



**2024 AVIA Regulating for Growth – Advertising Matrix for Singapore**

	Pay TV	OCC TV	Foreshadowed changes
<b>GENERAL</b>			
<i>Overview of regulation</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The general approach taken is one of co-regulation with the industry through codes of practice.</li> <li><input type="checkbox"/> There is no pre-vetting of advertisements.</li> <li><input type="checkbox"/> Pay TV advertising is regulated both by the government and by an industry body.</li> <li><input type="checkbox"/> There are advertising-specific codes, but the general codes applicable to content on pay TV would also apply to advertising.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> There are OCC TV-specific rules or regulations in the form of the Content Code for Over-The-Top, Video-On-Demand and Niche Services.</li> <li><input type="checkbox"/> ASAS' SCAP also applies to all advertising appearing in Singapore, including online advertising.</li> </ul>	
<i>Regulatory Bodies</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The <a href="#">Info-communications Media Development Authority</a> (IMDA) oversees the implementation of the <a href="#">Television and Radio Advertising and Sponsorship Code</a> (the TRAS Code) and the general <a href="#">Content Code For Nationwide Managed Transmission Linear Television Services</a>.</li> <li><input type="checkbox"/> The <a href="#">Advertising Standards Authority of Singapore</a> (ASAS) is the self-regulatory body of the advertising industry that oversees the enforcement of the <a href="#">Singapore Code of Advertising Practice</a> (SCAP).</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The IMDA and ASAS would also be the relevant regulatory bodies.</li> <li><input type="checkbox"/> The IMDA oversees the implementation of the <a href="#">Content Code For Over-The-Top, Video-On-Demand and Niche Services</a>.</li> <li><input type="checkbox"/> The <a href="#">Advertising Standards Authority of Singapore</a> (ASAS) is the self-regulatory body of the advertising industry that oversees the enforcement of the <a href="#">Singapore Code of Advertising Practice</a> (SCAP).</li> </ul>	
<i>Advertising per hour</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Unless otherwise approved by IMDA, the TRAS Code requires that advertisements and trailers may not exceed 14 minutes per hour.</li> <li><input type="checkbox"/> However, advertisements and trailers may run up to 21 minutes per hour during the broadcast of sports programmes in a sports belt or sports channel if the average</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> We are not aware of any OCC TV-specific restrictions on advertising per hour.</li> </ul>	

	<b>Pay TV</b>	<b>OCC TV</b>	<b>Foreshadowed changes</b>
	duration per hour on the same day does not exceed 14 minutes.		
<i>Revenue Restrictions</i>	<input type="checkbox"/> We are not aware of any Nationwide Subscription TV-specific restrictions on advertising revenue.	<input type="checkbox"/> We are not aware of any OCC TV-specific restrictions on advertising revenue.	
<i>Product Placement</i>	<input type="checkbox"/> Product placement on pay TV channels is governed by the TRAS Code. This code applies to a pay TV channel's local programmes, locally packaged channels or any other programmes where sponsorship deals are made locally and/or the channel has control over the sponsor's presence. <input type="checkbox"/> The general principle is that undue prominence must not be given to a sponsor's product in a programme, and that product references must be editorially justified. <input type="checkbox"/> Stricter rules apply to news, current affairs, info-educational and children's programmes. <input type="checkbox"/> The TRAS Code also stipulates that programmes should not contain strong elements of advertising and appear like an advertorial.	<input type="checkbox"/> We are not aware of any OCC TV-specific restrictions on product placement.	
<i>Foreign Commercials</i>	<input type="checkbox"/> There are no restrictions specifically for foreign commercials. <input type="checkbox"/> But they would be subject to the same advertising regulations mentioned above.	<input type="checkbox"/> We are not aware of any OCC TV-specific restrictions on foreign commercials.	
<i>Govt Levy</i>	<input type="checkbox"/> There are no specific levies on advertising revenue. <input type="checkbox"/> However, advertising revenue is included in the determination of total revenue when calculating a pay TV channel's broadcasting licence fee (calculated as the higher of 2.5% of total revenue or a fixed amount depending on the type of licence).	<input type="checkbox"/> We are not aware of any OCC TV-specific restrictions on government levies on advertising revenue.	

