

FIFTEENTH CONGRESS OF THE
REPUBLIC OF THE PHILIPPINES
First Regular Session

OFFICE SENATE
OFFICE OF THE SECRETARY

10¹⁰ JUL 12 P 1 57

SENATE

S.No. 1221

RECEIVED BY: 

Introduced by Senator Manny Villar

EXPLANATORY NOTE

In view of the pervasive effects of advertisements in various media on the values of children and the public in general and recognizing the need to protect the vulnerable sectors of society from machinations and manipulations designed to increase profit, the State should regulate advertisements in print, radio, television, outdoor advertisements including posters and billboards, in movie theaters and other media.

The proposed bill provides for the punishment of any advertising agency, television or radio station and publication which will exploit individual and glorify sexual violence in its advertisements.

The passage of this bill will surely aid in the recovery of the morals of society, hence, the immediate consideration of this measure is urged.


MANNY VILLAR

10 JUL 12 P1 57

SENATE

S.No. 1221

RECEIVED BY: _____

Introduced by Senator Manny Villar

**AN ACT PENALIZING ANY ADVERTISING AGENCY, TELEVISION OR
RADIO STATION AND PUBLICATION WHICH EXPLOIT WOMEN AND
GLORIFY SEXUAL VIOLENCE IN ITS ADVERTISEMENTS**

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

SECTION 1. *Short Title.* – This Act shall be known as the “Advertisement Regulation Act of 2010”.

SEC. 2. *Declaration of Policy.* – Realizing the need to protect the morals of society, in view of the pervasive effect of advertisements in various media on the values of children and the public in general, and recognizing the need to protect the vulnerable sectors of society from machinations and manipulations designed to increase profit, it is hereby declared the policy of the State to regulate advertisements in print, radio, television, outdoor advertisements including posters and billboards, in movie theaters and other media.

SEC. 3. *Definition of Terms.* – For purposes of this Act, the following terms shall mean:

(a) “Advertisement” refers to any paid form of nonpersonal presentation and promotion of ideas, goods and services by an identified sponsor. Advertisement may be in print, radio, television, cable television, outdoor advertisement including posters and billboards, in movie theaters or in any other media.

(b) “Advertising agency” refers to any person, firm, corporation, partnership, association or other entities engaged in solicitation, production or conceptualization of advertisements in any media.

(c) “Sexual violence” refers to any prejudice, discrimination, harassment or physical violence committed upon a person by another because of his or her gender, or the perception that persons belonging to a particular gender are weak.

(d) “Sexual exploitation” shall include any portrayal or attitude of an individual or an object as sexually attractive or stimulating which portrayal or attitude are naturally calculated to excite impure imaginations and are not germane to the goods or services that are advertised.

SEC. 4. *Prohibition and Penalties.* – Any advertising agency, television or radio station and publication which exploit individual and glorify sexual violence in its advertisements shall, for the first offense, be liable for a fine of not less than Fifty thousand pesos (P50,000.00) nor more than Seventy thousand pesos (P70,000.00) plus suspension of license or permit for thirty(30) days; for the second offense, to a fine of not less than Seventy thousand pesos (P70,000.00) nor more than Eighty thousand pesos (P80,000.00) plus suspension of license or permit for sixty (60) days; and for the third and final offense, imprisonment of not less than six (6) months nor more than six (6)years or a fine of not less than Eighty thousand pesos (P80,000.00) nor more than One hundred thousand pesos (P100,000.00), or both such imprisonment and fine, at the discretion of the court, plus the cancellation of the license or permit.

If the offender is a firm, corporation, partnership or association, the penalty shall be imposed upon the owner, manager, president or any responsible officer of the advertising agency, television or radio station and publication.

If the offender is an alien, he shall be deported after serving his sentence without further proceeding and shall be barred from entering the Philippines.

SEC. 5. *Monitoring.* – The Movie and Television Review and Classification Board shall monitor compliance with the provisions of this Act.

SEC. 6. *Rule-making Powers.* – The Board and the Department of Justice shall promulgate a prosecution of violators of this Act and other necessary rules and regulations for the effective implementation of this Act.

SEC. 7. *Repealing Clause.* – No provision of this Act shall affect Article 201, Title VI of the Revised Penal Code, as amended. All other laws, executive orders, decrees, rules or regulations and other issuances or parts thereof which are inconsistent herewith are hereby repealed or amended accordingly.

SEC. 8. *Effectivity Clause.* – This Act shall take effect upon its approval.

Approved,