

The Attached Table of Article 3, Standards for advertising production and broadcast of satellite radio and television

Subparagraph	Examples
<p>1."Violating compulsory or prohibitive regulations under the laws" refers to:</p>	<ul style="list-style-type: none"> <li>(1) Failure of proving the truth when the advertisement is of comparison in nature ;</li> <li>(2) Deceptive or exaggerated advertisements ;</li> <li>(3) Transmission of tobacco product advertisements ;</li> <li>(4) Propagation of non-medicine having medical effects ;</li> <li>(5) Failure of indicating the authority which approved the registration and the approval document number ;</li> <li>(6) Violation of compulsory or prohibitive regulations under other laws.</li> </ul>
<p>2."Impairing the physical or mental health of children or juveniles" refers to:</p>	<ul style="list-style-type: none"> <li>(1) Adversely impacting the physical or mental health of children or juveniles ;</li> <li>(2) Adversely impacting the inherent moral values, such as respect for teachers ;</li> <li>(3) Adversely affecting the development of habits or generation by means of imitation;</li> </ul>

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|  | <ul style="list-style-type: none"><li>(4) Inducing dissatisfaction with existing possessions among children or juveniles and developing incorrect concepts such as greed, etc ;</li><li>(5) Directly instigating children or juveniles to force parents to accept the suggestions in the advertisement ;</li><li>(6) Using the trust of children or juveniles on teachers, doctors or hosts of children's show to promote the products ;</li><li>(7) Promoting or encouraging children or juveniles to engage in hazardous activities ;</li><li>(8) Failure to warn children or juveniles not to imitate dangerous stunt action when the advertisement involves such performances ;</li><li>(9) Disturbing the audience with shrill sounds or flashing, shaking scenes ;</li><li>(10) Expressing the same sound or scene in a repeated and intensive method ;</li><li>(11) Treating those who obtained the advertised products as the benchmark of being a respectable person ;</li><li>(12) Demonstration of the properties of contraceptive devices or female pads products with</li></ul> |
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	<p>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> <p>(18) If the broadcast of alcohol advertisements falls within the announced broadcast period authorized by the central competent authority then it is not subject to this restriction</p>
<p>3.”Disrupting public order or adversely affecting good social customs” refers to:</p>	<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>

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|  | <ul style="list-style-type: none"><li>(3) Promotion of superstition ;</li><li>(4) Discriminating against, or ridiculing the physically or mentally challenged ;</li><li>(5) Advertising methods that would possibly mislead the public ;</li><li>(6) Advertisement expression containing content that is relevant to “sex” ;</li><li>(7) Advertisement that is expressed in strange, ridiculous, vulgar, or indecent methods or in exaggerated, morbid movements or facial expressions ;</li><li>(8) Expression with vulgar wording or prompting and inducing engagement in activities detrimental to personal health ;</li><li>(9) Expression in ambiguous, sensational methods ;</li><li>(10) Improper performance and action to the body or a corpse ;</li><li>(11) The content or expression of advertisement that contains coercion, violence, or scenes that potentially implies or tempts others to commit crimes.</li></ul> |
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