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PSAs	<ul style="list-style-type: none"> <li><input type="checkbox"/> The general principle in the TRAS Code is that advertisements must be clearly distinguishable from programmes.</li> <li><input type="checkbox"/> Advertisements should not simulate a television news presentation in a manner that makes it difficult for viewers to distinguish it from a real-life television news presentation.</li> <li><input type="checkbox"/> Expressions such as '<i>News Flash</i>' and '<i>we interrupt this programme...</i>' are reserved for important news and public service announcements. Their use in advertisements and programme promotions is not permitted.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> We are not aware of any OCC TV-specific restrictions on public service announcements.</li> </ul>	
<b>PRODUCT-SPECIFIC</b>			
Alcohol	<ul style="list-style-type: none"> <li><input type="checkbox"/> The TRAS Code and SCAP contain guidelines for alcohol advertising.</li> <li><input type="checkbox"/> Children should not be portrayed in advertisements for alcoholic drinks.</li> <li><input type="checkbox"/> Advertisements should not be directed at audiences under the age of 18 or in any way encourage them to start drinking.</li> <li><input type="checkbox"/> Advertisements should not emphasise the stimulant, sedative, or tranquillising effects of any drink.</li> <li><input type="checkbox"/> Advertisements should not give the general impression that: (a) a drink is being recommended mainly for its intoxicating effect; or (b) drinking is necessary for social success or acceptance.</li> <li><input type="checkbox"/> Advertisements should not depict activities or locations where drinking alcohol would be unsafe or unwise.</li> <li><input type="checkbox"/> Advertisements should never encourage over-indulgence and excessive consumption.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Assuming that the advertisement is published in Singapore, the information regarding the SCAP and Food Regulations applicable under the Pay TV section in relation to this category (i.e. Alcohol) is also applicable for OCC TV.</li> </ul>	

	Pay TV	OCC TV	Foreshadowed changes
	<ul style="list-style-type: none"> <li><input type="checkbox"/> Under the Food Regulations, no liquor for which medicinal properties are claimed shall be advertised as food.</li> </ul>		
<i>Pharmaceutical</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The SCAP contains guidelines for medicinal and related products containing health claims.</li> <li><input type="checkbox"/> The phrase “recommended by the Medical Profession” or any other similar representation or implication of such recommendation is prohibited.</li> <li><input type="checkbox"/> General medical claims (e.g. cure, prevention of ageing) should not be used or implied in advertisements.</li> <li><input type="checkbox"/> There is a list of medical conditions (including cancer, dermatitis and hypertension) for which related products may not be advertised.</li> <li><input type="checkbox"/> Besides the SCAP, the Medicines Act 1975, the Medicines (Medical Advertisement) Regulations, the Health Products Act 2007, and the Health Products (Advertisement of Specified Health Products) Regulations regulate the advertising of medicines in Singapore. Regulatory guidance documents are also periodically released by Singapore’s Health Science Authority (HSA).</li> <li><input type="checkbox"/> Examples of guidance includes: the Guide on Advertisements and Sales Promotion of Medicinal Products; the Explanatory Guidance to the Health Products (Advertisement of Specified Health Products) Regulations 2016; and Guidance for Licensees under the Private Hospitals and Medical Clinics Act and Healthcare Services Act. While these codes and guidelines do not have the force of law, they are treated as clarificatory and guiding</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Assuming that the advertisement is published in Singapore, the information applicable under the pay TV section in relation to this category (i.e. Pharmaceutical) is also applicable for OCC TV.</li> </ul>	

