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Pay TV & Video Streaming Policies 2025

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	AUSTRALIA	CAMBODIA	CHINA	HONG KONG	INDIA	INDONESIA
How regulated? *Details of regulators*	• The Australian Communications and Media Authority (ACMA) is an impartial and independent regulator, but key policy decisions are made by the federal Ministry. • The ACMA implements different legislative frameworks for broadcasting and telecoms.	• The Ministry of Information (MOI) is the regulator of TV and radio broadcasts, including pay-DTT and cable TV. • Mobile phones or other devices that may deliver content are regulated by the Ministry of Posts and Telecommunications (MPTC).	• Various government-controlled regulatory agencies exercise overlapping authority. • The Ministry of Industry and Information Technology (MIIT) is responsible for telecommunications, broadcast satellite and internet infrastructure. • The National Radio and Television Administration (NRTA) is responsible for TV and radio content as well as coaxial cable infrastructure. *See www.avia.org/rfg for further details*	• A single, independent statutory body – the Communications Authority (CA) – oversees both broadcasting and telecommunications. • The CA regulates pay TV according to the Generic Code of Practice on Television Programme Standards and a number of overlapping regulations. *See www.avia.org/rfg for further details*	• Two main agencies regulate the industry: - The Ministry of Information and Broadcasting (MIB) is a government body responsible for policy making, permissions, licences and content moderation. - Telecom Regulatory Authority of India (TRAI) is independent of the Ministry but staffed by civil servants. • MIB is responsible for regulation related to broadcasting, films and other forms of media, while TRAI regulates telecoms services. However, MIB often seeks recommendations from TRAI.	• Regulatory jurisdiction shared between the Ministry of Communication and Digital (Komdigi) and the Broadcasting Commission (KPI). • Komdigi leads on licensing and market structure; KPI leads on content regulation. • Komdigi is a government Ministry whilst KPI is independent.
Online Curated Content (OCC) Policies *Common terms include Video-On-Demand (VOD) or streaming services, which offer a fully curated content catalogue with direct control over content on their services.*	• ACMA regulates online content generally but no specific legislation for OCC.	• No regulation of OCC. • A non-resident entity who supplies services into Cambodia, including the provision of streamed or real time web-based broadcasting services, is required to register with the General Department of Taxation (GDT) as a self-assessed taxpayer, if the actual or estimated revenues for Cambodia meet the threshold of US$ 62,500 per year.	• Similar to the pay TV industry, there is also an overlapping agency approach. • Other than the MIIT and NRTA, the Cyberspace Administration of China (CAC) also monitors online content, and the Ministry of Culture and Tourism has authority over the online transmission of 'internet culture products'. • Regulations are fragmented and distinguishes the method of delivery for audio-visual programming. *See www.avia.org/rfg for further details*	• No specific regulation of internet-based content. • OCC services are subject to general laws, such as prohibiting the distribution of certain prohibited materials, including child pornography and obscene images. *See www.avia.org/rfg for further details*	• OCC platforms are regulated by MIB. • Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 under the IT Act, 2000 (Technology Act) lays down regulations for OCC platforms. It provides for self-regulation through a grievance redressal system. • Provisions of the Technology Act and the Bharatiya Nyaya Sanhita, 2023 also pertain to regulating OCC content.	• No overarching regulation on OTT TV as a general application, nor is there any particular regulation on OCC TV. • Operation of OCC providers may be covered by a number of different regulators including Komdigi, Ministry of Trade and potentially, the Ministry of Education and Culture. *See www.avia.org/rfg for further details*
Copyright protection?	• Unauthorised use of pay TV broadcasts is a criminal offence. • Unclear if transmission of a live event on OCC would be protected as a 'broadcast' under copyright legislation. • Numerous site blocking injunctions have been granted in Australia. • Australia's site blocking regime was expanded at the end of 2018 to make it easier for rights holders to block infringing sites overseas.	• Unauthorised use of any copyrighted work is an act of copyright infringement. • Copyright infringement is a criminal offence, and penalties include imprisonment and/or fines. • No specific copyright provisions relating to broadcasting, but the government is in the process of updating the existing Copyright Law. • In practice, copyright laws are rarely enforced for any platform.	• Copyright law grants protection in respect of copyrighted works (including audio-visual works). • Regulators have been tightening law enforcement and the NCAC declared further intensification of policing piracy on popular online platforms, but online content piracy is still widespread, and it is still possible to obtain unauthorised overseas content via illegal satellite dishes. *See www.avia.org/rfg for further details*	• Copyright Ordinance provides for a technology neutral 'communication right' that restricts unauthorised communication of a copyrighted work to the public through electronic or other means. Violation of this may result in civil and criminal penalties. • Commercial transactions involving unauthorised pay TV decoders are a criminal offence, but enforcement is lax for decoders for international satellite TV. • No meaningful protection against online streaming of pay TV channels.	• The Copyright Act 1957 grants protection to literary, dramatic, musical and artistic works, cinematograph films, and sound recordings and prevents unauthorised exploitation of such work by the public. • The Act provides civil and criminal remedies for the violation of copyrighted content. *See www.avia.org/rfg for further details*	• Komdigi takes a strict approach in enforcing copyright protection, by blocking access to numerous web portals that contain or stream programmes without any licence. • Copyright Law allows broadcasting agencies to own economic rights over their broadcast programme for a period of 20 years after it is first broadcast. *See www.avia.org/rfg for further details*
Licensing of foreign channels *Allowed, prohibited or unregulated?*	• No restrictions on retransmission of foreign channels. • No meaningful restrictions on uplink/downlink; licences readily granted.	• Operators have negotiated commercial contracts for the retransmission of foreign channels. • No regulations/restrictions in respect of uplinking/downlinking.	• Retransmission of foreign channels is generally prohibited. • With prior regulatory approval from NRTA, foreign TV channels may be transmitted in hotels rated 3-stars or above which accommodates foreigners, and buildings where foreigners exclusively work or reside. *See www.avia.org/rfg for further details*	• Any foreign TV programme service operator that does not primarily target Hong Kong will require a non-domestic TV programme service licence. • Licensing requirements and standards imposed on non-domestic TV programme service licensees are less stringent. • No meaningful restrictions on downlinking, but operators' bouquets must be notified and there is special facilitation for 'non-domestic' broadcast uplinks. *See www.avia.org/rfg for further details*	• Applications must be made on MIB's Broadcast Seva Portal for the downlinking of a TV Channel in India and is subject to payment fees and fulfilling specific criteria. • Uplinking and Downlinking Guidelines allow for the downlinking of a channel only if the Company or the LLP has exclusive marketing and distribution rights in the territory of India.	• Pay TV operators are responsible for obtaining a broadcasting licence from Komdigi to broadcast local and foreign channels. • Foreign channels are allowed to be broadcast in Indonesia, but subject to content controls stipulated by KPI.
Licence fees and specific taxation	• Minimal.	• No licensing fees or taxes imposed for pay TV.	• No published industry-specific licence fees or taxation exist.	• Broadcasting licence fees are set out in the Broadcasting (Licence Fees) Regulation: - Annual fees for domestic Pay TV are fixed at HK$ 1,533,000 plus variable fee of HK$4 per subscriber (if any). - Annual fees for non-domestic TV are as low as HK$ 56,400. • The intention is that the fee only covers all administrative costs.	• Different types of operators are subjected to varied licence fees and taxation. • Statewise entertainment taxes were subsumed under the Goods and Services Tax (GST) regime. Currently 18% GST is payable for broadcasting services. *See www.avia.org/rfg for further details*	• Pay TV operators must pay (in addition to standard income and VAT taxes): - a licensing fee for obtaining and renewing the IPP, rate of which is determined by Komdigi. - a licence concession fee for satellite-based pay TV to use the radio frequency spectrum. The fee rate will be calculated using the formula stipulated by Komdigi.
