

TELEVISION AND RADIO ADVERTISING AND SPONSORSHIP CODE

PREAMBLE

1. The Info-communications Media Development Authority (“the IMDA”) is empowered to issue, and from time to time, review codes of practice relating to the standards of programmes and advertisements. Television and radio programmes and advertisements, especially local productions, can exert a significant influence on the community. This Television and Radio Advertising and Sponsorship Code (“the Code”) seeks to ensure that advertisements and sponsored programmes offered on applicable services by service providers licensed under the Broadcasting Act (Cap. 28) are not against public interest or order, or national harmony, or offend good taste and decency. The IMDA is also empowered under the Broadcasting Act (Cap. 28) to impose sanctions, including the imposition of financial penalties, on any service provider who contravenes the Code.

2. The Code¹ outlines the general standards to be observed by licensed service providers offering advertisements and sponsored programmes in the Republic of Singapore on the following applicable services:

- (a) Free-To-Air Television (“FTA TV”) and Radio Services (“FTA Radio”);
and
- (b) Linear Channels of Nationwide Cable and Internet Protocol Subscription Television Services (“Subscription TV”).

3. The provisions set out in this Code must be applied in spirit and read in conjunction with other relevant legislation, regulations, codes and/or licence conditions. The IMDA may require service providers to withdraw advertisements and sponsored programmes that do not comply with this Code.

4. The Code deals in general principles and does not seek to address each and every possible case or scenario that could arise. Service providers may face cases or scenarios which are not specifically referred to or directly addressed in this Code. Examples included in the Code are not exhaustive. However, the principles and provisions in the following sections should make clear what the Code is designed to achieve and help service providers make the necessary judgments.

¹ This Code does not apply to Over-the-Top and Video-on-Demand services.

PART 1: DEFINITIONS

1. For the purpose of this Code:

(a) “advertisement” refers to the following:

(i) Any material designed to advance the sale of any particular product or service, or to promote the interest of any organisation, commercial concern or individual in return for payment or other reward or consideration to the service provider. Examples of such materials are as follows:

(A) words, sound effects (including music), and/or visual presentation;

(B) direct announcements, slogans, descriptions, crawlers or otherwise;

(C) "live" reads (scripted advertisements read out "live" by presenters);

(D) open talks or ad-libs (unscripted presentations);

(E) roving reports (coverage of "live" events by presenters);

(F) tag-ons (promotional messages for advertisers tagged on to sponsorship credit mentions); and

(G) advertorials, i.e. advertisements which are presented in the form of editorial content.

(ii) Infomercials, which are long-form advertisements of varying duration designed to sell products or services in an informative manner;

(iii) Squeeze-backs, which are advertisements that appear alongside the broadcast of TV programmes that have been temporarily reduced in screen size to accommodate these advertisements;

(iv) In-house programme publicity trailers and station identification;

(v) Announcements made in the public interest; and

(vi) Trailers connected to registered charities and appeals for which the service provider does not receive payment in cash or kind.

(b) “advertising time limits” refers to the limits for advertisements and trailers in each and every clock hour (which would include in-house programme publicity trailers, station identification and programme schedules).

