

5. CHAT LINES / RINGTONES / 1900 AUDIOTEX SERVICES

Guidelines

Reference

- a. Visuals for chatlines must be of a group visual of at least 3 or more persons comprising both males and females.
- b. They should be in a group photograph.
- c. Photographs used must be at least in half body shots.
- d. There should not be any sexy or suggestive expressions and connotations on dating/ courtship. Visuals must not show people in close proximity in an unbecoming manner.
- e. The following disclaimers (12 point for both normal and reverse text) must be clearly indicated :
Chat lines advertisements
 - Cost of service
 - Callers must be 18 years and above only
 - Precautions must be taken when meeting strangers from this service
 - Company's name
 - Customer Service number
- f. The following disclaimers (6 point for normal text and 8 point bold for reverse text) must be clearly indicated:
Advertisements on Audiotex Services
 - Callers/ Users under 18 years old are to seek parental consent
 - Cost of Service
 - Company's name
 - Customer Service number
- g. Approval must be obtained from the respective copy licencees for the use of the following logos (as at January 2005) in advertisements:
 - Tare Panda
 - Precious Moments
 - Peanuts
 - Walt Disney
 - SinChan
- h. With effect from 1 June 2004, under the Code of Practice issued by Media Development Authority, chat line operators must :
 - Remove sexually explicit or offensive messages on their services that are accessible by the public
 - Ensure that their services are not used for solicitation of prostitution or any other unlawful activities
 - Provide a hotline for public feedback
 - Offer the option for parents to bar their children from accessing their services
 - Disallow those below 18 years old from using their services without parental consent
 - Not advertise in teenage publication
 - Include cautionary messages in advertisements to warn users of the dangers of meeting strangers through chat line services
 - Monitor the chat lines and compile "blacklists" of users who leave abusive or offensive messages
 - Share the blacklists with other operators and bar these users from using chatlines.

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