Rate regulation *Including wholesale and retail rate regulation and whether there are any price controls on eg. basic tier*	• None, other than under general competition law.	• No regulations/restrictions exist.	• Basic cable prices determined by local bureaus of National Development and Reform Commission in consultation with the NRTA. • Pricing of value-added cable services or digital TV services above the basic level can be solely determined by operators. • No published wholesale rate regulation exists.	• No specific restrictions on retail rates or price controls. • The determination of rates should not constitute anti-competitive conduct or violate any requirements under the Competition Ordinance.	• Channel rates for pay TV are subject to detailed regulation by TRAI. *See www.avia.org/rfg for further details*	• Not specifically regulated for pay TV.
Programme packaging *Including tiering, bundling, any mandatory a la carte*	• No restrictions.	• No regulations/restrictions exist.	• No published specific restrictions on tiering or bundling exist. • However, customers must be able to subscribe to basic cable packages only and not be forced to subscribe to additional channels or value-added services.	• No specific restrictions on tiering or bundling of programmes. • Tiering or bundling should generally not constitute anti-competitive conduct or violate any requirements under the Competition Ordinance.	• Channels offered as part of the basic tier must also be offered on an a la carte basis. • Number of bouquets of pay channels can't exceed number of pay channels offered. • Distribution Platform Operators (DPOs) have the flexibility of offering promotional schemes on par with broadcasters. *See www.avia.org/rfg for further details*	• Tiering/bundling is allowed. An a la carte offer of channels is not mandatory.
Restrictions on advertising *Including localisation rules, revenue and minutage restrictions*	• Subscription fees must be pay TV's predominant source of revenue. No more than 50% of pay TV operators' total revenues can come from advertising. • Ad minutage unlimited. • Ad content governed by industry Codes of Practice.	• No regulations/restrictions exist. • Localisation rules stipulate that ads must be in the Khmer language. *See www.avia.org/rfg for further details*	• Legally, advertising on foreign channels is expected to comply with advertising laws. In practice, advertising laws are not enforced against foreign channels on hotel platforms. • Minutage restrictions of 12 mins per hour (or a maximum of 18 mins during the peak viewing period between 7 PM and 9 PM). *See www.avia.org/rfg for further details*	• No minutage limit for pay TV. • Ads broadcast under pay TV services are subject to restrictions in advertising regulations such as the TV Programme Code. • Ads deemed to 'endanger national security' are prohibited. *See www.avia.org/rfg for further details*	• Ads cannot exceed 12 mins per hour, including up to 10 mins per hour of commercial ads, and up to 2 mins per hour of a channel's self-promotional programmes. • All advertisers/advertising agencies must submit a 'Self-Declaration Certificate' confirming their compliance with applicable laws before broadcasting any ads that apply to food & health sectors. *See www.avia.org/rfg for further details*	• Ads must comply with applicable laws and regulations, including the Indonesian Advertising Code of Ethics and requirements issued by KPI. • Foreign ads broadcast during programmes transmitted from overseas should be replaced with domestic ones, but there is no active enforcement. • Operators are required to follow the schedule guidelines for the display of certain ads, but no minimum minutage requirements. *See www.avia.org/rfg for further details*
Content regulation *Including local content quotas, content control and insertion of classification and other content labels into international feeds*	• 10% of total programme expenditure on drama channels must be spent on new Australian/New Zealand dramas. Flexibly administered; a shortfall in one year can be made up during the next year. • Self-regulation based on Codes of Practice published by the industry association.	• Existing regulations unlikely to apply to pay TV but regulations for Cambodia's film industry (including internet broadcasts of movie and TV content) is regulated. • The Classifications and Visa Registration of Films and Videos (Prakas 166) restricts production and distribution of local and foreign videos to protect minors. • Broad scope on the Control of Publication of Websites and Social Media and the significant discretion practised by ministries in interpreting content standards, may include pay TV content. *See www.avia.org/rfg for further details*	• TV channels must self-censor to ensure programmes comply with stringent censorship requirements. • All imported programmes, films and teleplays are subject to censorship and approval of the NRTA. *See www.avia.org/rfg for further details*	• No local content quotas. • Platform operators and channels are required to adhere to broad guidelines in the TV Programme Code, which prescribes certain requirements to insert local classification labels into foreign channels. • In addition to general TV content regulation, publication and public display of obscene and indecent articles are regulated. • Content deemed to 'endanger national security' is prohibited. *See www.avia.org/rfg for further details*	• No local content quotas. • Content regulation is a largely self-regulatory approach based on prescribed guidelines and published Programme Codes, with separate codes adopted by industry organisations. *See www.avia.org/rfg for further details*	• A minimum of 10% channel capacity must be devoted to public broadcasting agencies and private FTA broadcasting agencies, plus an additional 10% for other domestic content. • Operators must carry out internal censorship to meet KPI standards on all programmes, both domestic and foreign. • All local and international feeds must appropriately display the programme classification code, although not strictly enforced. *See www.avia.org/rfg for further details*
Regulations on languages, dubbing/subtitling and captioning	• Prescribed annual captioning targets apply. Targets vary according to category of service (e.g. movies, news, sports, music). Each year, targets increase by 5% until it reaches 100%. • Regulations regarding readability, accuracy and comprehensibility of captions for subscription TV providers. • No regulations on languages.	• No regulations/restrictions exist.	• In principle, TV channels should use standard Mandarin as the written or spoken language in their content. If another language needs to be used, it is subject to NRTA approval. • No published specific regulation on approval procedures, but in practice, for an alternative-language channel, a blanket approval is generally sought and provided at the discretion of government authorities. *See www.avia.org/rfg for further details*	• No local language or subtitling/dubbing requirements.	• Service providers are obligated to deliver subtitles/closed captioning/sign language across specified TV programmes in the same language as the content. • However, live news, live telecasts of sports, award or music shows and ads are exempt from the requirement.	• All foreign broadcast programmes (including films) must have Indonesian subtitles, except for foreign news, any programme teaching foreign languages, the reading of religious scripture, sports and live broadcasting. • Broadcasters may choose to replace subtitles with dubbing for up to 30% of their programming. • All foreign programmes available in bilingual programmes are exempted from the translation requirement.