- (c) "programme sponsorship" refers to the payment, or other reward or consideration, tangible or intangible, by a sponsor to a service provider for any part of the costs of production, acquisition or transmission of a programme, with the objective of promoting the sponsor's name, image, products, activities or services.²
- (d) "undue prominence" refers to the recurring presence, depictions, descriptions of or references to a sponsor's name, trade, brand, product name, service name, trademark, logo or slogan that obtrude on programme interest or adversely affect viewing or listening pleasure.
- (e) "product placement" refers to the placement of a sponsor's product or service in a programme, in return for payment, or other reward or consideration, tangible or intangible, to a service provider.
- (f) "children" are defined as persons below the age of 14 years.
- (g) "premium rate service" refers to any value-added service provided over a public telecommunications network which consists of:
 - (i) the provision of content to any person including but not limited to content such as information, news, updates, data, quizzes, jokes, greeting messages, ringtones, wallpapers, logos and games for which charges are imposed over and above the standard network charges of the relevant network operator;
 - (ii) the provision of a facility to any person including but not limited to facilities for chat services, contest participation, charitable fundraising and votelines for which charges are imposed over and above the standard network charges of the relevant network operator; or
 - (iii) a combination of (i) and (ii),but shall not include value-added services provided by network operators such as auto redial, back-up SIM card, call barring, call directory, call divert, call transfer, call waiting, caller ID, caller number non-display, conference call, favourite numbers, IDD, missed call alert, multi-SIM card, number retention, number porting, mobile voice and message roaming, speed dial, voicemail or video call services.
- (h) "public telecommunications network" refers to any fixed or mobile telecommunications network in Singapore.

² Mere references to commercial names in programmes do not necessarily constitute programme sponsorship, especially if they are inherent in programmes acquired by a broadcaster.

PART 2: GENERAL PRINCIPLES

- 2.1 All advertisements and sponsored programmes on the applicable services must comply with the relevant Content Code for Nationwide Managed Transmission Linear Television Services or Free-to-air Radio Programme Code.
- 2.2 Service providers must maintain their editorial and programming control over advertisements and sponsored programmes.
- 2.3 All advertisements on the applicable services should also be guided by the Singapore Code of Advertising Practice (SCAP) issued by the Advertising Standards Authority of Singapore (ASAS).
- 2.4 With regard to sponsorship, the Code is applicable to local programmes, locally packaged channels, or any other programmes where sponsorship deals are made locally and/or the service provider has control over the sponsor's presence.
- 2.5 Advertisements must be truthful and lawful. They must not expressly or by implication (such as through their descriptions, claims or illustrations) mislead about the product or service advertised or about its suitability for the purpose recommended.
- 2.6 Advertisements and sponsored programmes must be decent and tasteful in terms of content and presentation, and should not cause offence to the community.
- 2.7 Advertisements should avoid stereotyping which is demeaning or offensive, or using footages, caricatures, depictions and references that are denigrating of specific individuals or certain segments of the community, e.g. negative stereotyping or caricatures in relation to race, religion, gender, age and disability.
- 2.8 Advertisements should not contain scenes that are titillating or sexually exploitative, gory or horrifying, or excessively violent, such as close-up shots of infliction of injury and bloody wounds. Coarse language and offensive gestures should not be featured.
- 2.9 Any advertisement or sponsored programme that has the effect of directly or indirectly publicising any unacceptable product or service should not be allowed (see Part 12 for details).
- 2.10 Advertisements must be clearly distinguishable from programmes.
- 2.11 Advertisements and sponsored programmes must be clearly identified, distinguishable and recognisable to viewers and listeners.
- 2.12 If there is a direct link between a sponsor's commercial activities and the sponsored programme, service providers must make the sponsor's involvement transparent and evident to viewers and listeners, and maintain the programme's editorial integrity.

- 2.13 Service providers should ensure that the applicable services are not inundated with sponsorship messages.
- 2.14 Service providers should ensure that no undue prominence is given to a sponsor or the sponsor's products or services.
- 2.15 Service providers should consult the IMDA if they are unsure whether a proposed advertisement, sponsored programme or sponsorship arrangement would be permissible under the Code.

National and Public Interest

- 2.16 Advertisements and sponsored programmes must:
 - (a) comply with the prevailing laws of Singapore;
 - (b) not undermine national interest, national security, public interest, public security or public order;
 - (c) not be detrimental to Singapore's relationship with other countries; and
 - (d) not contain extremist or anarchic messages, such as advocating or promoting the use of violence.

