

[MTRCB Memorandum Circular No. 06-2015, July 14, 2015]

REVISED RULES ON NON-VIDEO PUBLICITY MATERIALS

*Adopted: 14 July 2015
Date Filed: 04 August 2015*

WHEREAS, Section 3(b) of Presidential Decree No. 1986 empowers the Board to screen, review and examine all publicity materials, such as advertisements, trailers, plugs and stills, whether such publicity materials be for theatrical or non- theatrical distribution, for television broadcast or for general viewing, imported or produced in the Philippines, and in the latter case, whether they be for local viewing or for export;

WHEREAS, due to the changing technique, style, form and tools now being used in promoting motion pictures and television programs, there is a need to systematize the process of review and classification of NON-VIDEO publicity materials.

NOW, THEREFORE, pursuant to the Board's power to promulgate such rules and regulations as are necessary for the implementation of P.D. No. 1986, and the accomplishment of its purposes and objectives, the Board hereby resolves, as follows:

Section 1. Scope – These Rules shall govern the public exhibition of non-video publicity materials as defined hereunder.

Section 2. Definition of Non-Video Publicity Material – As used in these Rules, the term "non-video publicity material" shall refer to the following types of materials:

- a. Layouts, such as those for print publication, posters, billboards, streamers, banners, flyers, leaflets, pins and buttons, CD/DVD wrap or cover, stickers or vehicle wraps;
- b. Two-dimensional standees, cut-outs or mock-ups;
- c. Three-dimensional mock-ups;
- d. Still Photos; or
- e. Such other design, artwork, illustration, visuals or graphics or materials;

which may be employed to generate public interest in a motion picture, television or cable television program, or Optical Media material, which may or may not consist of scenes taken from a motion picture, television or cable television program, or Optical Media material.

Section 3. Audience Suitability of Non-Video Publicity Material – All non-video publicity materials must be suitable for all audiences and must strictly conform to the GENERAL AUDIENCE ("G") classification or rating.

Section 4. Application for Permit to Exhibit Non-Video Publicity Material – All applications for permit to exhibit non-video publicity materials must be in the officially -prescribed form, and must be completely filled out with accurate information. Any inaccurate or misleading information in the application shall be sufficient cause for the non-issuance or revocation of a Permit to Exhibit and shall result in the forfeiture of any and all fees paid by the applicant in connection with the application, without prejudice to such other legal action that the Board may take as warranted by the circumstances.

Section 5. Separate Application Form for Each Type of Non-Video Publicity Material – An applicant shall submit one application form for each type of non-video publicity material enumerated in Section 2 hereof. An applicant may not incorporate two or more types of non-video publicity material in one application form.

Section 6. Separate Application Form for Each Design, Artwork, Illustration, Visuals or Graphics – An applicant shall submit one application form for each design, artwork, illustration, visuals or graphics subject to the provisions of Section 7 hereof.

Section 7. Layouts Intended for Print Publication – Layouts intended for print publication must be submitted together with the proposed catchlines, headers, footers or teasers already integrated into the artwork. Up to a maximum of three layouts may be included in one (1) application form provided that there is no variation in the design, artwork, illustration, visuals or graphics other than the placement of catchlines, headers, footers or teasers. Additional submissions beyond the limit of three (3) shall be applied for, and charged, separately.

Catchlines, headers, footers or teasers incorporated in a layout previously issued a valid Permit to Exhibit by the Board, that only announce the opening date or the status of the showing of a motion picture, television or cable television program, or Optical Media material (e.g. "Opens Today", "Opens Tomorrow", "Coming Soon", "2nd/3rd/4th Day, etc.) need not be submitted for further review and classification, and shall not be subject to any additional fees. However, catchlines, headers, footers or teasers that present a claim, assertion or declaration (e.g. "2nd/3rd/4th Box Office Hit Day", Academy/Festival Award Winning Film", etc.) are required to be cleared with the Board prior to their publication by furnishing the Board, through a letter addressed to the Chief of the Review and Classification Division, in which the applicant must inform the Board that there is no change in the previously approved design, artwork, illustration, visuals or graphics other than the addition of the said claim, assertion or declaration, attaching therewith a printed copy of the material sought to be published, and a copy of the original Permit to Exhibit Non-Video Publicity Material.

Section 8. Classification Layout in Print Publications – A non-video publicity material intended for print publication (i.e. newspaper or magazine advertisements), shall contain a statement of the classification of the motion picture, television or