media. (FDA Advisory No. 2022-0108)</p> <p><input type="checkbox"/> The MTRCB has the authority to approve or disapprove, delete objectionable portions from and/or prohibit the importation, exportation, production, copying, distribution, sale, lease, exhibition and/or television broadcast of the motion pictures, television programmes and publicity materials which, in the judgment of the board applying contemporary Filipino cultural values as standard, are objectionable for being immoral, indecent, contrary to law and/or good customs, injurious to the</p>	<input type="checkbox"/> Same regulations as Pay TV advertising, although the application of the prohibition to online platforms has not been tested.	

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	<p>prestige of the Republic of the Philippines or its people, or with a dangerous tendency to encourage the commission of violence or of a wrong or crime, such as but not limited to: those which serve no other purpose but to satisfy the market for violence or pornography; or those which tend to abet the traffic in and use of prohibited drugs. In making an evaluation, the MTRCB will review a material in its entirety on the basis of its treatment of the following – theme, violence, language, nudity, sex, horror, and drugs.</p>		
<i>Foreign Commercials</i>	<input type="checkbox"/> No regulations/restrictions exist.	<input type="checkbox"/> No regulations/restrictions exist.	
<i>Govt Levy</i>	<input type="checkbox"/> No regulations/restrictions exist.	<input type="checkbox"/> Under Republic Act No. 12023, which amended the National Internal Revenue Code, any person who, in the course of trade or business, leases goods or properties, renders services, including digital services, and any person who imports goods (the “digital service provider”) shall be subject to 12% Value-Added Tax (VAT) based on the gross sales derived from the sale or exchange of services, including digital services, and the use or lease of properties. Digital services shall refer to any service that is supplied over the internet or other electronic network with the use of information technology and where the supply of the service is essentially automated. It includes (a) online search engine, (b) online marketplace, (c) cloud service, (d) online media and advertising, (e) online platform, and (f) digital goods. It does not include (a) educational services rendered by private educational institutions, duly accredited by the Department of Education (DepEd), the Commission on Higher Education (DepEd), the	

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		<p>Commission on Higher Education (CHED), the Technical Education and Skills Development Authority (TESDA), and those rendered by government educational institutions; and sale of online subscription-based services to DepEd, CHED, TESDA, and educational institutions recognised by said government agencies, and (b) service of bank, non-bank financial intermediaries performing quasi-banking functions, and other non-bank financial intermediaries, including those rendered through different digital platforms. The digital service provider, whether resident or non-resident, shall be liable for assessing, collecting, and remitting the value-added tax on the digital services consumed in the Philippines. In line with this, digital service providers are required to register with the Bureau of Internal Revenue, either electronically or manually, for value-added tax. Non-resident digital service provider, which pertains to those that do not have physical presence in the Philippines, shall be liable for the remittance of value-added tax on the digital services that are consumed in the Philippines, if the consumers are non-VAT registered. However, if the consumers are VAT-registered, the consumer shall be liable to withhold and remit the value-added tax due on its purchase of digital services consumed in the Philippines from non-resident digital service providers to the Bureau of Internal Revenue. Digital services delivered by non-resident digital service providers shall be considered performed or rendered in the Philippines if the digital services are consumed in the Philippines. Failure to comply with the registration requirement shall result in the blocking of digital services performed or</p>	

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		rendered in the Philippines by a digital service provider implemented by the DICT through the NTC. Failure to file the tax return or pay the correct tax shall result to imposition of penalties prescribed under the NIRC.	
PSAs	<ul style="list-style-type: none"> <input type="checkbox"/> PSAs that contribute to national development shall be aired. The government may issue messages in the public interest, which must be disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behaviour towards a social issue. <input type="checkbox"/> Commercial advertisements should not create any misimpression that they are public service announcements nor use expressions reserved for important news and PSAs, i.e. “newsflash”. <input type="checkbox"/> Public service and emergency announcements of utility companies are exempted from the requirement of a screening clearance from the ASC. <input type="checkbox"/> During national elections, free airtime is provided to candidates for office on at least three national television networks and three national radio networks. 	<ul style="list-style-type: none"> <input type="checkbox"/> No regulations/restrictions exist. 	<ul style="list-style-type: none"> <input type="checkbox"/> Currently, House Bill No. 915 seeks to require broadcast media to allocate at least two (2) minutes per hour of broadcast for public service announcements to enable government to reach out to the people, educate and increase their awareness, and disseminate information on matters of public concern.
PRODUCT-SPECIFIC			
Alcohol	<ul style="list-style-type: none"> <input type="checkbox"/> Subject to pre-screening by the ASC. <input type="checkbox"/> Highly regulated in terms of what may be implied or depicted, what drinking behaviour is promoted, the claims that may be made about the benefits/effects of consuming alcohol, the target audience for the advertisements, devices and other statements required to be included in advertisements. Under the ASC Code of 	<ul style="list-style-type: none"> <input type="checkbox"/> There is no specific mandate on the KBP regarding advertising on OCC platforms. <input type="checkbox"/> On the other hand, the ASC does regard online advertising (internet, digital, and mobile advertising) as coming within its purview. Under the ASC Guidelines, clearance is mandatory for internet, digital, and mobile advertisements that have themes related to alcohol beverages. 	