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	<p>principles that govern the advertising of medicines and medical devices in Singapore.</p> <ul style="list-style-type: none"> <li>□ For therapeutic products (TPs), which are health products intended for use by and in humans for a therapeutic, preventive, palliative, or diagnostic purpose, advertisements must comply with the principles and requirements laid out in the Health Products Act and the Regulations.</li> <li>□ Such principles and requirements include the following: <ul style="list-style-type: none"> <li>○ A person may not advertise a health product in a false or misleading way;</li> <li>○ Advertisements of TPs must not directly or indirectly cause the reader to self-diagnose or self-treat any serious diseases;</li> <li>○ Advertisements involving TPs must not exploit the lack of knowledge of consumers;</li> <li>○ Advertising of TPs must also not encourage inappropriate or excessive use of the TP;</li> <li>○ Advertisements must not directly or indirectly cause fear, alarm, distress to the consumers or abuse the trust, exploit the lack of knowledge of any consumer in advertisements;</li> <li>○ Where advertisements of a TP contain any statement, assertion, certification, award or feature of uniqueness or prominence differentiating the TP from any other competing or similar TP, the statement, assertion, certification, award or feature must be substantiated by facts or evidence.</li> </ul> </li> </ul>		

	Pay TV	OCC TV	Foreshadowed changes
	<ul style="list-style-type: none"> <li>○ Advertisements for TPs must not compare or contrast a specified TP with any other named TP or a brand thereof. For instance, advertisements directed to members of the public should not contain comparative claims against another TP or brand, for example, by saying the TP “works faster or more effective than Brand xxx”. However, comparisons among products within the same brand by the same company to highlight difference between products are allowed.</li> </ul>		
<i>Gambling</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The TRAS Code prohibits advertisements that promote gambling.</li> <li><input type="checkbox"/> Public service messages on or related to gambling are allowed.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Advertisements containing unlawful gambling<sup>1</sup> that are published in Singapore<sup>2</sup> (which includes the gambling advertisements being contained in a film, video or television programme that is, or is intended to be, seen or heard by the public) are an offence under the Gambling Control Act 2022.</li> </ul>	
<i>Claims</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The general principle under the TRAS Code is that advertisements must be truthful and lawful. In particular, claims used should not be misleading or highly exaggerated.</li> <li><input type="checkbox"/> Claims and comparisons must be capable of substantiation.</li> <li><input type="checkbox"/> The SCAP highlights that research results or other statistics should not be misused or misrepresented in a way that implies greater validity they really have.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The SCAP highlights that research results or other statistics should not be misused or misrepresented in a way that implies greater validity they really have.</li> </ul>	

<sup>1</sup> Unlawful gambling includes (i) unlawful betting; (ii) unlawful gaming activity; (iii) unlawful participation in a lottery; and gambling by underaged individuals and excluded persons.

<sup>2</sup> A gambling advertisement is taken to be published in Singapore if (a) the advertisement originates in Singapore, even if none of the persons capable of having access to the advertisement is physically present in Singapore; or (b) for an advertisement which did not originate in Singapore, or the origin of which cannot be determined, all of the following apply:  
(i) the advertisement is made available, displayed, distributed or communicated or caused to be made available, displayed, distributed or communicated to the public by a Singapore-connected person or the Singapore-connected person takes part in that making available, display, distribution or communication of that advertisement to the public; (ii) the advertisement is accessible by persons physically present in Singapore.

	Pay TV	OCC TV	Foreshadowed changes
<p><i>Food &amp; Beverages – general</i></p>	<ul style="list-style-type: none"> <li>□ The SCAP provides the following:               <ul style="list-style-type: none"> <li>○ advertisements should not actively encourage children to eat excessively throughout the day or to replace main meals with confectionery or snack foods;</li> <li>○ there shall not appear in any advertisement of any food for sale the words “<i>recommended by the Medical Profession</i>” or any word or words or pictorial representations that may imply or suggest that the food is recommended, prescribed or approved by medical practitioners;</li> <li>○ advertisements addressed to the general public for food products (or food supplements) containing polyunsaturated fats or polyunsaturated fatty acids should not contain any claim that the inclusion of such fats in the diet or substitution for other fats of different chemical constitution offers any specific health benefit;</li> <li>○ Protein claims in food advertising must conform to the Food Regulations;</li> <li>○ Advertisements for food offered as diet aids should give a quantitative statement of the ingredients contained in it on which the claim of special suitability is based;</li> <li>○ Diet aids, such as foods, food substitutes, or appetite suppressants, may not be advertised except in terms that make clear that they can only be effective when taken in conjunction with or as part of a calorie-</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>□ Assuming that the advertisement is published in Singapore, the information applicable under the Pay TV section in relation to this category (i.e. Food &amp; Beverages – general) is also applicable for OCC TV.</li> </ul>	

