

THIRTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
First Regular Session)

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SENATE

S. B. No. 1208

Introduced by Senator Ramon Bong Revilla, Jr.

EXPLANATORY NOTE

Television has become a tremendous influence on value formation especially among children. The programs that children of tender age watch on television leave lasting imprints on their impressionable minds. If repeatedly exposed to these programs, children tend to imbue, imitate and nurture the values being projected and their young minds would consider them as normal or proper.

This bill seeks therefore to regulate the showing of television advertisements featuring sex and/or violence in film by restricting their viewing at times when children of formative years most likely would not be watching.

Support for this bill is earnestly requested.


RAMON BONG REVILLA, JR.
Senator

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AN ACT
REGULATING THE SHOWING OF TELEVISION
ADVERTISEMENTS FEATURING SEX VIOLENCE
TO CHILDREN OF TENDER AGE

Be it enacted by the Senate and House of Representatives of the Republic of the Philippines in Congress assembled:

SECTION 1. *Short Title.* - This Act shall be known as the "*Television Advertisement Regulation Act of 2004.*"

SEC. 2. *Statement of Policy.* - It is hereby declared to be the policy of the State to protect the morals of Filipino children by regulating the showing of advertisements or trailers on television depicting violence and/or sex.

SEC. 3. *Regulated Advertisements.* - The showing of film or movie advertisements or trailers on television depicting violence and/or sex shall be aired only at such times when children of formative years are not usually watching television.

SEC. 4. *Additional Functions of the MTRCB.* - The Movie and Television Review and Classification Board shall monitor the compliance with the provisions of Section 3 and shall promulgate rules and regulations for the effective implementation of this Act.

SEC. 5. *Penalty.* - Violation of the provisions of this Act as well as the rules and regulations thereunder that Act shall be punished by a fine of not less than Ten Thousand Pesos (P10,000.00) nor more than Fifty Thousand Pesos (P50,000.00) or imprisonment of not less than one (1) year not more than five (5) years or both at the discretion of the Court.

SEC. 6. *Separability Clause.* - Should any part, section or provisions of this Act be held or unconstitutional, no other part, section or provision hereof shall be affected thereby.

SEC. 7. *Repealing Clause.* - All laws, decrees, orders, rules and regulations or parts thereof which are inconsistent with or contrary to the provisions of this Act shall be amended or repealed accordingly.

SEC. 8. *Effectivity Clause.* - This Act shall take effect fifteen (15) days after its publication in at least two (2) newspapers of general circulation.

Approved,