Racial and Religious Harmony

- 2.17 For the purposes of this Code, race includes dialect groups and ethnic groups.
- 2.18 Advertisements and sponsored programmes must:
 - (a) be kept secular and not be of a proselytic nature;
 - (b) present references to race and religion accurately and in a dignified and sensitive manner;
 - (c) not denigrate or be likely to offend the sensitivities of any racial or religious group;
 - (d) not incite or be likely to incite racial and/or religious intolerance or misunderstanding;
 - (e) not make use of the beliefs or practices of any religion to sell any products or services; and
 - (f) not promote or propagate any religious cause or event.

Social Norms and Values

2.19 Advertisements should not:

- (a) undermine the importance of the family as the basic unit of society;
- (b) make any references to any class or group of persons as being innately or inherently inferior;
- (c) encourage or in any way lead to discrimination against any section of the community on account of race, religion, gender, age, occupational status or disability;
- (d) promote, justify or glamourise lifestyles and behaviours contrary to prevailing social norms, or portray these lifestyles or behaviours as normal or mainstream; and
- (e) contain sexual innuendoes, sexually suggestive scenes, sexually explicit dialogue, and sexually suggestive words or sounds.

PART 3: ADVERTISING TIME LIMITS AND SCHEDULING

Advertising Time Limits

- 3.1 Unless otherwise approved by the IMDA, the limits for advertisements and trailers (which include in-house programme trailers, station identification and programme schedules) must not be more than 14 minutes in each and every clock hour.
- 3.2 During the broadcast of sports programmes in a sports belt or a sports channel, the duration of advertisements and trailers in a clock hour can be up to 21 minutes, provided that their average duration per clock hour on the same day does not exceed 14 minutes.

Scheduling of Advertisements and Trailers

- 3.3 Service providers should exercise discretion when scheduling advertisements and trailers, such that they are appropriate to the target audience, and take into account the racial, religious, cultural and social sensitivities in Singapore.

PART 4: ADVERTISING FORMAT

Infomercials

- 4.1 Infomercials up to 3 minutes in duration can be broadcast in commercial breaks and will count towards the advertising time limits as stipulated in Part 3.
- 4.2 Infomercials must not be aired immediately before, immediately after, or during children's programmes.
- 4.3 Infomercials above 3 minutes in duration should be broadcast as recognisable programmes or blocks of programmes.
- 4.4 Each TV channel can broadcast up to a maximum duration of 4 hours of infomercial blocks per day, using either of the following scheduling options:
 - (a) Option 1: A 1-hour infomercial block can be scheduled between 6am and 6pm; or
 - (b) Option 2: A half-hour infomercial block can be scheduled between 6am and 7pm, and another half-hour infomercial block can be scheduled between 10pm and 12 midnight,and for both Options 1 and 2, the remaining 3 hours of infomercial blocks can be scheduled:
 - (i) between 12 midnight and 6am if the channel transmits at least 18 hours a day; or
 - (ii) before and/or after the day's transmission if the channel transmits less than 18 hours a day.
- 4.5 Infomercial blocks are not allowed between 7pm and 10pm on all TV channels as these are primetime hours.
- 4.6 Infomercial blocks or programmes on TV channels are to be visually identifiable at the beginning of each block and after each commercial break (if any), so that viewers are aware of their commercial nature. There should be a graphic inserted at the beginning of the infomercial and superimposed during the infomercial at the top corner of the screen after each commercial break. The graphic should inform viewers that the programme is an "Infomercial" or "Paid Presentation". Programme listings and guides should also clearly identify infomercial blocks or programmes.

Squeeze-backs

- 4.7 Squeeze-backs can be used during the broadcast of “live” sports TV programmes that do not have natural breaks, subject to the following conditions:
- (a) The squeeze-back should only appear during the non-crucial or lull moments of the “live” sports programme;
 - (b) The squeeze-back can only appear up to a maximum of 15 seconds per incidence;
 - (c) The total duration of squeeze-backs broadcast per clock hour must not exceed 60 seconds, and counts towards the advertising time limits per clock hour as stipulated in Part 3;
 - (d) The squeeze-back must not occupy more than 30% of the total screen area;
 - (e) The insertion of the squeeze-back must not modify the original aspect ratio of the “live” sports programme;
 - (f) The content within the squeeze-back must be silent; and
 - (g) The transitions of the squeeze-back into and out of the screen must be silent and seamless.