Programme supply restrictions *Including must provide rules and other restrictions on exclusivity and anti-siphoning rules*	• No general restraints on exclusivity. • Restrictive 'anti-siphoning' provisions require many sporting events to be offered first to FTA TV before subscription TV can acquire the right. *See www.avia.org/rfg for further details*	• No regulations/restrictions exist. • There may be no restriction on exclusivity and broadcasters can apply to MOI for exclusive rights to broadcast.	• No published restrictions exist.	• No specific programme supply restrictions for pay TV. • However, any supply of programmes should generally not constitute anti-competitive conduct.	• Exclusivity is generally not allowed. Channels must be available to all platforms on a non-discriminatory basis and platforms 'must carry' channels on request, subject to spare capacity. • Restrictive sports sharing provisions require many sporting events to be given to the public broadcaster for FTA broadcast. *See www.avia.org/rfg for further details*	• IPTV must provide at least 10% of its channel capacity to carry domestic content. • Contracts for exclusive carriage of content are not restricted but there should be no monopolistic practices. • Broadcasting Law is silent on exclusive content. However, Komdigi has taken a stance that 'essential' content must be distributed through a transparent tender process, but non-essential programming may be exclusive. *See www.avia.org/rfg for further details*
Restrictions on Foreign Direct Investment (FDI) *Including FDI in platforms and wholesale supply of programming and cross-media ownership restrictions*	• Specific foreign acquisitions of media assets are reviewable under general foreign investment policy. Media sector is categorised as a 'sensitive sector', meaning all foreign investments of 5% or more are subject to approval. • No specific restrictions on content providers other than general competition laws. *See www.avia.org/rfg for further details*	• No cross-media ownership restrictions. • No industry-specific regulations or restrictions. • General foreign investment rules apply. As media activities are specifically excluded from investment projects, they may be eligible for certain government incentives. *See www.avia.org/rfg for further details*	• Although restrictions on foreign investment in traditional cable/satellite TV stations was lifted in 2019, the relevant media laws and regulations remain unchanged and valid. • As such, only state-owned enterprises can currently invest in and hold interests in these TV stations.	• No limits on foreign investment, though a majority of directors must be HK residents. • Some constraints on the control of multiple media outlets apply to domestic and foreign investors. • Cross-media ownership restrictions exist; a broadcast licensee cannot have control of other licensees without government approval. *See www.avia.org/rfg for further details*	• 100% FDI is permitted under the automatic route for investment in Teleports; DTH; Cable networks; Mobile TV; HITS. • 49% FDI is permitted under the government route for investment in the uplinking of News & Current Affairs TV channels. • 100% FDI is permitted under the automatic route for investment in the uplinking of Non-News & Current Affairs TV channels and/or the downlinking of TV channels. *See www.avia.org/rfg for further details*	• Foreign investment in pay TV operators is permitted up to 20% of the total subscribed and paid-up capital once it is established. • Limitation on foreign shareholding applies to direct and indirect investment. • Vertical integration is not prohibited to the extent it does not trigger unfair competition as regulated under the Anti-Monopoly Law. *See www.avia.org/rfg for further details*
Retransmission arrangements *Including must carry and remuneration*	• No government 'must carry' rule. • Retransmission of FTA broadcasts subject to payment of equitable remuneration to underlying rights holders.	• No regulations/restrictions exist.	• Although not required under the law, in practice, state-owned provincial satellite channels must re-transmit the CCTV evening news.	• None.	• DPOs are required to use digital addressable systems to mandatorily carry a total of 28 channels. • 11 regional Doordarshan channels are required to be carried by DPOs if their services are limited to the state to which such regional channels pertain to. • No remuneration for compulsory retransmission.	• Pay TV operator must provide one domestic channel for every ten foreign channels. • No copyright exemption. The amount of payment for this right to broadcast is subject to the agreement between parties.
Consumer protection *Including cooling-off period and termination rights*	• Subscription Broadcast Television Codes of Practice registered with ACMA (which may compel compliance as a condition of the licence) imposes consumer protection obligations. • General consumer protection laws also apply. *See www.avia.org/rfg for further details*	• New Prakas implemented in April 2022 gives customers the right to withdraw and receive a full refund during the cooling-off period. • No specific restrictions regarding payment mechanisms, but service providers who offer their services electronically must explicitly state details about cancellation, termination, change and refund for customers.	• Customers must be allowed to subscribe to just basic cable packages only. • Service providers should disclose the service contents, charges of services, and sign contracts with customers.	• No mandatory cooling-off period. • Any false trade descriptions or marks and misstatements of services sold (i.e. pay TV services) are prohibited. • Competition Ordinance also generally prohibits any anti-competitive conduct carried out by a broadcast licensee. *See www.avia.org/rfg for further details*	• The Telecommunications (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017 lays out various consumer rights in respect of their pay TV service. *See www.avia.org/rfg for further details*	• No specific regulation for pay TV. • However, operators must still observe the provisions of the Consumer Protection Law.
Data handling	• No data localisation obligation, although there are obligations regarding the transfer of personal data overseas. • Exemption for media organisations of certain privacy obligations, but media organisations are publicly committed to observe standards that deal with privacy in their activities.	• Under current practice, matters pertaining to data protection and privacy generally fall under the right to privacy and is protected in broad terms under Cambodia's Constitution, specific legal provisions under the Civil Code, Criminal Code, and other specific laws such as Banking and E-Commerce Laws.	• Service providers must notify and obtain prior consent from individual customers if personal information is collected and protect the rights of their users. • Under the PRC Cybersecurity Law, network operators are required to establish a user information protection system to prevent the leak, destruction or loss of collected personal data. *See www.avia.org/rfg for further details*	• No data localisation requirements. • Pay TV licensees who collect, use or transfer personal data in Hong Kong for their own purposes will be considered a 'data user' and subject to requirements. • The 'Artificial Intelligence: Model Personal Data Protection Framework' issued in June 2024 guides businesses on the use of AI in relation to personal data. *See www.avia.org/rfg for further details*	• The Digital Personal Data Protection Act, 2023 will come into force after the Central Government issues the implementing rules. • Until such notification, data handling should be processed with consent and in a lawful manner. • No data localisation requirements in place.	• Pay TV operators must comply with the general requirements on personal data protection in the PDP Law. • Key principle under applicable regulations is that the collection and use of personal data must be based on certain legal basis.

	JAPAN	MALAYSIA	MYANMAR	NEW ZEALAND	PAKISTAN	PHILIPPINES
How regulated? *Details of regulators*	• Japanese Ministry of Internal Affairs and Communications (MIC) administers the Broadcast and the Radio Wave Laws, formulating policies through consultative councils, which may include industry representatives. • Japan Commercial Broadcasters Association (Nihon Minkan Housou Renmei) (JCBA) is a self-regulatory organisation, which maintains specific content standards required by the Broadcast Law. Commercial broadcasters usually refer to the JCBA's codes.	• The principal regulator is the Malaysian Communications and Multimedia Commission (MCMC), an agency under the Ministry of Communications. • MCMC is independent and self-regulating but may not necessarily be politically independent as it comprises members of the executive government. • The Communications and Multimedia Content Forum (CMCF) is the designated industry body co-regulating content. • Judicial review is available in theory but never tested in practice.	• TV and broadcasting sectors are jointly regulated by the Broadcasting Development Authority (the Authority) and the National Broadcasting Council (the Council) under the TV and Radio Broadcasting Law (the Broadcasting Law). • The Council is responsible for implementing and enforcing the Broadcasting Law, while the Authority is a governmental inter-agency body responsible for the development and implementation of long-term national broadcasting development plans, policies and technical standards. *See www.avia.org/rfg for further details*	• No overarching regulator but a few bodies influence the industry. • The Advertising Standards Authority (ASA) is an industry body that self-regulates most ads through Codes of Practice and guidelines. • The Broadcasting Standards Authority (BSA) is a government agency that administers a specific pay TV code. • The Commerce Commission is a government agency that monitors misleading and deceptive conduct and enforces breaches of the Fair Trading Act. *See www.avia.org/rfg for further details*	• There is a single regulator, the Pakistan Electronic Media Regulatory Authority (PEMRA). PEMRA is an independent statutory body which according to observers tends to be influenced by the government to a considerable degree. • Different types of pay TV are regulated differently. However, pay TV delivered over the internet is currently unregulated. *See www.avia.org/rfg for further details*	• Principal regulator for broadcasting and telecoms is the National Telecommunications Commission (NTC), under the Department of Information and Communications Technology (DICT). • Content is regulated by the Movie and Television Review and Classification Board (MTRCB). *See www.avia.org/rfg for further details*
Online Curated Content (OCC) Policies *Common terms include Video-On-Demand (VOD) or streaming services, which offer a fully curated content catalogue with direct control over content on their services.*	• The Broadcast Law does not define OCC services and most are not specifically regulated. • Some services, such as services to deliver content to mobile devices using VHF-low frequencies, have been categorised as broadcasting, bringing them under the remit of MIC.	• MCMC is responsible for regulating OCC providers. • CMCF is the designated industry body for co-regulating content.	• The Broadcasting Law excludes internet-based broadcasting. • Under the TV and Video Law (the Video Law), video content being broadcast must first be certified with a Video Censor Certificate (VCC) issued by the Video Censor Board (VCB). However, the extent of the real application for this requirement remains vague.	• Similar to the pay TV industry, there is no overarching regulator that oversees the industry but there are a few bodies that have influence over it. • The ASA, BSA and Commerce Commission consists of regulations that affect the OCC industry. *See www.avia.org/rfg for further details*	• OCC is currently unregulated.	• The DICT, together with the NTC and other agencies attached to it has oversight over Information and Communication Technologies (ICT), which includes OCC. • DICT has yet to issue rules and regulations governing OCC services.
