

GUIDELINES ON THE CABLECASTING OF CATV CHANNELS WITH "CHATROOM" FORMATS

NTC MEMORANDUM CIRCULAR NO. 10-11-2005, November 23, 2005

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Pursuant to Executive Order 205 (Regulating the Operation of Cable Antenna Television in the Philippines), Executive Order 546 series of 1979, and in line with the Commission's mandate on the promotion and protection of consumer welfare, the following guidelines are hereby promulgated on the cablecasting of Cable TV (CATV) channels with "chatroom" formats:

SECTION 1. Scope and Coverage

1.1. All Cable TV (CATV) stations cablecasting channels with "chatroom" formats shall be covered by this Memorandum Circular and the measures contained herein in connection with the operation of their "chatroom" channels.

1.2. Cable TV (CATV) channels with "chatroom" formats refer to interactive channels that enable viewers to interact and send messages via SMS (short message service) for reception by the viewing public.

SECTION 2. General Provisions

2.1 All Cable TV (CATV) stations cablecasting channels with "chatroom" formats are required to employ the use of Automated Filter Dictionary (AFD) for their "chatroom"

channels. The software for the Automated Filter Dictionary (AFD) shall have the following capability:

- a. to automatically mask pre-determined words or phrases not suitable for cablecasting
- b. to preview all messages prior to cablecasting
- c. to provide the operator the facility to edit or delete messages, upon examination of the same
- d. to automatically screen and block messages from cellular mobile numbers previously banned from the "chatroom"

2.2 Cable TV (CATV) operators with "chatroom" channels shall be responsible for putting up an Administrator to oversee the operation of the "chatroom". The Administrator shall be responsible for the operation of the Automated Filter Dictionary and the updating of its database, among others.

2.3 The Administrator shall be operated whenever the channel is cablecasted and shall be situated at the head-end station of the Cable TV or at a remote location duly registered and approved by the Commission.

2.4 All "chatroom" channels shall be required to place an Advisory informing all chatroom users to refrain from sending messages containing indecent, profane, obscene, malicious language and content, and all other words and phrases not suitable for cablecasting.

2.5 All Cable TV (CATV) operators are hereby reminded to strictly comply with the terms and conditions of their Provisional Authority or Certificate of Authority and shall ensure that their signal shall not contain any profane, obscene or malicious language and content.

Failure to comply with the foregoing requirements shall warrant the imposition of penalties and sanctions, fine and/or suspension/revocation of permits and licenses.

This Circular may be revoked, revised or amended as the Commission deems fit in accordance with law.

This Circular shall take effect after fifteen (15) days from its publication in any newspaper of general circulation and from filing of three (3) certified true copies thereof with the University of the Philippines Law Center and shall modify, amend or supersede any circular, order of memorandum or portions thereof that are inconsistent herewith.

Adopted: 23 Nov. 2005

(SGD.) RONALD OLIVAR SOLIS

Commissioner

(SGD.) JORGE V. SARMIENTO

(SGD.) JAIME M. FORTES, JR.

Deputy Commissioner

Deputy Commissioner

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