PART 5: ADVERTISING STANDARDS

Claims and Comparisons

- 5.1 Advertisements must not contain claims or comparisons that are misleading or highly exaggerated.
- 5.2 All claims and comparisons must be capable of substantiation.
- 5.3 Comparisons with other products or services are acceptable provided they are based on facts and use a similar basis of comparison.
- 5.4 Irrelevant data and scientific jargon must not be used to support claims that do not have a scientific basis.
- 5.5 Advertisements that may lead to the employment of money in products or services where the returns are not guaranteed should indicate the potential risks involved via disclaimers.

Use of Language

- 5.6 All advertisements should maintain a good standard of language in the four official languages of Singapore. Singlish and ungrammatical English, Mandarin, Malay and Tamil should not be used.
- 5.7 Service providers must exercise care to ensure that the languages used in advertisements are appropriate for their target audiences.
- 5.8 Advertisements may contain dialect terms, such as “ang ku kueh” and “kopi gao”, where the Mandarin equivalents may not be easily understood or commonly used. Advertisements containing other dialect terms are not allowed unless approved by the IMDA.

Moral Standards/Social Behaviour

- 5.9 Advertisements on FTA TV channels, and Subscription TV channels targeting children must not feature skimpily clad men or women from 6am to 10pm.
- 5.10 Advertisements that feature or make references to condoms and other forms of contraception are not allowed for broadcast, unless specifically approved by the IMDA for the purpose of public health-related messaging.
- 5.11 Advertisements that make references to smoking are not allowed, unless they are public service messages by the relevant government agencies. References to brand names of tobacco companies in association with other products are not allowed in advertisements, unless prior approval is sought from the relevant government authorities.
- 5.12 Advertisements that promote gambling must not be broadcast. Advertisements on or related to gambling are not allowed, unless they are public service messages.

Fortune Telling and Superstitious Beliefs

- 5.13 Advertisements that promote directly or indirectly fortune-telling, geomancy, occult practices and other superstitious beliefs; or their related products and services, should not be broadcast.
- 5.14 Advertisements should not play on fear and superstition without justifiable reason.

Death-Related and Undertaker Services

5.15 On TV, advertisements for death-related and undertaker services may be broadcast between 11pm and 6 am, or as otherwise approved by the IMDA on a case-by-case basis, subject to the following criteria:

- (a) The treatment of the advertisements is subtle, tasteful and does not offend viewers or have explicit references to morbid details;
- (b) The scheduling and frequency of the advertisements should be carefully considered, ensuring that they are spaced apart and not concentrated in a single time block;
- (c) The advertisements should target appropriate audiences;
- (d) The advertisements are not aired during festive seasons and public holidays; and
- (e) The advertisements offered by religiously affiliated organisations, such as Christian and Buddhist columbaria, should avoid religious overtones, e.g. use of imagery and music with religious connotations.

5.16 On radio, advertisements for death-related and undertaker services are not allowed.

Alcoholic Drinks

5.17 Advertisements for alcoholic drinks should not target audiences under the age of 18.

Dubious Establishments and Services

5.18 Advertisements promoting establishments or services of dubious propriety are not allowed.

Chatline and Dating Services

5.19 Advertisements for chatline services and non-accredited dating services are not allowed.

TV Programmes, Movies, Video Content and Arts Entertainment

- 5.20 Advertisements (including paid advertisements and in-house trailers) for movies or any video content rated Restricted 21 (R21) and arts entertainment rated Restricted 18 (R18) are not allowed on FTA TV, Subscription TV and FTA Radio.
- 5.21 On FTA TV, advertisements for TV programmes, movies and video content rated M18 can only be broadcast between 10pm and 6 am.
- 5.22 On FTA and Subscription TV, advertisements for TV programmes, movies and video content rated PG13, NC16 and M18 must be suitably edited according to the Content Code for Nationwide Managed Transmission Linear Television Services, highlight their classification rating in the visuals, and not be aired during timeslots containing children's programmes.
- 5.23 On radio, advertisements for TV programmes, movies and video content rated PG13, NC16 and M18 must comply with the Free-to-air Radio Programme Code, highlight their classification rating, and should not be targeted at children.

