

# PARAMOUNT GLOBAL U.S. DOMESTIC DIGITAL ADVERTISING GUIDELINES

The Paramount Global Advertising Standards group manages the guidelines to ensure compliance with government and industry regulations and network policies.

Paramount Global reserves the right to recommend revisions, or reject any advertising that it determines, in its sole discretion, does not comply with these Guidelines or the FTC's Guides and Trade Practice Rules, violates applicable law, is not suitable for Paramount Global's audiences or is otherwise contrary to public interest.

These U.S. Domestic guidelines are applicable to all adult-directed\* digital properties. They are not intended to be exhaustive or all-inclusive & are subject to continuing revisions. Paramount Global reserves the right to revise these guidelines, with or without notice, whenever necessary. In every instance, Sponsors and Affiliates of Paramount Global should adhere to these guidelines.

## Unacceptable Commercial Categories

Advertisements for the following are unacceptable:

- Illegal Drugs and Drug-related Paraphernalia
- Pornography and Escort Services
- Tobacco (Cigarettes, Little Cigars and Smokeless Tobacco)
- E-Cigarettes/Vaping Products
- Bypassing Copyright Protection
- Counterfeit Products
- Data Collection
- Defamatory, Libelous, Threatening or other material that advocates against any individual or group including products/services promoting discriminatory behavior.
- Cryptocurrencies (wallets, exchanges, & lending platforms may be considered, however)
- Flogs (Fake Blogs)
- Gambling, Casinos and Sports Betting except where noted in the below Content Guidelines.
- Hacking, surveillance, interception, cable descramblers or other descrambling equipment.
- Illegal products and/or services
- Obscenity and Sexually Explicit or Suggestive content and materials.
- Propaganda, potentially offensive or controversial content
- Sale of body parts or bodily fluids
- Sale of products from any country that the US Department of Treasury has placed embargoes and/or trade sanctions
- Weapons, ammunition, fireworks, explosives, or any hazardous substances

## Commercial Content

The following general guidelines apply to the content review of all commercials, regardless of category or product. Advertisements submitted for clearance on Paramount Global should not contain the following:

- Inappropriate Content
- Inappropriate Behavior
  - Risky behavior portrayed positively.
  - Dangerous and/or imitable behavior.
  - Discriminatory behavior.
- Inappropriate Language
  - Discriminatory language.
  - Disparaging remarks or implications.
  - Profanity or profane gestures.

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## **Commercial Policy**

In addition to the content guidelines below, all advertisements must conform to corporate policy, applicable FTC guidelines, and other relevant government regulations.

- All advertisements must be truthful and, when requested, supported by adequate and reliable substantiation.
- Advertisements must contain sufficient sponsorship ID so as not to be mistaken for programming.
- Advertisements cannot contain the Emergency Alert System codes or Attention Signals, or a recording or simulation thereof, in any circumstance other than in an actual National, State or Local Area emergency or authorized test of the EAS.
- Video supers that are required to qualify claims made within an advertisement should be prominently displayed, clearly legible (appropriate size and contrast) and on screen for 3 seconds for one line, 4.5 seconds for two lines and 6 seconds for three lines.
- The display of a network bug/watermark is prohibited in advertisements for competitive programming.
- Simulations of breaking news footage are unacceptable.
- Paramount Global does not accept creative that simulates news reports or news broadcasts through the use of a newsroom or newsgathering techniques, through the use of any person purporting to be a news announcer or news reporter, or through the use of lead-in material which may mislead the audience to assume that it is about to hear a news report or is hearing a news report.
  - Additionally, the horizontal crawl technique may not be used where it could be confused with the presentation of news information.

## **Adjudication & Challenge Policy**

Paramount Global does not currently adjudicate competitive advertising challenges. We will defer to relevant final decisions and/or consent orders from federal and state courts, the NAD, NARB, FTC, or FCC (or such other court, government agency or recognized self-regulatory body as may be binding upon the parties and/or Paramount Global) that require takedown/removal and/or modification of advertising.

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## CONTENT GUIDELINES

### Alcohol Products

Paramount Global accepts advertising for alcohol products for air in programs, on sites and in media where the audience is reasonably expected to be 21 years of age or older & may be subject to further time and programming restrictions. Such advertising is subject to the following guidelines, ***as well as reasonable scheduling restrictions***, when applicable, to avoid youthful exposure to alcohol advertising. Unless otherwise specified, alcohol product(s) refers to hard liquor/distilled spirits, beer, wine and malt beverages.