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	<p>controlled diet. Such effectiveness should be clearly substantiated with results of human trials that can take into account the placebo effect, i.e., the trials should be independently conducted double-blind placebo-controlled trials published in peer-reviewed scientific or medical journals. Due prominence should also be given in all advertisements to the part played by the diet.</p> <ul style="list-style-type: none"> <li>□ The ASAS' <a href="#">Children's Code for Advertising Food and Beverage Products</a> (Children's Code) also applies. Special care should be taken in marketing communications of food and beverage products<sup>3</sup> that are primarily addressed to children<sup>4</sup> in any media.</li> <li>□ Under the Children's Code, such marketing communications: <ul style="list-style-type: none"> <li>○ should be designed and delivered in a manner to be understood by children;</li> <li>○ should not be misleading or deceptive in relation to any nutritional or health claims;</li> <li>○ should not be ambiguous or provide a misleading sense of urgency;</li> <li>○ should not feature practices such as price minimisation inappropriate to the age of the intended audience;</li> <li>○ in relation to promotional offers, should not create an undue sense or urgency in children or encourage the purchase of excessive quantities for irresponsible consumption;</li> </ul> </li> </ul>		

<sup>3</sup> The Children's Code defines food and beverage products to mean any food and beverage products advertised in Singapore, including advertising of meals or individual menu items by restaurant owners and other food service providers.

<sup>4</sup> The Children's Code defines a child as a person 12 years old or younger.



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	<ul style="list-style-type: none"> <li>○ in relation to promotional offers, should ensure that the product is significantly featured and should not encourage children to eat or drink a product only to take advantage of a promotional offer. The product should be offered on its merits, and the offer should serve only as an added incentive;</li> <li>○ in relation to premiums, must not urge children or their parents to buy excessive quantities of the product. They should not directly encourage children only to collect the premiums, or unduly emphasise the number of items to be collected. The closing dates for premiums should enable the whole set to be collected without having to buy excessive or irresponsible quantities of the product within a short timeframe. Children should not be urged to buy the product in a hurry;</li> <li>○ in relation to premiums, should not give children a false impression that the premium, and not product, is the item being advertised;</li> <li>○ in relation to premiums, must clearly state the terms and conditions, as well as limitations;</li> <li>○ in relation to premiums, should not encourage children to consume the product in excess in a bid to obtain the premium;</li> <li>○ in relation to popular personalities or celebrities (live or animated), admired figures or role models (Icons), must not use such Icons to promote or endorse the product, or</li> </ul>		

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	<p>a premium, in such a manner as to extol the virtue of the advertised product or undermine a healthy diet;</p> <ul style="list-style-type: none"> <li>○ in relation to Icons, must not suggest that consumption of the product would enable children to resemble an Icon;</li> <li>○ in relation to Icons, must not suggest that the non-consumption of the product would imply that the children are not being loyal to the Icon they admire;</li> </ul> <ul style="list-style-type: none"> <li>□ Under the Children’s Code, popular personalities or celebrities (live or animated) well known to children may present factual and relevant statements about nutrition and health.</li> <li>□ Under the Children’s Code, popular personalities or celebrities (live or animated) that are primarily popular among children should not be used to endorse food and beverage products that do not meet the common nutrition criteria endorsed by HPB.</li> <li>□ Under the Food Regulations, no person shall advertise any prepacked food if the package of prepacked food does not bear a label containing all the particulars required by the Regulations.</li> <li>□ Under the Food Regulations, except where the Regulations prescribe otherwise, a person must not advertise certain specified articles of food and/or food containing specified certain food additives, incidental constituents in food.</li> <li>□ The Food Regulations also state that an advertisement for food, other than a label, must not contain any statement, word,</li> </ul>		