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	<p>Ethics, the mandatory statement “Drink Responsibly” must be included in the advertisement.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Advertising material shall clearly state or inform consumers that the beverage contains alcohol and that these products should not be sold to and consumed by minors. 	<p>These advertisements must also contain the mandatory statement “Drink Responsibly.”</p>	
<i>Pharmaceutical</i>	<ul style="list-style-type: none"> <input type="checkbox"/> All pharmaceutical products must be registered with the FDA before advertising. <input type="checkbox"/> Prescription-only or ethical drugs (registered as RX) as classified by the FDA cannot be advertised in a medium where it is exposed to the general public, i.e. TV, RC, OOH, print publication of general circulation. Only non-prescription/over-the-counter (OTC) drugs and products classified as home remedy (HR) can be advertised in mass, electronic and digital media, subject to pre-screening by the ASC. Such ads must be signed by the Medical Director of the relevant drug establishment (drug manufacturer, trader, exporter/importer). <input type="checkbox"/> Ads for non-prescription drugs should not describe or dramatise distress in a morbid manner, and should prominently carry the advice, “If symptoms persist, consult your physician.” <input type="checkbox"/> Advertisements for health supplements are required to disclaim that they have “no approved therapeutic claims” or “Mahalagang Paalala: Ang (name of product) ay hindi gamut at hindi dapat gamiting panggamot sa unumang uri ng sakit.” 	<ul style="list-style-type: none"> <input type="checkbox"/> Since the ASC covers internet, digital, and mobile advertisements, the same rules for Pay TV should apply to advertisements for pharmaceutical products shown through internet, digital, and mobile media. 	

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	<ul style="list-style-type: none"> <input type="checkbox"/> Any claims made about a registered health product must be approved by the FDA, and advertising must include the relevant authority or reference number. <input type="checkbox"/> Medicine ads may not be targeted at children. <input type="checkbox"/> Advertising materials should prominently display the generic name of the pharmaceutical product. 		
<i>Gambling</i>	<ul style="list-style-type: none"> <input type="checkbox"/> All gambling/gaming ads must contain the statement: "Gaming for 21 years old & above only. Keep it Fun. Game Responsibly." <input type="checkbox"/> No child shall be used, directly or indirectly, in advertisements of gambling, gaming institutions or games of chance and should not be directed towards persons below 21. The advertising of gaming/gambling authorised by law is still subject to the Code of Ethics applicable to the advertising medium. <input type="checkbox"/> Only lotteries that are licensed or authorised by the government may be advertised. <input type="checkbox"/> Advertisements of lotteries should not exhort the public to bet. Phrases such as "tumaya na kayo" (bet now), "bumili na kayo ng ticket" (buy a ticket) or "yayaman ka sa lotto" (you'll get rich with lotto) are prohibited, and the announcement of tips are prohibited. However, mentions of prizes, schedule of draws, and results are allowed. 	<ul style="list-style-type: none"> <input type="checkbox"/> Since the ASC covers internet, digital, and mobile advertisements, the same rules for Pay TV should apply to advertisements for gambling shown through internet, digital, and mobile media. <input type="checkbox"/> PAGCOR permits gaming and gambling announcements and/or advertisements through the internet, provided that they strictly adhere to the following standards: (i) general announcements and/or advertisements may be published through the internet without need of prior approval provided that only one official account or page shall be used in publishing information in every platform and there is a filtering mechanism to include only persons ages 21 years old and above as audience; and (ii) the licensee/operator shall elect its permanent official account per social media platform which shall be disclosed to the PAGCOR. 	