Copyright protection?	• Copyright Law has a strong framework and imposes significant penalties. There is effective enforcement. • Online piracy is a violation of the Copyright Law which imposes criminal sanctions (imprisonment and fine). Criminal sanctions on illegal downloading were introduced in 2012. • Generally, police are proactive in uncovering illegal uploading.	• Copyright Act of 1987 protects copyrighted work in broadcasts. • Complaints are lodged with the Ministry of Domestic Trade and Cost of Living which enforces copyright infringement and is proactive. • Enforcement measures include site blocking, takedown policies and criminal actions. • Copyright (Amendment) Act 2022 stipulates an offence relating to the illegal sale of streaming technology. *See www.avia.org/rfg for further details*	• Copyright infringement is a criminal offence and provides civil remedies to copyright owners. • Copyright Law grants copyright protection to foreign copyrights which are protected under international treaties. • It is an offence to exhibit video content generated by a video business licensee and has been certified with VCC, without permission. *See www.avia.org/rfg for further details*	• Copyright Act provides strong protection of copyright material in New Zealand. • Prohibitions on Technological Protection Measure (TPM) circumventions have been imposed and enforced to block advertising streaming devices (Kodi boxes) intended to circumvent subscription TV services. However, there are loopholes that permit the use of VPNs to avoid geoblocking. *See www.avia.org/rfg for further details*	• Copyright protection is covered under the Copyright Ordinance, 1962 and content aired on pay TV appears to be protected under it. • Civil, criminal and administrative enforcement mechanisms are available. • To date, copyright legislation has not been adequately enforced, however, with recent restrictions on airing foreign content on in-house distribution channels, pirated content has reduced. *See www.avia.org/rfg for further details*	• The NTC and the Philippine Intellectual Property Office (IPOPHL) share jurisdiction over administrative cases concerning copyright. • The current laws provide criminal, civil, and administrative enforcement measures against copyright infringement. • Penalties include an injunction, fines, destruction of prohibited materials, and imprisonment. *See www.avia.org/rfg for further details*
Licensing of foreign channels *Allowed, prohibited or unregulated?*	• No specific licensing requirements for foreign channels as long as the pay TV platform has the necessary licences. • No specific restraints on channel uplinking or downlinking.	• A licence is required for satellite broadcasting, subscription broadcasting, terrestrial FTA TV, and terrestrial radio broadcasting for local or foreign channels. • Pay TV platform operators must notify channels for carriage to MCMC prior to launch. • Local content is subject to review.	• The Broadcasting Law does not prohibit the distribution of foreign channels and ads by licensed pay TV operators.	• Unregulated.	• Satellite TV channels, including foreign ones, uplinked from outside Pakistan must obtain a landing rights permission. • Applicants must be incorporated as an entity in Pakistan and have a distribution agreement with foreign satellite TV channels for downlinking and distribution in Pakistan. • Requirements and process for obtaining landing rights permissions and licences to operate a domestic satellite TV channel are similar.	• No regulations.
Licence fees and specific taxation	• Broadcasters must pay a frequency usage fee if using transmission via radio waves. The fee varies, depending on the frequency band. • A registered carrier under the Telecommunications Business Law must pay a nominal administrative filing fee. Some cable TV operators may be classified as registered carriers.	• An application fee of MYR 10,000 is required to obtain an individual licence for content application services and MYR 50,000, upon it being granted. • Pay TV services are subject to a 6% Sales & Services Tax (SST). • A service tax will be charged depending upon the service provider's principal place of business. *See www.avia.org/rfg for further details*	• Commercial broadcasting service, including pay TV operators, are required to obtain a licence from the Council. • Licence fees are determined by the Council depending on the scope of broadcasting services provided. *See www.avia.org/rfg for further details*	• Licence fees for satellite and digital TV are modest. For linear TV services, a licence fee to Kordia Ltd is required. • Government levy on broadcasters is imposed, when the broadcaster's total revenue in New Zealand exceeds $500,000. • Goods and Services Tax (GST) of 15% applies to subscriptions, including those sold in New Zealand. *See www.avia.org/rfg for further details*	• Different licensing fees set for different kinds of channels and distribution mediums. *See www.avia.org/rfg for further details*	• Cable TV (CATV) and Direct Broadcast Satellite (DBS) operators with more than P10 million annual gross receipts are automatically subject to pay 12% VAT on gross receipts from sales of their services. • Licence fees for CATV operators are about P3,600, while DBS operators are charged with P20,000 for the first 40 channels and P250 for every channel succeeding the first 40 channels. *See www.avia.org/rfg for further details*
Rate regulation *Including wholesale and retail rate regulation and whether there are any price controls on eg. basic tier*	• Basic broadcasters (Kikan Housou Jigyousha) are required to submit their pay TV terms and conditions to the Minister of MIC and disclose them publicly; however, MIC does not specifically regulate retail/wholesale rates. • No price controls on any tier of pay TV service.	• Pay TV service providers may set rates in accordance with market rates. • Although the Minister may intervene to set rates for a good cause or as public interest may require, this authority has not been used much. *See www.avia.org/rfg for further details*	• No specific regulations.	• None	• Subscription fees regulated for end-users. • No regulation on wholesale rates.	• No law or regulation on regulating the rates offered by CATV, DBS and other pay TV service operators. • Various laws and regulations on consumer protection and anti-competitive behavior subject to various conditions. *See www.avia.org/rfg for further details*
Programme packaging *Including tiering, bundling, any mandatory a la carte*	• Tiering/bundling of channels is allowed and utilised in practice.	• No restrictions.	• No specific regulations.	• No restrictions. • Packaging programming into differential packages is common. • There is also a common practice of bundling together services, such as pay TV and broadband.	• No specific restrictions for programme packaging for pay TV.	• No regulations on programme packaging exist. • Tiering is common practice in the market.
Restrictions on advertising *Including localisation rules, revenue and minutage restrictions*	• Advertising is permitted. • No minutage restriction but JCBA's programme standards require that the volume of advertising per week is 18% or less of total broadcasting hours.	• Advertisements must comply with the Content Code and Code of Advertising Practice which outline the best practices and ethical standards for content distributed to audiences by service providers. • Foreign ads are permitted up to only 30% of total advertising time; all other ads, even those in pass-through streams, must be replaced by ads that meet the 'Made in Malaysia' requirements. *See www.avia.org/rfg for further details*	• Commercial TV and Broadcasting Services are allowed up to 12 mins of advertising for every hour of broadcast; at least 5% of their airtime must be allocated to the broadcast of public service ads. • No difference between the treatment of foreign and domestic ads.	• Restrictions on advertising are through: - ASA's Codes, provided the pay TV provider is a member of the ASA; - BSA's Standards, excluding any on-demand content; - Consumer protection legislation; - Sector-specific legislation or rules (e.g. Smokefree Environment Act, Gambling Act, Australia New Zealand Food Standards Code). • No regulatory limits on minutage.	• Ads are permitted but limited to a maximum of 3-min continuous ads during each 15 mins of regular programming. • No difference in the treatment of local and foreign ads, though ads featuring Indian actors may be prohibited.	• No minutage caps except for campaign ads during election period. • While minutage caps are not imposed on commercials, the Philippine Broadcasters Association (KBP) Television Code limits the total airtime of commercials to 18 mins per programme hour in foreign or local programmes in Metro Manila or 20 mins per programme hour for provincial television.