Advertisements Resembling News

- 5.24 Particular care should be exercised when using expressions and sound effects associated with or resemble those used in news bulletins, weather reports and important announcements. Viewers and listeners must be able to recognise the message as an advertisement. Expressions such as "*News Flash*" and phrases like "*We interrupt this programme...*" are reserved for important news and public service announcements and must not be used in advertisements.
- 5.25 As long-form advertisements that publicise events or public functions may be mistaken for news or information items, they should be identified as advertisements at the beginning and at the end.

Premium Rate Services

- 5.26 Advertisements that invite viewers or listeners to use a premium rate service to download content into their mobile devices, register opinions, obtain free trials, or take part in competitions or lucky draws, and are scheduled in time belts or alongside programmes that primarily target children, must present information on the cost of the service and charging mechanisms in a form that children can understand. Such advertisements must also make it clear to children that they should obtain their parents' permission to sign up for and use such services.

Sound Effects, Noise, Stridency and Subliminal Advertising

- 5.27 Advertisements should not include sounds likely to cause alarm or create a safety hazard. Distracting or potentially alarming sound effects (e.g. sirens, screeching tyres, vehicle collisions and explosions) must be treated cautiously as they may cause concern and endanger audiences.
- 5.28 Service providers should ensure that the broadcast of advertisements is not excessively noisy or strident. The audio level of advertisements must not be higher than that of the programmes they are scheduled alongside.
- 5.29 Subliminal advertising, which is the use of images, sounds or any other device or means to convey messages or influence the minds of audiences without their being aware of it, is not allowed.

Interactive Advertising

- 5.30 For digital transmission which covers interactive advertising, viewers should be able to distinguish easily between interactive options that lead to advertising and those that lead to additional programme information.

PART 6: SPONSORSHIP OF TV CHANNELS AND RADIO STATIONS

- 6.1 Sponsorship of FTA TV channels and FTA Radio stations is not allowed.
- 6.2 Sponsorship of Subscription TV channels may be allowed, subject to the IMDA's approval, and including but not limited to the following safeguards and restrictions:
- (a) No sponsorship from foreign individuals, foreign governments, non-governmental organisations, inter-governmental organisations, religious organisations or political parties;
 - (b) No sponsorship of channels carrying news, current affairs, info-educational and children's programmes; and
 - (c) Sponsored channels must be clearly identified as such to viewers, and comply with this Code and the Content Code for Nationwide Managed Transmission Linear Television Services.

