

The Content Code in Brief

Read the full Content Code at
<https://broadcom.org/resources/publications>

The Broadcasting Commission of Jamaica's new Content Code is a modern, comprehensive regulatory framework designed to keep pace with our rapidly evolving digital world. It replaces the previous Children's Code for Programming with a broader, platform-agnostic approach.



1. Age appropriateness: Content that children may be exposed to should be rated using the rating and screen time guides.

2. Parental Oversight: Parents and guardians should ensure their child's media use is healthy and beneficial, and get help from health or education professionals if they think their child has a technology-use problem.

3. Child Sexual Exploitation and Abuse Content: Providers must ensure that no material that abuses children is shared on their

4. Decency: Providers should assess levels and kinds of violence, language, and sex in content and apply ratings using the Rating Guide.

5. Advisories: Providers must give advance notice about information containing problematic sounds or images, such as screaming, gunshots, or explosions.

6. Language Use: Providers should make sure the language used to share information is understandable and accurate.

7. Watershed: Providers providing scheduled broadcasts should adhere to a watershed period on weekdays between 9:00 pm and 6:00 am.

The Content Code in Brief

Read the full Content Code at

<https://broadcom.org/resources/publications>

8. Accuracy: Providers of content must make sure material on their platforms is factual and free of intent to harm.

9. Privacy: Providers should only collect the minimum amount of data from a user for a service or product.

10. Discrimination: Providers should avoid sharing content that promotes hate or incites violence against others if possible; where necessary, it should be rated Adult or Not-for-transmission based on the format of content.

11. Inclusion: Providers should ensure that all users, regardless of age, background, or competence, can use their platform or service, and be able to get help from somebody if needed.

12. Immersion and Persuasive Tech: Providers must design platforms and devices to make it easy for users to take breaks and let users know when the technology has persuasive design embedded in it.

13. Freedom of Information and Expression: People should be allowed to access, receive, and share information within the bounds of the law and in support of democracy.

14. Advertising: Ads should be age-appropriate for the customer expected to receive them, factual regarding the product or possible experiences with the product, and free of unreasonable or unprovable claims.

15. Portrayals and Representation: Providers should ensure that victims of crime or trauma are portrayed with sensitivity and included in decisions regarding how their images are used in news stories.

1 Age Appropriateness

2 Parental Oversight

3 Child Sexual Exploitation
and Abuse Content (CSEA)

4 Decency

5 Advisories

6 Language Use

7 Watershed

8 Accuracy

9 Privacy

10 Discrimination

11 Inclusion

12 Immersion and
Persuasive Tech

13 Freedom of Information
and Expression

14 Advertising

15 Portrayals and
Representation