Content regulation *Including local content quotas, content control and insertion of classification and other content labels into international feeds*	• No local content quotas and no requirements to insert local classification and other content labels into international feeds. • Broadcasters should avoid harming public safety or morals, be politically fair, avoid distorting facts, establish and publicly disclose standards for TV programmes. • JCBA's programme standards also require broadcasters to consider viewers' circumstances, such as broadcasting time.	• Strict content guidelines call for the prohibition of indecent, obscene, false, menacing, or offensive content in character. Extensive guidelines on content moderation are available. • Pay TV operators are expected to conduct self-censorship of content. *See www.avia.org/rfg for further details*	• In principle, broadcast video content must reviewed by the VCB. In practice, regulators actively monitor and contemplate enforcement actions against broadcasters who broadcast video content without the VCC. This requirement is not enforced on foreign channels. • At least 30% of programming to be locally produced and 20% of programmes produced by local independent producers. At least half of such programmes must be broadcast during 'prime time' slots. • Content of broadcast programmes must comply with a Code of Conduct. *See www.avia.org/rfg for further details*	• No local content quotas. • BSA provides programme classification standards, guidelines and requirements. • Classification is required by the Films, Videos, and Publications Classification Act 1993. • However, non-compliance may be excused where the broadcaster exercises no or very limited editorial control over content screened on foreign pass-through channels. *See www.avia.org/rfg for further details*	• Extensive content restrictions, including content which is obscene, indecent or contains aspersions against the judiciary or armed forces of Pakistan. • Only 10% foreign content is permitted on local pay TV channels, while foreign channels with landing rights permission may not air local content. • Service providers can be ordered to remove any online content it considers necessary to safeguard national interests.	• No local content quotas. • Self-regulatory system is administered by KBP in coordination with MTRCB. Non-KBP members are subject to regulation by the NTC. • MTRCB at times has taken an exceptionally stringent position on rules relating to tobacco, sexual content and gender sensitivity in depicting women on TV.
Regulations on languages, dubbing/subtitling and captioning	• Generally, broadcast programmes cannot be dubbed more than once (programmes for FTA TV may be dubbed up to 10 times).	• Service providers must ensure that persons with disabilities have equal access to information, particularly in broadcast news programmes. • Offensive languages such as crude references, hate speech or graphic languages that depict sexual references are prohibited. *See www.avia.org/rfg for further details*	• No specific regulations.	• No requirements for captioning. • National broadcasting support fund NZ On Air: - contributes $2.8 million annually to funding programming for minority and disabled audiences, such as captioning on selected programmes; - requires all programmes it funds to be captioned.	• Only up to 50% of general entertainment content may be dubbed in Pakistani languages. • No general restriction on subtitling, though ads in the form of subtitles should not exceed more than one tenth of the screen.	• Unless exempt, all franchise holders or operators of TV stations and producers of TV programmes are required to provide a closed caption option in the broadcast of their programmes. • Closed caption services are required on at least 25% of non-exempt programmes of non-exempt TV stations.
Programme supply restrictions *Including must provide rules and other restrictions on exclusivity and anti-siphoning rules*	• No 'must provide' rules or other restrictions on exclusivity or 'anti-siphoning' rules.	• No 'must carry' or 'must provide' restrictions. • Anti-competitive conduct, entering into collusive agreements, and tying or linking agreements are prohibited.	• No specific regulations.	• No restrictions.	• A maximum number of licences issued to a company may not exceed a total of 4 satellite TV licences, 4 FM radio licences, and 2 landing rights permissions. • A licensee who owns or controls any other distribution services shall not be granted a landing rights permission or broadcast media licence and vice versa.	• In principle, exclusivity is not allowed, although operators may seek an exemption from the NTC. • In practice, exclusivity is common, with local broadcasters guarding their exclusive content.
Restrictions on Foreign Direct Investment (FDI) *Including FDI in platforms and wholesale supply of programming and cross-media ownership restrictions*	• Foreign investment is restricted to 20% for basic broadcasters (Kikan Housou Jigyousha). • Broadcast Law restricts a basic broadcaster and its holding company from owning, directly or indirectly, multiple basic broadcasting businesses, with certain exceptions. • No foreign investment restrictions on 'general broadcasters'. *See www.avia.org/rfg for further details*	• Licensees must be incorporated in Malaysia. • Shareholding restrictions on licence holders are imposed based on the type of licence. Applicants for an individual licence to provide content application services must have a Bumiputera shareholding of at least 30%. • No restrictions on cross-media ownership (e.g. TV-newspaper) but there are restrictions against cross-sectoral ownership (e.g TV-Telecoms).	• Foreign companies and individuals are not permitted to hold more than 30% in a commercial broadcasting service licensee. • Cross ownership between print media services and broadcasting media services is a restricted investment, and such investments are further subject to approval from the MOI. *See www.avia.org/rfg for further details*	• No limit on FDI in platforms. Government review/consent is based on transparent, non-restrictive criteria, including where a 25% or more ownership interest is being acquired in business assets valued at over NZD$100 million. • No limits on wholesale provision of TV programming for foreign entities. • No cross-media ownership restrictions.	• Only 49% foreign ownership allowed. • Pakistani nationals must own, control and manage the entity holding the licence or landing rights permission. Licences cannot be granted to foreign citizens, foreign companies or local companies, where the majority of shares are owned or controlled by foreign nationals or companies. • Certain cross-media ownership restrictions vary depending on the mode of delivery for pay TV.	• In theory, foreign investment in mass media broadcasting is not allowed, however some indirect ownership structures have been permitted. • If CATV services are clearly categorised as telecommunications, up to 100% FDI allowed in entities engaged in telecommunications. *See www.avia.org/rfg for further details*
Retransmission arrangements *Including must carry and remuneration*	• Designated cable operators are required to rebroadcast terrestrial TV channels broadcast by basic broadcasters in areas with poor terrestrial reception. Whether any payment is required in respect of such rebroadcasting is a matter for negotiation.	• None.	• No specific regulations imposing 'must carry' obligations on pay TV operators. • In practice, the principal channel of the state broadcaster MRTV is carried on all pay TV platforms.	• No requirements. • Retransmission of FTA channels is negotiated commercially.	• No requirements regarding retransmission arrangements specific to pay TV.	• Cable TV and DTH operators are required to carry all terrestrial UHF and VHF channels within their locality. The 'must carry' rule also applies to CATV companies. In theory, it should also apply to DTH operators, but the NTC has not expressly ruled on this. *See www.avia.org/rfg for further details*
Consumer protection *Including cooling-off period and termination rights*	• The Broadcast Law requires basic broadcasters to: i. submit pay TV terms and conditions to the Minister of the MIC and disclose them publicly; ii. notify users in advance before suspending or ceasing their business; iii. explain terms and conditions to users; and deal with users' complaints or queries regarding terms and conditions.	• Acceptable standards applicable in the communications and multimedia industry are set out in the General Consumer Code of Practice. However, compliance is on a voluntary basis. • The General Consumer Code provides guidelines on termination and general procedures for customer's complaints. *See www.avia.org/rfg for further details*	• The Consumer Protection Law (CPL) provides for general consumer protection rights and sets out the responsibilities of both consumers and service providers. • False advertising of goods and services is prohibited under the CPL.	• Pay TV is covered by general consumer protection legislation, including the Fair Trading Act and Consumer Guarantees Act. • Consumers may report to the New Zealand Commerce Commission any unfair terms in standard form contracts for services.	• No consumer protection regulations specific to pay TV, other than the requirement to be notified of a change in subscription fees within thirty days.	• The NTC has issued regulations to ensure the protection of consumer rights. Broadcast, CATV and content providers, among others, are required to charge consumers only for uninterrupted service. • Notice requirements are imposed when the need to change or amend the service agreement arises. Mechanisms for filing complaints are also available.
