

Republic of the Phillipines
HOUSE OF REPRESENTATIVES
Quezon City

THIRTEENTH CONGRESS

First regular Session

House Bill No. 1294

Introduced by REPRESENTATIVE DARLENE R. ANTONINO-CUSTODIO

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 seek 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.


DARLENE R. ANTONINO-CUSTODIO

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HOUSE BILL NO. 1294

INTRODUCED BY REPRESENTATIVE DARLENE R. ANTONINO-CUSTODIO

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

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 “Television
Advertisement Regulation Act of 2004.”

SECTION 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.

SECTION 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.

SECTION 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.

SECTION 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 that 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.

SECTION 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,.

SECTION 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.

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

Approved,