Part 7: SPONSORSHIP FORMAT

Programme Sponsorship Identification

- 7.1 A sponsored programme or programme segment must be clearly identifiable and recognisable to viewers or listeners before the beginning (i.e. front credit) and after the end (i.e. end credit) of the programme or programme segment, and immediately before and immediately after each commercial break (if any).
- 7.2 Trailers for sponsored programmes can carry sponsorship credits at the beginning and/or end of the trailers.
- 7.3 Service providers must comply with the following guidelines on programme sponsorship identification:
- (i) The sponsorship credits should explain the sponsor's connection with the programmes, e.g. "*sponsored by...*", "*in association with...*" or "*brought to you by...*";
 - (ii) Sponsorship credits may indicate the connection between the sponsor and a brand or the nature of the sponsor's business, e.g. "*sponsored by Company X*", or "*makers of Product Y*";
 - (iii) The sponsor's name, trade, brand, product name, service name, trademark, logo or slogan may be used;
 - (iv) The sponsor's slogans or copy lines may appear in visual display and/or through voice-overs during the front and end credits of the programme;
 - (v) The sponsor's promotional messages are also allowed at the front and end of a sponsored programme or programme trailer;
 - (vi) Sponsorship credits before and after a programme are not included in the advertising time limits per clock hour as stipulated in Part 3;
 - (vii) Sponsorship credits of the following types are included in the advertising time limits per clock hour as stipulated in Part 3:
 - (i) Descriptions of a sponsor's products or services that are tagged on to the sponsor's name during sponsorship credit mentions; and
 - (ii) Bumper sponsorship credits (including descriptions of a sponsor's products or services) entering and/or leaving any commercial break.
 - (viii) On radio, sponsorship acknowledgements should be inserted at appropriate intervals to inform listeners that a programme or programme segment is sponsored.

Programme Sponsorship References

- 7.4 Programme sponsors can be featured or referred to within programmes, so long as they are within the guidelines of this Code.
- 7.5 For sponsored informational programmes that may feature a sponsor's products or services, they should include a range of products and services from other businesses as far as possible, so as not to be seen as infomercials or advertisements by the sponsor.
- 7.6 When featuring a sponsor within a programme, service providers should not give undue prominence to the sponsor.
- 7.7 Product placements can be featured within a programme, but should not give undue prominence to the sponsor.

Title Sponsorship

- 7.8 Unless approved by the IMDA, title sponsorship (i.e. the integration of a sponsor's name into a programme title or programme segment) is not allowed for:
 - (a) News, current affairs, info-educational, children's and IMDA-funded programmes; and
 - (b) Programme time slots (such as "*Company XXX's Blockbuster Sunday*") dedicated to news, current affairs, info-educational, children's and IMDA-funded programmes.
- 7.9 For TV, the programme title or programme time slot should not share the same graphical representation as or adapt the typeface of the sponsor's name, trademark or logo, so that the identity of the broadcaster's programme is distinguishable from the sponsor's identity.

Sponsor's Logo

- 7.10 The sponsor's logo should not appear within or be superimposed onto any news, current affairs, info-educational, children's and IMDA-funded programmes, unless approved by the IMDA or if it appears as part of the landscape, set or backdrop of the programme.
- 7.11 For entertainment and sports programmes, the sponsor's logo can appear within the programme, as part of the studio set or on sponsor's products. However, the logo's appearance on screen must not be given undue prominence.

- 7.12 A sponsor's logo can be superimposed onto:
- (a) Sports and entertainment programmes;
 - (b) Information services and reports within programmes containing factual data, such as weather reports, scoreboards and traffic updates;
 - (c) Timers or timings within programmes; and
 - (d) Message banners within programmes, e.g. banners carrying viewers' text or social media messages, and programme banners for channel or programme promotion.
- 7.13 The sponsor's logo and the vehicles that carry the logo (e.g. timer and banner), must not block any vital action or visual information on screen, or mar viewing pleasure.
- 7.14 Crawlers with congratulatory and/or encouraging messages and a sponsor's logo can be allowed in the coverage of any form of competition or ceremony. The messages must not be distracting, and the logo and crawlers must not block any vital action or visual information on screen, or mar viewing pleasure.

Virtual Signage

- 7.15 The use of virtual signage, such as the superimposition of logos, slogans, and billboards, is allowed in programmes other than news, current affairs, info-educational and children's programmes. When used, the virtual signage should not obstruct or interfere with events happening on the screen.

References to Prizes within Programmes

- 7.16 Where a contest is included in a programme, references to prizes must not be made in such a way that amounts to advertising. Aural or visual references to prizes or acknowledgement of the sponsor or source of prizes are allowed in contests but should not be excessive.
- 7.17 For game and award shows or segments in which sponsored prizes, products or services form an inherent part of the programme, references to the sponsor are allowed.