Data handling	• The key regulation on data handling in Japan is the Act on the Protection of Personal Information. • No requirement regarding data localisation, except in the medical industry.	• The Personal Data Protection Act 2010 states that the transfer of personal data out of the country may only be done to destinations that have been listed by the Minister or when subject to exceptions. • The Act applies to any person established in Malaysia or uses equipment in Malaysia to process personal data. • A licensee is required to be registered as a data user.	• The Electronic Transaction Law (ETL) requires online content providers (including Pay TV) to appoint data protection officers. • ETL imposes duties on the data protection officer, including the management of personal information based on its type and level of security and not to use personal information that is inconsistent with the purpose of collection.	• All personal information collected about New Zealanders by a local or foreign business in New Zealand is subject to the Privacy Act 2020. • The Act places limits on information that may be collected, retained, used and to whom that information may be disclosed. • It also places significant restrictions on transferring personal information outside New Zealand. *See www.avia.org/rfg for further details*	• Data handling is currently unregulated.	• No data localisation requirements. • The standard data protection requirements under Republic Act 10173 or the Data Privacy Act (DPA) of 2012 should apply. The DPA was mandated to protect citizens' private data when they engage with communication and information companies.

	SINGAPORE	SOUTH KOREA	SRI LANKA	TAIWAN	THAILAND	VIETNAM
How regulated? *Details of regulators*	• The Info-communications Media Development Authority (IMDA) is the statutory board that regulates the converging info-communications and media sectors. • IMDA decisions may only be appealed to the Minister. Under the law, the Minister can give directions to the IMDA. • Before introducing new laws or regulations, IMDA often conducts public consultations to receive input from industry players and the general public.	• Korea Communications Commission (KCC) is responsible for programming and content standards, broadcasting and channel policies. • Ministry of Science and ICT (MSIT) is responsible for communication policies, combined broadcasting policies and new media, but must obtain KCC consent before revising new media procedures. • The Korea Communications Standards Commission (KCSC) is an independent body that administers content standards in broadcast programmes and online. *See www.avia.org/rfg for further details*	• No single authority regulates the pay TV sector, but several governmental organisations have the authority to regulate the industry. • Ministry of Mass Media (MMM) is responsible for issuing the private TV broadcasting licence under the Sri Lanka Rupavahini Corporation Act (SLRC Act). • Telecommunication Regulatory Commission of Sri Lanka (TRC) issues licences for TV broadcasting carried out via a telecommunications system. *See www.avia.org/rfg for further details*	• The regulator, the National Communications Commission (NCC), is neutral and independent of operators but leaves little scope for private initiatives. • Seven commissioners are nominated and appointed, before serving a four-year term and may be reappointed to serve a consecutive one. • Taiwan regulates pay TV through the Cable Radio and Television Act, the Radio and Television Act, and the Satellite Broadcasting Act. *See www.avia.org/rfg for further details*	• Under supervision of the National Broadcasting and Telecommunications Commission (NBTC). • The NBTC comprises of seven commissioners selected by a scrutinising committee, approved by the Senate and finally appointed by the royal command of the King. • The term of an NBTC commissioner is six years, the most recent started their term in 2022 and is due to be completed in 2028. *See www.avia.org/rfg for further details*	• The Ministry of Information and Communication (MIC) is the primary regulator. • The Administration for Broadcasting and Electronic Information (ABEI) under the MIC oversees pay TV. *See www.avia.org/rfg for further details*
Online Curated Content (OCC) Policies *Common terms include Video-On-Demand (VOD) or streaming services, which offer a fully curated content catalogue with direct control over content on their services.*	• Offshore OCC TV providers are automatically class licensed under the Broadcasting (Class Licence) Notification and must comply with the Class Licence Conditions and the Internet Code of Practice. • Local OCC services are subject to licensing requirements as OTT (niche) services. • No registration fees for the class licence or niche licence.	• OCC is outside the scope of broadcasting services but regarded as a 'value-added communications service' under the Telecommunications Business Act. • OCC platforms are subject to content regulations under the Communications Network Act. • The Korea Media Rating Board (KMRB) designated OCC as self-rating classification operators, and OCC assigns its own age ratings based on classification standards. *See www.avia.org/rfg for further details*	• No specific regulations for OCC content. • Restrictions can be placed on Internet Service Providers (ISPs) in their licence relating to providing access to certain content that is objectionable, obscene and unauthorised. Therefore, the TRC may issue directions prohibiting ISPs from providing access to certain content.	• Although not yet formally regulated, the draft Internet Audiovisual Service Management Act (the draft Act) was passed in 2020 and the framework, passed in 2022. It authorises the NCC as the formal regulator of the OCC sector. • The Ministry of Digital Affairs (MODA) may also regulate OCC TV, as announced by the President in 2022. • The NCC included the draft Act in the 2024 amendment plan, and it is expected to be submitted for review in June 2025.	• OCC falls under the supervision of the NBTC. • NBTC has no regulations for OCC content transmitted over the internet and no licensing requirements. However, platforms are subject to registration for Value-Added Taxes (VAT) and to the Thai Revenue Department.	• ABEI oversees TV on the internet. • OCC TV services providing films are subject to the Cinema Law, which governs cross-border service providers of TV and broadcast services in Vietnam. • OCC TV services only need to inform the Cinema Department, under the Ministry of Culture, Sports and Tourism (MCST) of the list of films offered and their age ratings before providing the service. *See www.avia.org/rfg for further details*
Copyright protection?	• A robust Intellectual Property (IP) law framework exists and can be enforced through criminal and civil mechanisms. • It is a criminal offence to install, import, offer for sale, possess or operate unlicensed broadcasting apparatus. • Copyright laws were amended in 2021 to make the distribution, sales, offering, etc of Illegal Streaming Devices (ISDs) and apps illegal. Local law enforcement has been proactive in cracking down on ISDs. *See www.avia.org/rfg for further details*	• Although copyright laws provide strong protection with significant penalties, online piracy is a major problem. • The KCSC identifies copyright-infringing sites and blocks access to them. • Acrimonious disputes over payment for 'retransmission consent' of FTA channels have resulted in government intervention, but no clear universal principle. *See www.avia.org/rfg for further details*	• IP rights are protected under the IP Act. Copyright owners may seek an injunction, damages and any other remedy against any person who infringes or is about to infringe copyright. • The definition of broadcasting in the IP Act includes both pay TV and OCC TV. • The most commonly used enforcement mechanism is injunctive relief obtained by the copyright owner to prevent copyright infringements. *See www.avia.org/rfg for further details*	• The Taiwan Network Information Center is the official referral entity under MODA which has initiated an administrative site blocking mechanism to handle copyright infringement disputes between rights owners and ISPs. • Copyright owners bear heavy burdens to stimulate enforcement. • Lack of any clear provisions allowing rights holders to apply to the government or courts for orders to block pirate sites. *See www.avia.org/rfg for further details*	• The Thailand Copyright Act, amended in 2022, provides for the protection of copyright infringement. • Since offences are compoundable, copyright owners have to initiate legal action, before the government can take further action. • The amendments revised the Technological Protection Measures (TPMs) to narrow exceptions, strengthen enforcement and clarify notice and takedown procedures. *See www.avia.org/rfg for further details*	• Legal framework of copyright meets basic international standards and includes protection of broadcasts. Piracy remains a significant problem. • Broadcasts on pay TV must meet copyright requirements. • IP Law, amended in 2022, has strengthened the rights of owners by imposing stringent regulations on infringement and outlining corresponding remedial actions. *See www.avia.org/rfg for further details*
Licensing of foreign channels *Allowed, prohibited or unregulated?*	• Pay TV channels must comply with a number of different codes. • For regional channel feeds, a licence is required to broadcast, uplink or transmit satellite TV services from Singapore to the region. • Channels that seek to operate their own uplink service require a Satellite Uplink/Downlink Licence for Broadcasting Purposes.	• Prior individual authorisation for each channel is required from the MSIT. • Retransmitted programming capped at 20% of each operator's bouquet. • No local ads or dubbing allowed in foreign retransmitted channels. *See www.avia.org/rfg for further details*	• Licence conditions issued by the MMM determine the conditions for obtaining landing rights for foreign TV channels. • Foreign channels must be licensed or permitted for broadcast by the MMM under the Sri Lanka Broadcasting Corporation Act (SLBC Act) or the SLRC Act. *See www.avia.org/rfg for further details*	• Downlinking requires government landing permits but is subjected to a 3-year review and 6-year renewal, with application through a distribution agent.	• Retransmission of a foreign channel requires operators to obtain a permit from the NBTC for a landing right. Permits are readily granted.	• Foreign channels broadcast on pay TV must meet the following requirements: i. Have a landing and editing licence (through a local agent); ii. Have a legitimate copyright/copyright licence; and iii. Satisfy other extensive and burdensome licensing requirements. *See www.avia.org/rfg for further details*