- To ensure that the people shown in alcohol product advertisements are and appear to be above the legal purchase age, athletes, entertainers, models and actors employed should be a minimum of 25 years old and should reasonably appear to be over 21 years of age.
- Advertisements for Alcohol Products should not:
  - Employ any symbol, language, music, gesture, entertainment figure, group, or character that is intended to appeal primarily to persons below the legal purchase age.
  - Portray, encourage, or condone drunk driving.
  - Depict situations where alcohol is being consumed excessively, irresponsibly, or illegally.
  - Portray persons in a state of intoxication.
  - Suggest that intoxication is acceptable conduct.
  - Refer to any intoxicating effect that the product may produce.
  - Associate or portray alcohol drinking before or during activities which require a high degree of alertness or coordination.
  - Contain claims or representations that individuals cannot obtain social, professional, educational, athletic, or financial success or status without alcohol consumption; nor should they claim or represent that individuals cannot solve social, personal, or physical problems without alcohol consumption.
  - Suggest that alcohol consumption is a rite of passage to adulthood.
- All alcohol product advertisements should contain a “responsible drinking” statement.
- Beer advertisements must contain a video super disclosing the name and address of the brewer.
- Hard liquor advertisements must contain a video super indicating alcohol content by volume but may not otherwise promote the potency of the beverage.
- Advertisements for “hang-over” products are acceptable provided that all claims are substantiated. Such ads will only be placed in programs where the audience is expected to be 21 years of age or older.
- Drink Responsibly (PSA) advertisements are acceptable for air in programs where the audience is expected to be 21 years of age or older.

### Gambling, Casinos and Sports Betting

Paramount Global accepts advertising for gambling related products and services for air in programs, on sites and in media where the audience is reasonably expected to be 21 years of age or older & may be subject to further time, program, & targeting restrictions, subject to the following:

- Paramount Global does not accept advertising for lotteries except for the lawful advertising of certain government-run lotteries.

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- Advertising by private organizations conducting sporting events at which bets are legally accepted and by governmental organizations conducting legalized betting on sporting contests is acceptable.
- Paramount Global does not accept commercials for tip sheets or other betting publications, products or services that promote gambling.
- Advertisements for casinos are acceptable provided (i) they are in compliance with federal, state and local laws; and (ii) any visually depicted gambling is incidental and does not include the exchange of money.
- Advertisements for instructional/educational *products* are acceptable provided there is no access to actual gambling (via internet, phone and/or other means) within the video and/or the accompanying product literature.
- Advertisements for instructional/educational ("Free-Play") gaming-related websites or apps are acceptable provided:
  - Advertisements submitted for "Free Play Sites" must be accompanied by a signed agreement (provided by the Advertising Standards department) confirming that the website does not contain any links to actual gambling.
  - Advertising Standards will confirm that: (i) the agreement has been signed by the advertiser without revision; (ii) no actual gambling is being advertised in the creative; and (iii) no actual gambling is advertised or occurring on the website(s) referenced in the creative.
  - Spots must contain the following video supers:
    - Not a gambling website.
    - Play for free (or does not offer real money wagering).
    - Site for educational purposes only.
    - Applicable age/state/legal restrictions on participation.
- Advertisements for online Gambling ("Fee-Based") services, Sportsbook services, & Fantasy Sports services are considered on a case by case basis, provided:
  - Such services are duly licensed to operate in states where it is legal.
  - Only residents of the state in which any Fee-Based gambling, sportsbook, or DFS service is licensed may participate in Fee-Based activities offered on such service.
  - Such Fee-Based services are otherwise in compliance with federal, state & local law.
  - Advertisements for any Fee-Based online gambling, sportsbook, or DFS service must make clear that you must be a resident of the state in which such service is licensed in order to participate in the Fee-Based gaming offered.
  - Advertisements submitted for any Fee-Based online gambling, sportsbook, or DFS service must be accompanied by a signed agreement (provided by the Advertising Standards department) confirming that such app complies with the four prior bulleted requirements.
  - The Advertising Standards department will confirm that: (i) the agreement has been signed by the advertiser without revision; and (ii) the Fee-Based gambling, DFS, or sportsbook service complies with the aforementioned requirements.
  - Spots must contain the following video supers:
    - *Must be 21 or older to participate*
    - *Must be located in a state where advertiser is licensed; followed by whitelist of states where product is currently legally offered.*
    - If you or someone you know has a gambling problem and wants help, call 1-800-Gambler & other relevant state RG resources.
- Advertisements for skill games that are fee based are acceptable.

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## **Cryptocurrency Related Services**

Paramount Global accepts advertisements for cryptocurrency related services (e.g., wallets, exchanges, lending platforms) subject to creative review and the following:

- Advertisements submitted for permitted cryptocurrency related services must be accompanied by a signed agreement (provided by the Advertising Standards department) confirming that such product or service complies with all applicable laws and ads will include all necessary legal supers.
  - The Advertising Standards department will confirm that: (i) the agreement has been signed by the advertiser without revision; and (ii) the compounded drug product advertisement complies with the aforementioned requirements.

Paramount Global does not permit the direct advertisement of cryptocurrencies.

## **Compounded Drugs**

Compounded prescription drug products may be considered for advertisement on a case by case basis, subject to creative review.

- Advertisements submitted for ingestible compounded medications must be accompanied by a signed agreement (provided by the Advertising Standards department) confirming that such product complies with all applicable laws and ads will include all necessary legal supers.
  - The Advertising Standards department will confirm that: (i) the agreement has been signed by the advertiser without revision; and (ii) the compounded drug product advertisement complies with the aforementioned requirements.