PART 8: ENDORSEMENTS

- 8.1 Endorsement of sponsor's products or services is allowed in programmes, except for news, current affairs, info-educational and children's programmes.
- 8.2 The compere or presenter (including artists or invited guests) may endorse a sponsor and its products or services, if accompanied by full and clear disclosures. The endorsements must be truthful, not mislead and not contain exceptional experiences, which are not reflective of the experience that a typical user of the product or service would have.
- 8.3 Endorsement of any unacceptable product or service is not allowed (see Part 12 for details).

PART 9: ADVERTISING TO CHILDREN AND CHILDREN'S PROGRAMME SPONSORSHIP

- 9.1 The Code takes into account that children's ability to distinguish between fact and fiction varies according to their age, and that children tend to be imitative by nature in general.
- 9.2 Advertisements that feature children, target children or placed in programmes likely to be seen or heard by children, should not:
 - (a) promote unwholesome values and behaviour to children;
 - (b) contain any visuals, sounds, effects or words that might result in psychological 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;
 - (d) contain any portrayals or descriptions of children doing acts which might endanger themselves or others.
- 9.3 Service providers should consider carefully the appropriateness of any sponsorship of children's programmes, as children are more impressionable and less likely to discern fully the relationship between the sponsor's message and programme content.

PART 10: POLITICAL ADVERTISING AND SPONSORSHIP

- 10.1 No advertisement or sponsored programme may be inserted by or on behalf of any body whose objectives are wholly or mainly of a political nature.
- 10.2 Advertisements and sponsored programmes must not be directed towards any political end.

PART 11: NEWS, CURRENT AFFAIRS AND INFO-EDUCATIONAL PROGRAMME SPONSORSHIP

- 11.1 Service providers should consider carefully the appropriateness of any sponsorship of current affairs and info-education programmes, as programmes in these genres serve to inform and educate the public, and should be balanced, factual and objective.
- 11.2 News, current affairs and info-educational programmes that report on businesses, products or services, including informational programmes that feature commercial establishments or products, may highlight specific products or services as part of the programme in a balanced and factual manner.
- 11.3 News programmes, including flashes, bulletins, headlines, top stories, specials and breaking news, must not be sponsored, except under the following circumstances:
 - i. Specialist news reports, which refer to factual data like traffic, weather, stock market indices, foreign exchange rates, and non-sensitive news items like culture, sports and travel may be sponsored; and
 - ii. Such sponsored reports must be separated from the general news programme clearly, for example, by programme end credits or a commercial break, so as not to give the perception that the whole news programme is sponsored.

PART 12: UNACCEPTABLE ADVERTISING AND SPONSORSHIP

- 12.1 Service providers must not broadcast advertisements of unacceptable products and services, or accept sponsorship from entities offering unacceptable products and services, which include but are not limited to gambling, tobacco products, obscene materials, social escort services, prostitution, weapons, illegal substances and recreational drugs.
- 12.2 Service providers must exercise due care to ensure that the advertisements, sponsored programmes or sponsorship arrangements do not contravene or in any way violate any applicable legislation, regulations, codes or guidelines of any kind. An indicative, non-exhaustive list of the relevant legislation can be found in Annex A.
- 12.3 Advertisements and sponsorships by any political party or religious group are not allowed.
- 12.4 The following programmes or programme segments must not be sponsored:
- (a) **Parliamentary Programmes** – which include Opening of Parliament, Highlights from Parliament, Select Committee Hearings, Commission of Inquiry, etc.
 - (b) **Elections-related programmes** – which include Campaign Reports and Polling Night Results.
 - (c) **Ministerial Speeches, Press Conferences and Special Interviews** – which include the Prime Minister’s National Day Message and National Day Rally, etc.

IMPLEMENTATION OF THE TELEVISION AND RADIO ADVERTISING AND SPONSORSHIP CODE

The Code takes effect from 1 February 2018 and replaces the:

- TV Advertising Code that took effect from 18 January 2012;
- Television Programme Sponsorship Code that took effect from 4 June 2010; and
- Radio Advertising and Sponsorship Code that took effect from 31 March 2011,

The IMDA may from time to time revise or update the Code to maintain currency.