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	brand, picture, or mark that is prohibited by regulation 9 <sup>5</sup> , other than to the extent permitted under regulation 9A or 9B.		
<i>Food &amp; Beverages – sugar levels</i>	<input type="checkbox"/> Under the Food Regulations, a person must not publish, cause to be published, or take part in the publication of, any advertisement used or apparently used to promote, directly or indirectly, the sale of a Nutri-Grade beverage graded “D” (this includes beverages with a sugar content of more than 10 grams per 100ml), except where: <ul style="list-style-type: none"> <li>○ the advertisement does not contain a recommendation relating to the consumption of the Nutri-Grade beverage and is published by means of a catalogue, price list or other document for the purpose of supplying the Nutri-Grade beverage by wholesale;</li> <li>○ the advertisement only provides information about the Nutri-Grade beverage’s name or price or both but does not otherwise promote its sale and is published (i) on the corporate website of (A) a manufacturer, an importer or a distributor of a Nutri-Grade beverage that is not freshly prepared; or (B) a seller of a freshly prepared Nutri-Grade beverage; (iii) as part of a product launch that is not accessible to any member of the general public other than an invited</li> </ul>	Assuming that the advertisement is published in Singapore, the information applicable under the Pay TV section in relation to this category (i.e. Food & Beverages – sugar levels) is also applicable for OCC TV.	

<sup>5</sup> Regulation 9 prohibits any written, pictorial, or other descriptive matter appearing on or attached to, or supplied or displayed with food that includes any claim or suggestion whether in the form of a statement, word, brand, picture, or mark purporting to indicate the nature, stability, quantity, strength, purity, composition, weight, origin, age, effects, or proportion of food or its ingredients that is false, misleading or deceptive, or is likely to create an erroneous impression regarding the value, merit or safety of the food.

	Pay TV	OCC TV	Foreshadowed changes
	<p>guest; or (iv) in the form of a press or media release;</p> <ul style="list-style-type: none"> <li>○ the advertisement complies with all of the following requirements: (i) the advertisement is published at a variety shop or an online variety shop; (ii) the advertisement is for a prepacked Nutri-Grade beverage that is not freshly prepared; (iii) the advertisement displays an image of the Nutri-Grade beverage's Nutri-Grade mark, except that an advertisement that involves communication in an audible message need not display the image but must include the audible message that <i>"The Nutri-Grade of this product is D"</i>; or</li> <li>○ the advertisement is a menu, poster, sign or other material labelled in accordance with regulation 184D(4A) and (4B).</li> </ul>		
<p><i>Personal hygiene/ Sanitary (including condoms)</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The TRAS Code does not allow advertisements that feature or make references to condoms and other forms of contraception to be broadcast on TV.</li> <li><input type="checkbox"/> Public service messages on or related to condoms and other forms of contraception are allowed if specifically approved by the IMDA.</li> <li><input type="checkbox"/> The SCAP further advises that condom advertisements should: (a) be in good taste; (b) not promote promiscuity; (c) not include pack shots if they are suggestive or offensive; (d) not have erotic settings; (e) not include superlative claims; and (f) focus on the protective function rather than the pleasure-enhancing aspect of condoms.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The SCAP further advises that condom advertisements should: (a) be in good taste; (b) not promote promiscuity; (c) not include pack shots if they are suggestive or offensive; (d) not have erotic settings; (e) not include superlative claims; and (f) focus on the protective function rather than the pleasure-enhancing aspect of condoms.</li> </ul>	