## **Over the Counter Medications**

OTC medications are subject to the following:

- Claims are to be limited to approved claims and indications.
- Medications are to be suggested for treatment of minor to moderate conditions.
- Product endorsements or testimonials by medical professionals are discouraged.
- The depiction of medical professionals is permissible only in advertisements for non-ingestible OTC products and will be evaluated on a case-by-case basis.
- Efficacy claims that are based solely on labeling and/or dosing must be disclosed as such.
- Actors cannot portray doctors.

## **Dietary Supplements**

Dietary supplements may be legally marketed with truthful and non-misleading claims that can be supported upon request. Claims should be limited to structure/function statements.

Advertisements for dietary supplements are reviewed on a case-by-case basis and may be subject to restrictions.

Comparative and superiority claims against traditional medicines and/or services are discouraged. If employed, such claims cannot employ scare tactics and must be substantiated by highly reliable supporting evidence, including testing of the advertised product itself.

- The DSHEA super (see below) is required in dietary supplement advertisements. The inclusion of this super will not cure an otherwise misleading spot. Claims whether express or implied, that dietary supplements are intended to prevent, diagnose, mitigate, treat or cure disease (disease claims) are unacceptable.
  - DSHEA super: *"These statements have not been evaluated by the Food and Drug Administration. This product is not intended to treat, diagnose, cure or prevent any disease."*

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- Only qualified safety claims are permitted in dietary supplement advertising.
  - Claims of “100% safe” are unacceptable.
  - Other safety claims are acceptable when a product (as opposed to just the product ingredients) has been tested and the claims can be substantiated.
- Endorsements by medical professionals in dietary supplement advertising are subject to the following requirements and restrictions:
  - Statements must be supported by a testimonial affidavit by the Doctor.
  - All claims must be independently substantiated by the advertiser.
  - Actors cannot portray Doctors.
- Advertisements for Male/Female Enhancement products may be subject to further restrictions.

## **Political**

### ***Candidate/Official Campaign Committee/Political Party***

Advertisements must comply with all applicable federal, state and local laws, rules and regulations.

The following would be acceptable:

Advertising that is sponsored by a legally qualified candidate, a candidate’s official campaign committee, a recognized political party, or the official congressional campaign committee(s).

The advertisement must:

- Include either a full-screen view of the candidate, or an image of the candidate (80% of screen height) *and* a clearly readable written statement of the candidate’s approval of the ad and the name of the sponsoring committee (4” of height, 4 seconds, readable)

For Messages Authorized but Not Financed by a Candidate:

- On a public communication that is authorized, but not financed by a candidate or a candidate committee, the disclaimer must state that the communication was authorized by the candidate or the candidate’s committee; and identify who paid for the communication

### ***Political Action Committee***

Advertisements must comply with all applicable federal, state and local laws, rules and regulations.

The following would be acceptable:

Express (pro/anti) candidate advocacy advertisements:

- Claims must be related to candidate’s record in office; supporting documentation must be submitted
- If candidate has not previously held an office, claims must be based on verifiable facts and/or public records; supporting documentation must be submitted

The advertisement must:

- State that it was not authorized by a candidate or candidate’s committee
- Identify the entity that paid for the communication
- Provide at least one of the following: payer’s permanent street address, telephone number or website address
- State who the individual or group paying for the communication is in language such as that “XXX is responsible for this communication,” If applicable, the name of the sponsoring committee’s connected organization is also required in the disclaimer

The following would not be acceptable:

- Character assassination (unrelated to a candidate’s record in office)

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- Claims about a candidate that are unsubstantiated by public/official documents or records, when applicable
- Graphic violence, content, or imagery
- Hate speech

## ***Political Advocacy***

Advertisements that express divergent points of view will be considered on a case-by-case basis. Ads that are deemed inconsistent with our audience or partner expectations will not be considered.

Advertisements must comply with all applicable federal, state and local laws, rules and regulations.

The advertisement must:

- Identify the entity that paid for the communication
- Provide at least one of the following: payer's permanent street address, telephone number or website address
- State who the individual or group paying for the communication is in language such as that "XXX is responsible for this communication," If applicable, the name of the sponsoring committee's connected organization is also required in the disclaimer
- maintain a level of truth and accuracy, fairness and humanity

## **Weight Loss Products**

Weight Loss Products are subject to the above guidelines on Dietary Supplements and must include the following video supers, when applicable:

- Diet and exercise are to be used in conjunction with this product.
- Results not typical or results vary by individual.
- Consult your physician before beginning any weight loss program.

## **Hemp Derived Topical CBD Products**

- Advertisements submitted for Hemp Derived CBD must be accompanied by a signed agreement (provided by the Advertising Standards department) confirming that the company is in full compliance with the federal Farm Bill and any and all laws applicable to its business in the jurisdiction(s) in which it operates
- Topical products only
- Product must contain less than 0.3% THC
- Advertising cannot make health or therapeutic claims
- Advertising cannot feature images of the cannabis plant
- Advertising will be considered for air on our adult directed nets on a case-by-case basis.
- May be subject to further placement restrictions as needed
- Advertising must comply with all other Paramount Advertising Standards guidelines