

**[ MMDA MEMORANDUM CIRCULAR NO. 04-2014,  
June 18, 2014 ]**

**REVISED RULES FOR CLASSIFICATION OF TRAILERS AND  
PUBLICITY MATERIALS**

*Adopted: 18 June 2014*

*Date Filed: 31 July 2014*

WHEREAS, the welfare of the children and the State's mandate by way of *parens patriae* to protect and care for them constitute a compelling and substantial government interest to regulate content of motion picture trailers as well as other promotional materials;

WHEREAS, there is a need to revisit the rules on the review and classification of publicity materials, most especially trailers exhibited in movie theaters, so that parents and other responsible adults are provided adequate information as to the kind of content children will see in such materials;

WHEREAS, the Filipino audience as well as significant sectors belonging to it, including but not limited to women, children, persons with disabilities (PWDs) and senior citizens are entitled to such media and entertainment that are not offensive or injurious to their dignity and welfare;

WHEREAS, while children and their parents as well as other responsible adults should be assured of age-appropriate and audience-sensitive trailers and other promotional materials, film producers and distributors must also be given reasonable opportunity to promote and market their film products consistent with the Movie and Television Review and Classification Board's (the "Board") legal mandate to assist in improving the viability of the film industry as a source of fueling the national economy;

WHEREAS, the rules on classification of movie and television content must always inspire public trust in the film classification system, and ensure that movie producers and distributors will always responsibly market their products to their intended audiences;

WHEREAS, theater owners and operators as well as television networks, stations and blocktimers (including cable and other pay television stations, operators, and programmers) must also do their share to ensure that ageappropriate and audience-sensitive motion picture trailers and other publicity materials are exhibited in their respective venues and media, as the case may be.

NOW, therefore, pursuant to Section 3 (a), (b), (c), (e), and (k) of Presidential Decree No. 1986, and such other applicable laws, rules, and regulations, the Board hereby promulgates the following rules and guidelines for the review and

classification of the trailers shown in movie theaters and television, or both, as well as other publicity materials to ensure their suitability for their intended audience:

## **ARTICLE I SCOPE OF APPLICATION**

**Section 1. Coverage.** These Rules shall cover all publicity materials for motion pictures and television programs. For purposes of these Rules, "publicity materials" shall refer to any and all material/s intended to generate public interest in, and promote the exhibition of, any motion picture or other feature, including but not limited to cinematographic trailers, whether for theatrical, television, and/or any other form or means of exhibition, print advertisements, still photos, photo frames, leaflets, press kits, outdoor or vehicle displays, posters and billboards, audio-visual and/or interactive boards, and other similar media and/or material.

**Section 2.** All publicity materials for motion pictures and television programs, shall comply with these Rules; otherwise, they shall not be publicly exhibited.

## **ARTICLE II GUIDING PRINCIPLES**

**Section 1. Standard for Review and Classification.** The Board shall determine the audience suitability of any and all publicity material/ s covered by these Rules according to the classifications under Article III hereof. The Board shall consider various factors including, but without limitation, the subject and content of the material and its over-all impact on the intended audience, with due regard for any literary, artistic, educational merit and other redeeming social value/ s, with due regard for the dignity of significant sectors such as but not limited to women, children, persons with disabilities (PWDs), and senior citizens, as well as the standards under Chapter IV, in relation to Chapter V, 2004 Implementing Rules and Regulations of P.D. No. 1986, as amended ("2004 IRR"), without prejudice to such other applicable laws, rules, regulations, circulars and guidelines.

**Section 2. No Confusing Content.** In no case shall any trailer or other publicity material contain any scene, information or material of any kind which could reasonably create confusion about the rating of the main feature being publicized or promoted.

## **ARTICLE III REVIEW AND CLASSIFICATION OF TRAILERS FOR THEATRICAL AND TELEVISION EXHIBITION**

**Section 1. Submission of Trailers for Theatrical and Television Exhibition.** Any and all trailers for the promotion of motion pictures or of any similar cinematographic works shall be submitted to the Board for review and classification according to the procedure under Chapter VI, 2004 IRR. The producers or distributors of such trailers shall be responsible for ensuring that such materials comply with these Rules and such other conditions that may be required by the Board, including but without limitation, any written warnings and/or explanations for the protection and welfare of content-sensitive sectors such as, but not limited to, women, children, PWDs, and senior citizens, or those which address sensitivities with respect to race, creed, political belief, and such other similar factors.