

Attached Table

| Subparagraph | Examples |
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| <p>1. "Violating compulsory or prohibitive regulations under the law" refers to:</p> | <p>(1) Failure of proving the truth when the advertisement is of comparison in nature ;</p> <p>(2) Deceptive or exaggerated advertisements ;</p> <p>(3) Transmission of tobacco product advertisements ;</p> <p>(4) Propagation of non-medicine having medical effects ;</p> <p>(5) Failure of indicating the authority which approved the registration and the approval document number ;</p> <p>(6) Violation of compulsory or prohibitive regulations under other laws.</p> |
| <p>2. "Impairing the physical or mental health of children or juveniles" refers to:</p> | <p>(1) Adversely impacting the physical or mental health of children or juveniles ;</p> <p>(2) Adversely impacting the inherent moral values, such as respect for teachers ;</p> |

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| | <ul style="list-style-type: none">(3) Adversely affecting the development of habits or generation by means of imitation;(4) Inducing dissatisfaction with existing possessions among children or juveniles and developing incorrect concepts such as greed, etc ;(5) Directly instigating children or juveniles to force parents to accept the suggestions in the advertisement ;(6) Using the trust of children or juveniles on teachers, doctors or hosts of children's show to promote the products ;(7) Promoting or encouraging children or juveniles to engage in hazardous activities ;(8) Failure to warn children or juveniles not to imitate dangerous stunt action when the advertisement involves such performances ;(9) Disturbing the audience with shrill sounds or flashing, shaking scenes ;(10) Expressing the same sound or scene in a repeated and intensive method ;(11) Treating those who obtained the advertised products as the benchmark of being a respectable person ; |
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| | <p>(12) Demonstration of the properties of contraceptive devices or female pads products with life-sized models or children's participation. ;</p> <p>(13) Inducing children or juveniles to enter premises where laws forbid them to enter ;</p> <p>(14) Transmission of advertisements for alcohol outside the time slots announced by the central regulatory agency ;</p> <p>(15) The transmission of advertisements for alcohol during the commercial breaks of children's or juveniles' programming, or programming with performances by children or juveniles ;</p> <p>(16) Giving tobacco, alcohol, or medicine as gifts ;</p> <p>(17) Conveying the concept that drinking alcoholic beverages is a wonderful experience and it can bring good luck, or help someone be respected.</p> |
| 3."Disrupting public order or adversely affecting good social customs" refers to | <p>(1) Undermining the national, social order or being contrary to widely-accepted standards ;</p> <p>(2) Expression of social ills without exemplary significance ;</p> <p>(3) Promotion of superstition ;</p> |

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| | <ul style="list-style-type: none">(4) Discriminating against, or ridiculing the physically or mentally challenged ;(5) Advertising methods that would possibly mislead the public ;(6) Advertisement expression containing content that is relevant to “sex” ;(7) Advertisement that is expressed in strange, ridiculous, vulgar, or indecent methods or in exaggerated, morbid movements or facial expressions ;(8) Expression with vulgar wording or prompting and inducing engagement in activities detrimental to personal health ;(9) Expression in ambiguous, sensational methods ;(10) Improper performance and action to the body or a corpse ;(11) The content or expression of advertisement that contains coercion, violence, or scenes that potentially implies or tempts others to commit crimes . |
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