Licence fees and specific taxation	• For Nationwide Subscription Television Service Licensees, the annual licence fee is 2.5% of total revenue or SGD50,000 per annum, whichever is higher. Licensees must also have a performance bond of SGD20,000. • For Niche TV Service licensees, no licence fee is required.	• Fees are required for obtaining, renewing, registering, and amending Cable TV or satellite TV licences. • Pay TV operators must contribute fees calculated by multiplying the fee rate designated by the MSIT to not more than 6% of the operator's broadcasting and advertising revenues from the previous year.	• Application fee for a broadcasting licence is LKR 100,000. • A non-refundable evaluation fee of LKR 200,000 must be paid to the TRC together with the application for the pay TV operator licence under section 17 of the Telecom Act. • Licence conditions may specify additional payments for relevant licence fees. *See www.avia.org/rfg for further details*	• Nominal and transparent fees charged for licence application and renewal. • In addition, 1% of annual revenue is charged to a development fund, whose proceeds are used to benefit pay TV, FTA TV, and local cultural facilities, which is applicable for cable TV operators and not individual channels.	• Operators who obtain a licence from the NBTC must pay annual fees totalling 2% of gross revenue, before expenses, plus a progressive percentage to a Universal Service Obligation (USO) fund. • In April 2020, NBTC adjusted the percentage to the USO fund only for DTT operators. *See www.avia.org/rfg for further details*	• A fee of VND 5 million is required for a landing licence and VND 2.5 million for an amendment to the licence. • Each pay TV operator must pay a fee of 0.3% of total subscription revenue on a quarterly basis.
Rate regulation *Including wholesale and retail rate regulation and whether there are any price controls on eg. basic tier*	• No wholesale or retail rate regulation.	• Former rate caps on retail rates have been eliminated. • However, retail rates remain subject to MSIT approval for any changes. • No wholesale rate regulation. *See www.avia.org/rfg for further details*	• The conditions of the pay TV operator licence usually require the tariff for the services to be pre-approved by the TRC. • Any changes in rates require TRC approval. • The licence conditions could also impose restrictions on prices charged on each tier of channels provided by the broadcaster.	• Extensive regulation of retail basic cable rates from central and local government bodies but rates for new digital packages and satellite DTH rates are unregulated. • No direct wholesale regulation, but strong government interference, with respect to the 'traditional' basic package.	• No regulation of retail or wholesale rates.	• No legal provisions regulating subscription rates or price control. • Pay TV service providers must publish their rates with specific information and basic technical specifications of those services/service packages.
Programme packaging *Including tiering, bundling, any mandatory a la carte*	• Cross-carriage rules apply for designated content offered on cable, DSL and fibre. • Tiering and bundling of channels are allowed, but if a bundle contains a channel that is considered 'Qualified Content' under the Code of Practice for Market Conduct (CMC), then the entire bundle would be subject to the cross-carriage requirements. • Restrictions have been applied only to a limited number of sporting competitions.	• Tiering and bundling are allowed and common. • Korean operators offer some premium channels a la carte but there is no regulatory requirement.	• A la carte offerings are not mandatory in Sri Lanka. • Tiering/programme packaging is permitted.	• Mandatory carriage of large, prescribed basic package (90-100 channels). • Programmes provided by system operators and their affiliated enterprises shall not exceed 25% of channels.	• Tiering is allowed. No a la carte requirements.	• The regulations establish different types of programme packages for pay TV: - Basic service package: includes local channels serving essential political and propaganda information tasks; - Pro service packages: includes Vietnamese and foreign channels; - On-demand packages: based on subscribers' demands. • Value-added services may be provided along with the mentioned packages. *See www.avia.org/rfg for further details*
Restrictions on advertising *Including localisation rules, revenue and minutage restrictions*	• Pay TV channels must comply with the TV and Radio Advertising and Sponsorship Code and the Singapore Code of Advertising Practice. • A 14-min/hr advertising time limit applies for channels with scheduled programming. This time limit is not applicable for VOD content and interactive advertising services. • For Nationwide Subscription TV Licensees, no more than 25% of the total revenue can come from advertising. This does not apply to Niche TV Service Licensees.	• Advertising on domestic and joint-venture channels allowed. • Foreign retransmitted channels may not include ads for the Korean market. • A self-regulatory system of advertisement review is administered by the Korea Advertising Review Board (KARB). *See www.avia.org/rfg for further details*	• No minutage restrictions. • Conditions of the MMM licence may differentiate between foreign and domestic ads. • Licence conditions provide that foreign channels must not carry ads that specifically target Sri Lankan viewers.	• A segment of ads may be inserted twice in programmes that last up to 30 mins, three times in programmes that last up to 45 mins, and four times in programmes that last up to 60 mins. For live event broadcasts, ads may be inserted at appropriate times.	• Advertising on pay TV is limited to a daily average of 5 mins per hour, with no more than 6 mins in any one hour for pay TV, irrespective of foreign and domestic advertising. • Tight restrictions on ads for tobacco & alcohol. • No specific taxation on advertising. General taxation applies.	• Ad of goods and services such as tobacco, alcohol, drugs and gambling are prohibited. • Ads on pay TV must not include ads already inserted from foreign programmes/channels. All ads must be produced or inserted in Vietnam. • Ads limited to 5% of airtime over a 24-hour period, with no more than 2 breaks per film, and 4 breaks in other entertainment programmes. *See www.avia.org/rfg for further details*
Content regulation *Including local content quotas, content control and insertion of classification and other content labels into international feeds*	• No local content quotas. • Pay TV channels are expected to comply with various content codes that includes restrictions on certain types of content. • Generally, content should be rated considering the Film Classification Guidelines and channels must present the classification information of a programme prominently.	• Self-regulatory approach to content regulation by pay TV operators, with supervision and standards-setting by the KCSC. • Broadcasting operators must display the age rating as determined by the KCSC during the broadcast of the programme. Local pay TV providers are responsible for inserting age ratings into foreign programming. *See www.avia.org/rfg for further details*	• Local content quotas depend on MMM licence conditions and copies of such licences are not publicly available. • Operators must not distribute harmful or illegal content that may affect national security. Operators must not carry objectionable, obscene, or any other unauthorised content. • The provisions of the Online Safety Act (OSA) are relevant to a broadcaster. Online content that amounts to a prohibited statement and has been communicated to end users in Sri Lanka, may hold broadcasters liable. *See www.avia.org/rfg for further details*	• General guidelines on content control. • Regulator is becoming more interventionist on content standards by checking programme ratings and ensuring content meets TV classifications.	• No local content quotas. • Pay TV services perform self-censorship based on published guidelines from a government regulator. • Parental rating logos (3+, 6+, 13+, 18+, general viewing) must be inserted on screen. *See www.avia.org/rfg for further details*	• All domestic programmes and channels must be provided by 'content providers' that have a licence for press operations in the TV field and for producing Vietnamese TV programmes, except those delivering essential political and propaganda information. • Number of foreign channels must not exceed 30% of the total number of channels on an operator's network. • Vietnamese films must comprise 15% of broadcast time relative to total broadcast time for films on local channels, except for OCC TV. *See www.avia.org/rfg for further details*
Regulations on languages, dubbing/subtitling and captioning	• Transmission of programmes in dialects is controlled and limited for all Niche Subscription TV and Nationwide Subscription TV Service licensees.	• Dubbing is prohibited on foreign retransmitted channels, but subtitling is allowed. • Pay TV providers are required to utilise sign language, closed captioning, and audio descriptions to assist disabled viewers. *See www.avia.org/rfg for further details*	• None unless included in the licence conditions.	• Foreign-language programmes shall carry Chinese subtitles or be broadcast with Mandarin narration. If necessary, the regulatory agency may instruct that the programmes be dubbed in Chinese.	• NBTC regulations encourage, but do not mandate, dubbing or subtitling of international channels into Thai.	• Translation requirements (through either dubbing or subtitling) in the original Decree 06 were dropped. • Decree 06 (as amended by Decree 71) now only requires that any subtitle or dub-title must preserve the purity of Vietnamese language.