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<i>Tobacco</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Tobacco (Control of Advertisements and Sale) Act 1993 and the TRAS Code prohibit advertisements for tobacco products or imitation tobacco products (including e-cigarettes (e.g. vaping)) and advertisements that make references to smoking unless they are public service messages by the relevant government agencies.</li> <li><input type="checkbox"/> References to brand names of tobacco companies in association with other products are also prohibited unless prior approval is given by the relevant government authorities.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Tobacco (Control of Advertisements and Sale) Act 1993 regulates and prohibits the publication of <u>any</u> advertisements relating to tobacco products or imitation tobacco product (including e-cigarettes (e.g. vaping)) in Singapore.</li> </ul>	
<i>Children</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The TRAS Code advises that particular care be taken when advertising to children, defined as those aged 14 years and under, as they are imitative and less able to distinguish between fact and fiction.</li> <li><input type="checkbox"/> In particular, advertisements should not: (a) promote unwholesome values and behaviour to children; (b) contain any visuals, effects or words that might result in harm to them; (c) contain any portrayals or descriptions of dangerous or harmful behaviour that can be easily imitated by children in a manner that is likely to result in physical or mental harm; and (d) contain any portrayals or descriptions of children doing acts which might endanger themselves or others.</li> <li><input type="checkbox"/> Advertisements targeting children must not feature skimpily clad men or women from 6:00AM to 10:00PM.</li> <li><input type="checkbox"/> Advertisements should not exploit the natural credulity of children and should not strain their sense of loyalty.</li> <li><input type="checkbox"/> Advertisements addressed to or likely to influence children should not contain</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> For informative purposes, content in Singapore is classified under one of the 6 ratings: <ul style="list-style-type: none"> <li>○ G – General</li> <li>○ PG – Parental Guidance</li> <li>○ PG13 – Parental Guidance for Children below 13</li> <li>○ NC16 – No Children below 16 years of age</li> <li>○ M18 – Mature 18, for persons 18 years and above</li> <li>○ R21 – Restricted to persons 21 years and above</li> </ul> </li> <li><input type="checkbox"/> For content advertising, please note that online promotional and publicity materials for content rated R21 must contain the appropriate programme rating symbols and consumer advice (the same is encouraged but not mandated for content rated NC16 and M18).</li> <li><input type="checkbox"/> Tag-on promotional trailers to programmes must only contain content that matches the rating for the programme that the trailer is tagged</li> </ul>	

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	<p>anything that might result in harming them mentally, morally or physically.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Advertisements should not promote a lifestyle that is promiscuous or that denigrates or is detrimental to family values.</li> <li><input type="checkbox"/> Please see the information provided under the Food &amp; Beverages – General Category in relation to the Children’s Code.</li> </ul>	<p>on to. For instance, if the trailer contains M18 content and the programme it tags on to is an NC16 programme, the trailer must be edited to NC16 or below.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Advertisements for services containing R21 content and titles is permitted provided that: <ul style="list-style-type: none"> <li><input type="checkbox"/> The service does not predominantly offer R21 content;</li> <li><input type="checkbox"/> The advertisements promote the service as a whole;</li> <li><input type="checkbox"/> The advertisements are suitably edited based on any applicable content codes (that apply to the platform(s) where the advertisements are shown); and</li> <li><input type="checkbox"/> The advertisements are not broadcast on channels, timeslots or programmes targeted at children.</li> </ul> </li> <li><input type="checkbox"/> Advertisements and trailers for movies or any video content rated R21 and arts entertainment rated R18 are only allowed on services containing R21 content, and should only be accessible to users after entry of the R21 PIN.</li> <li><input type="checkbox"/> Please see the information provided under the Food &amp; Beverages – General Category in relation to the Children’s Code.</li> </ul>	
<i>Women</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> We are not aware of any specific regulations or restrictions on advertisements targeting women.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> We are not aware of any specific regulations or restrictions on advertisements targeting women.</li> </ul>	
<i>Property</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The SCAP states that advertisements for real property, whether located locally or abroad,</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Assuming that the advertisement is published in Singapore, the</li> </ul>	