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	<ul style="list-style-type: none"> <input type="checkbox"/> Advertisements of lotteries cannot be aired in religious, educational, and children’s programmes during breaks or preceding or following such programmes. <input type="checkbox"/> Advertisements of horse races and cockfights are allowed only between 11:00PM and 5:00AM. <input type="checkbox"/> Advertisements of horse races, cockfights and jai-alai may contain announcements of results but not the announcement of tips. <input type="checkbox"/> Advertisements of casinos authorised by the government are allowed, provided that they do not exhort the public to game or bet. They should be in the form of institutional or corporate advertising only and should not mention or show any gambling activity or paraphernalia. 		
<i>Claims</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Ads with product claims (No. 1 claim, exclusivity claim, comparative claim, superiority claim) are subject to pre-screening by the ASC. <input type="checkbox"/> Claims must be substantiated. <input type="checkbox"/> Testimonials based solely on subjective judgment are allowed, provided that they are not presented as statements of fact and should not be used to circumvent a prohibited claim. 	<ul style="list-style-type: none"> <input type="checkbox"/> Since the ASC covers internet, digital, and mobile advertisements, the same rules for pay TV should apply to advertisements for products with claims shown through internet, digital, and mobile media. 	
<i>Food & Beverages – general</i>	<ul style="list-style-type: none"> <input type="checkbox"/> All food/beverages must be registered with the DOH-FDA before advertising. Entities must secure an advertisement and sales promotion permit from the FDA. 	<ul style="list-style-type: none"> <input type="checkbox"/> Since the ASC covers internet, digital, and mobile advertisements, the same rules for pay TV should apply to advertisements for food and beverages shown through internet, digital, and mobile media. 	

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	<ul style="list-style-type: none"> <li data-bbox="548 119 1061 215">□ Advertisements for food and dietary supplements are subject to pre-screening by the ASC. <li data-bbox="548 247 1061 470">□ Beneficial claims are restricted; Advertisements should not imply that an advertised product alone can ensure or promote good health or that good health may be endangered solely because people do not supplement their diet with a particular product. <li data-bbox="548 502 1061 1364">□ Allowable ads for breastmilk replacements, including bottle-fed complementary foods, must be approved by the Inter-Agency Committee and is subject to pre-screening by the ASC. Ads must include the statements: <ul style="list-style-type: none"> <li data-bbox="593 742 1061 965">i. For Infant Formula: “Breastmilk is the only safe and readily available food for infant” and “WARNING: Infant Formula is not a sterile product and may contain harmful bacteria and must be prepared and used appropriately. <li data-bbox="593 997 1061 1189">ii. For Milk Supplements: “The use of milk supplements must only be upon the advice of a health professional” and “The unnecessary and improper use of this product may be dangerous to your child’s health.” <li data-bbox="593 1220 1061 1348">iii. For Complementary Food and Devices: “This product is not intended for babies 6 months of age and below.” <li data-bbox="548 1396 1061 1460">□ False advertising of any food product which misleads consumers is punishable. 		

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<i>Food & Beverages – sugar levels</i>	<input type="checkbox"/> There are no specific regulations in the Philippines regarding advertisements for sugar content of food and beverages.	<input type="checkbox"/> There are no specific regulations in the Philippines regarding advertisements for sugar content of food and beverages.	<input type="checkbox"/> Currently, House Bill Nos. 10119 and 1069 seek to ban sugar in baby foods. One of the proposed provisions is to conduct public information campaigns regarding this issue. <input type="checkbox"/> House Bill No. 7485 seeks to amend the NIRC to increase the excise tax imposed on sugar-sweetened beverages in the Philippines. <input type="checkbox"/> These pending bills indicate the government’s policy to mitigate diabetes, obesity, and other similar diseases caused by excessive sugar intake. Similar regulations might be issued in the future requiring transparency with regards to sugar levels in food and beverages to protect public health.
<i>Personal hygiene/ Sanitary (including condoms)</i>	<input type="checkbox"/> Mature viewing/time restricted. <input type="checkbox"/> Explicit depiction of sexual acts, sexual perversions and nudity are prohibited. <input type="checkbox"/> Explicit or graphic descriptions of sexual organs, other sensitive parts of the body and acts generally considered indecent or offensive are prohibited.	<input type="checkbox"/> Time-based restrictions may be difficult to enforce due to the on-demand nature of OTT/OCC services. <input type="checkbox"/> Mature content may be self-regulated through internal technical mechanisms in the OTT/OCC platform subject to subscriber data and preferences. <input type="checkbox"/> Regarding enforcement against offshore services, see “Overview of Regulation” section above.	
<i>Tobacco</i>	<input type="checkbox"/> Prohibited. Advertising of cigarettes or tobacco shall be at the Point of Sale/Purchase only.	<input type="checkbox"/> Considering the prohibited status of the tobacco advertisements in “mass media” in the Philippines, such advertisements are also not allowed for internet, digital, and mobile media.	
<i>Children</i>	<input type="checkbox"/> Highly regulated with respect to content of advertisements directed towards	<input type="checkbox"/> Since the ASC covers internet, digital, and mobile advertisements, the same rules for pay TV should apply to advertisements	