ANNEX A: LIST OF LEGISLATION AFFECTING ADVERTISING

This list should not be taken to be an exhaustive list of legislation and statutory instruments relevant to advertising practices. Service providers should exercise due care to ensure that their advertisements do not contravene or in any way violate any applicable legislation, regulations, codes or guidelines of any kind.

1. Accountants Act, Cap 2
2. Architects Act, Cap 12
3. Banking Act, Cap 19
4. Betting Act, Cap 21
5. Broadcasting Act, Cap 28
6. Building Control Act, Cap 29
7. Casino Control Act, Cap 33A
8. Charities Act, Cap 37
9. Chit Funds Act, Cap 39
10. Co-Operative Societies Act, Cap 62
11. Common Gaming Houses Act, Cap 49
12. Companies Act, Cap 50
13. Consumer Protection (Fair Trading) Act, Cap 52A
14. Consumer Protection (Trade Descriptions and Safety Requirements) Act, Cap 53
15. Copyright Act, Cap 63
16. Currency Act, Cap 69
17. Customs Act, Cap 70
18. Defamation Act, Cap 75
19. Dentists Act, Cap 76
20. Electricity Act, Cap 89A
21. Employment Agencies Act, Cap 92
22. Endangered Species (Import and Export) Act, Cap 92A
23. Films Act, Cap 107
24. Finance Companies Act, Cap 108
25. Financial Advisers Act, Cap 110
26. Gas Act, Cap 116A
27. Goods and Services Tax Act, Cap 117A
28. Health Products Act, Cap 122D
29. Housing Developers (Control and Licensing) Act, Cap 130
30. Human Organ Transplant Act, Cap 131A
31. Indecent Advertisements Act, Cap 135
32. Info-communications Media Development Authority of Singapore Act
33. Innkeepers Act, Cap 139
34. Insurance Act, Cap 142
35. Internal Security Act, Cap 143
36. Land Surveyors Act, Cap 156
37. Legal Profession Act, Cap 161
38. Massage Establishment Act, Cap 173
39. Medical Registration Act, Cap 174
40. Medicines (Advertisement and Sale) Act, Cap 177
41. Medicines Act, Cap 176
42. Miscellaneous Offences (Public Order and Nuisance) Act, Cap 184

43. Money-Changing and Remittance Businesses Act, Cap 187
44. Moneylenders Act, Cap 188
45. National Emblems (Control of Display) Act, Cap 196
46. National Registration Act, Cap 201
47. Parliamentary Elections Act, Cap 218
48. Penal Code, Cap 224
49. Pharmacists Registration Act, Cap 230
50. Police Force Act, Cap 235
51. Presidential Elections Act, Cap 240A
52. Private Hospitals and Medical Clinics Act, Cap 248
53. Private Security Industry Act, Cap 250A
54. Professional Engineers Act, Cap 253
55. Public Utilities Act, Cap 261
56. Rapid Transit Systems Act, Cap 263A
57. Road Traffic Act, Cap 276
58. Sale of Drugs Act, Cap 282
59. Sale of Food Act, Cap 283
60. Securities and Futures Act, Cap 289
61. Singapore Arms and Flag and National Anthem Act, Cap 296
62. Singapore Totalisator Board Act, Cap 305A
63. Smoking (Control of Advertisements and Sale of Tobacco) Act, Cap 309
64. Street Works Act, Cap 320A
65. Telecommunications Act, Cap 323
66. Trade Marks Act, Cap 332
67. Traditional Chinese Medicine Practitioners Act, Cap 333A
68. Travel Agents Act, Cap 334
69. Undesirable Publications Act, Cap 338
70. Vandalism Act, Cap 341
71. Weights and Measures Act, Cap 349