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	<p>whether for sale or for rent, should not mislead or exaggerate on such matters as (a) the land itself and any buildings erected or to be erected thereon; (b) the physical nature - including furnishings and amenities - and appearance of buildings and flats, and their surroundings; (c) the legal title and formalities; (d) rights and easement of any kind; (e) planning, building and sanitary requirements; (f) taxes, rates and other costs; and (g) the price, terms of payment and load facilities.</p>	<p>information applicable under the Pay TV section in relation to this category (i.e. property) is also applicable for OCC TV.</p>	
<b>COUNTRY-SPECIFIC INFORMATION</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Advertisements should generally not directly or indirectly disrupt racial and religious harmony in Singapore.</li> <li><input type="checkbox"/> Moral standards should be adhered to, and advertisements should not promote or justify behaviours such as promiscuity, homosexuality, juvenile delinquency and drug abuse.</li> <li><input type="checkbox"/> Advertisements for cinematic movies rated R21 and arts / theatrical performances rated R18 should not be broadcast.</li> <li><input type="checkbox"/> Political advertising is not permitted.</li> <li><input type="checkbox"/> Advertisements that play on fear and superstition are prohibited.</li> <li><input type="checkbox"/> Advertisements on death-related and undertaker services may only be broadcast between 11:00PM and 6:00AM, unless specifically approved by the IMDA. Such advertisements must be: <ul style="list-style-type: none"> <li><input type="checkbox"/> Subtle, tasteful and not offend viewers or have explicit references to morbid details;</li> <li><input type="checkbox"/> Scheduled carefully to ensure that they are spaced apart and not concentrated in a single time block;</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The codes issued by IMDA are meant to apply to all advertisements shown on all TV broadcast services. This would likely include OCC TV services too. This means that the advertising requirements set out in the pay TV column would likely be applicable to OCC TV services.</li> <li><input type="checkbox"/> However, in practice, the rules are seldom enforced in respect of offshore OCC TV services received in Singapore, especially if they are not targeting Singapore as their principal market.</li> <li><input type="checkbox"/> ASAS' SCAP also applies to all advertising appearing in Singapore, including online advertising.</li> <li><input type="checkbox"/> Assuming that the advertisement is published in Singapore, the information applicable under the Pay TV section in relation to this category (i.e. country-specific information) is also applicable for OCC TV.</li> </ul>	

	Pay TV	OCC TV	Foreshadowed changes
	<ul style="list-style-type: none"> <li>○ Directed at the appropriate audiences; and</li> <li>○ Avoid religious overtones.</li> <li>□ Advertisements for chatline and dating services are prohibited on broadcast media.</li> <li>□ Advertisements containing dialect are not to be broadcast, unless approved by the IMDA (however, commonly used dialect terms such as "ang ku kueh" or "kopi gao" may still be used if the Mandarin equivalent term is not widely understood).</li> </ul>		
<b>Useful Links</b>	<ul style="list-style-type: none"> <li>□ <a href="#">Info-communications Media Development Authority</a></li> <li>□ <a href="#">Television and Radio Advertising and Sponsorship Code</a></li> <li>□ <a href="#">Content Code For Nationwide Managed Transmission Linear Television Services</a></li> <li>□ <a href="#">Content Code For Over-The-Top, Video-On-Demand and Niche Services</a></li> <li>□ <a href="#">Advertising Standards Authority of Singapore</a></li> <li>□ <a href="#">Singapore Code of Advertising Practice</a></li> <li>□ <a href="#">Food Regulations</a></li> <li>□ <a href="#">Health Products Act 2007</a></li> <li>□ <a href="#">Health Products (Advertisement of Specified Health Products) Regulations 2016</a></li> <li>□ <a href="#">Medicines Act 1975</a></li> <li>□ <a href="#">Medicines (Medical Advertisement) Regulations</a></li> <li>□ <a href="#">Guide on Advertisements and Sales Promotion of Medicinal Products</a></li> <li>□ <a href="#">Explanatory Guidance to the Health Products (Advertisement of Specified Health Products) Regulations 2016</a></li> <li>□ <a href="#">Guidance for Licensees under the Private Hospitals and Medical Clinics Act and Healthcare Services Act</a></li> </ul>	<ul style="list-style-type: none"> <li>□ <a href="#">Content Code For Over-The-Top, Video-On-Demand and Niche Services</a></li> <li>□ <a href="#">Advertising Standards Authority of Singapore</a></li> <li>□ <a href="#">Singapore Code of Advertising Practice</a></li> <li>□ <a href="#">Food Regulations</a></li> <li>□ <a href="#">Health Products Act 2007</a></li> <li>□ <a href="#">Health Products (Advertisement of Specified Health Products) Regulations 2016</a></li> <li>□ <a href="#">Medicines Act 1975</a></li> <li>□ <a href="#">Medicines (Medical Advertisement) Regulations</a></li> <li>□ <a href="#">Guide on Advertisements and Sales Promotion of Medicinal Products</a></li> <li>□ <a href="#">Explanatory Guidance to the Health Products (Advertisement of Specified Health Products) Regulations 2016</a></li> <li>□ <a href="#">Guidance for Licensees under the Private Hospitals and Medical Clinics Act and Healthcare Services Act</a></li> </ul>	