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	<p>children and those using/depicting children.</p> <p><input type="checkbox"/> The main guiding principle is that content must always be in the best interest of children.</p>	<p>directed to children shown through internet, digital, and mobile media.</p>	
<i>Women</i>	<p><input type="checkbox"/> Republic Act No. 6955 prohibits the advertisement of businesses which match Filipino women for marriage to foreign nationals.</p> <p><input type="checkbox"/> Republic Act No. 9710 or the “Magna Carta of Women” and its IRR authorises the Philippine Commission on Women (PCW), in coordination with concerned agencies and media organisations, to formulate media guidelines to protect women against discrimination in media and film. Self-regulatory bodies for media, TV, cable, film, and advertising must also ensure compliance with the law and IRR, under the supervision of the NTC and MTRCB, among others. The PCW has issued its Code of Ethics for Media to prevent the discriminatory, demeaning, and/or derogatory portrayal of women in advertisements, shows, and programmes.</p> <p><input type="checkbox"/> Ads shall not depict or exploit persons as sex objects and should not contain offensive, obscene, blasphemous, profane and vulgar words or any sexual double entendres.</p> <p><input type="checkbox"/> Salacious, violent or indecent themes, sexual innuendo or stereotyping likely to cause serious or general offense should be avoided.</p>	<p><input type="checkbox"/> Since the ASC covers internet, digital, and mobile advertisements, the same rules for Pay TV should apply to advertisements directed to women shown through internet, digital, and mobile media.</p>	

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	<input type="checkbox"/> Ads shall not directly or indirectly disparage, ridicule, criticise or attack persons based on gender.		
<i>Property</i>	<input type="checkbox"/> All advertisements for the sale of subdivision lots and condominium units must be declared and approved by the Department of Human Settlements and Urban Development (DHSUD). <input type="checkbox"/> The owner or developer is liable for all facilities, improvements, infrastructures or other forms of developments represented or promised in the advertisements and the same shall form part of the sales warranties enforceable against the owner or developer. <input type="checkbox"/> The main regulation concerning advertisements of subdivision and condominium projects is HLURB Memorandum Circular No. 01 Series of 2015 or the 2014 Guidelines on Advertisements. It prescribes mandatory and prohibited content in advertisements as well as the process of approval of advertisements.	<input type="checkbox"/> HLURB Memorandum Circular No. 01, Series of 2015 or the 2014 Guidelines on Advertisements covers advertisements through any media, including digital and electronic signages and communications. It may be presumed that OCCs are included.	
COUNTRY-SPECIFIC INFORMATION	<input type="checkbox"/> Advertising by educational/training institutions and medical practitioners and advertising of vitamins and food supplements, along with agrochemical and veterinary products, are also regulated in the Philippines. <input type="checkbox"/> The use of the national flag, the Philippine currency, the Seal of the Republic and references to historical or national events or heroes are the subject of specific rules and standards, administered by various government agencies.		

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	<ul style="list-style-type: none"> <li data-bbox="548 116 1059 177">□ Political advertising is supervised and regulated by the Comelec. <li data-bbox="548 217 1059 309">□ The codes of ethics of certain professions (e.g. lawyers, doctors) disallow or restrict advertising of professional services. 		
Useful Links	http://asc.com.ph/ http://www.kbp.org.ph/ http://ncr.ntc.gov.ph/		