Programme supply restrictions *Including must provide rules and other restrictions on exclusivity and anti-siphoning rules*	• Pay TV operators must make their exclusive content on all 'Relevant Platforms' (which currently means a managed cable or fibre network) available to other operators for cross-carrying. (There is, as a result, very little contractual exclusivity in Singapore).	• No regulation of exclusive carriage contracts for channels. • Requirement to share designated broadcast public events of widespread popularity or great significance. • Cable, IPTV and DTH platform operators are required to carry 2 terrestrial channels (KBS1, EBS), as well as more than 2 news channels, 3 public channels, and 3 religious channels, etc. *See www.avia.org/rfg for further details*	• No restrictions unless included in the licence conditions. • Exclusivity in content distribution is permissible in the re-transmission of TV programmes.	• No restrictions.	• 'Must have' rules require specific sporting events to be only broadcast on FTA TV channels (which are then also carried on pay TV). • Non-Exclusivity List rules require any operator securing rights to listed sporting events to share broadcast rights at reasonable fees. *See www.avia.org/rfg for further details*	• No legal restrictions on exclusivity nor 'anti-siphoning' rules.
Restrictions on Foreign Direct Investment (FDI) *Including FDI in platforms and wholesale supply of programming and cross-media ownership restrictions*	• Nationwide Subscription TV Licensees are subject to ownership requirements. These include a cap of 49% of foreign investment in the licensee unless otherwise approved by the Minister and with prior approval of substantial shareholders, directors and CEOs. • No specific cross-media ownership restrictions, but there is a general requirement for the Minister's approval of shareholding greater than 5%.	• Foreign investment in pay TV platforms is limited to: - 49% in cable operators, DTH operators and IPTV content providers; - 20% for general channels, which have no restrictions on the broadcast genres; - 10% for news channels. • There are also cross-media ownership restrictions on broadcasting operators. *See www.avia.org/rfg for further details*	• FDI limited to 40% in mass communication companies, although approval can be sought from the Board of Investment of Sri Lanka for a higher percentage of foreign investments in a particular company. • No restrictions on cross-media ownership or vertical integration unless included in the licence conditions.	• Total direct and indirect foreign investment in a company operating a cable radio and/or TV system shall be less than 60% of the total shares issued by the company. • Direct foreign shareholding is limited to legal entities; total shares directly held by foreign shareholders shall not exceed 20% of total shares issued. • Cross-media ownership among broadcasters is subject to general competition laws. *See www.avia.org/rfg for further details*	• A 49% FDI limit applies to wholesale providers based in Thailand. • In practice, foreign holdings may be structured to allow foreign partners considerable indirect ownership. • For cross-media ownership, radio and television licence holders wishing to take over or acquire more than 25% directly, or more than 50% indirectly, in another licensed company must submit their plan to the NBTC for approval at least 60 days in advance. *See www.avia.org/rfg for further details*	• FDI enterprises must have their policies adopted by the Prime Minister but there is no expressly stipulated limit for FDI in pay TV platforms. • Provincial investment departments consider pay TV proposals on the same basis as other investments. • Limits for wholesale distribution are the same as for retail distribution platforms.
Retransmission arrangements *Including must carry and remuneration*	• Nationwide Subscription TV Licensees are obliged to ensure access to local FTA channels for their subscribers.	• Acrimonious disputes over payment for 'retransmission consent' of FTA channels have resulted in government intervention, but no clear universal rule.	• No general requirement for pay TV operators to carry FTA TV channels. • No specific copyright exemptions that will apply to pay TV platforms in the retransmission of content/TV programmes.	• Cable operators 'must carry' five major analogue FTA channels. • No copyright licensing payments are required. • No similar rules for IPTV or DTH operators.	• NBTC has issued 'must carry' rules, requiring TV operators on all platforms to carry 21 digital FTA TV channels, without remuneration to the relevant FTA broadcaster. *See www.avia.org/rfg for further details*	• Pay TV service providers must broadcast channels serving essential political and propaganda information tasks.
Consumer protection *Including cooling-off period and termination rights*	• Operators must comply with certain restrictions including that subscription contracts are a maximum of 2 years. • Under the Code of Practice for Market Conduct, operators must comply with certain restrictions including that early termination charges are related to any discounts provided and the duration the contract was consumed, and to implement procedures for subscribers to dispute subscription charges.	• For traditional pay TV platforms, broadcasting business operators must supply their programmes at a fair and reasonable market cost. • For IPTV platforms, to ensure the general public has equal access to content, the MSIT designates certain programmes that the provider must supply at a reasonable cost.	• No specific consumer protection laws applicable to pay TV subscribers. However, pay TV licence conditions usually include conditions for consumer protection including a mechanism for resolving customer complaints. • The Consumer Affairs Authority may investigate concerns of anti-competitive practice.	• System operators are required to set up a channel carrying the system operator's name, logo, licence number, telephone number of subscribers' complaint hotline, business address, a list of all channels, the licence period, and the programmes transmitted on each channel. • The contract with customers must include rates and restrictions on fee adjustments and compensation for certain disruptions and cancellations.	• NBTC's Rule on Standard Subscription Contracts for pay TV mandates certain requirements for standard subscription contracts, such as a complaints or termination process. *See www.avia.org/rfg for further details*	• The current regulations do not clearly stipulate a 'cooling-off period'. However, they do grant subscribers the right to: - Refuse to use part or the whole of a pay TV service; and - Complain on price and service quality. *See www.avia.org/rfg for further details*
Data handling	• No data localisation requirements.	• No regulation on data localisation. • IPTV service providers shall take protective measures for securing the individual user's personal information that is obtained in the course of providing the service and shall not disclose such personal information to third parties.	• The Personal Data Protection Act, No. 9 of 2022, has been enacted but is still in the transitional stage to allow time for compliance mechanisms to be put in place.	• The Personal Data Protection Act (PDPA) requires data controllers to have appropriate measures in place to prevent personal data from being stolen, altered, damaged, destroyed, lost or disclosed. • After the PDPA amendment in 2023, the competent authority of the PDPA is the Personal Data Protection Commission.	• None.	• Pay TV services which provide 'specialised application websites' over the internet, must have at least 1 server system in Vietnam for the inspection, storage, and provision of information. • Filing of detailed dossiers on personal data impact assessment and overseas transfer must be submitted to the Ministry of Public Security. *See www.avia.org/rfg for further details*