PARAMOUNT GLOBAL (U.S. DOMESTIC) ADVERTISING STANDARDS
2026 Submission Guidelines

All advertisements intended for air on Paramount Global US Domestic adult-directed* broadcast or basic cable networks must be approved by Advertising Standards *prior to* sending copy instructions or on-air materials.

I. Advertisements and all supporting documentation are to be submitted electronically. For clients that use online delivery systems (Extreme Reach, Comcast, Javelin, ITN, Yangaroo etc), please send an email notifying us when a spot has been uploaded for review as we are NOT notified by these service providers.

II. All materials submitted for approval are to be sent at least 2 business days in advance of air date. All materials are to be delivered to the appropriate standards representative, as indicated on the most recent category list.
- All claims contained in an advertisement, whether express or implied, must be substantiated prior to air. Whenever possible, please include substantiation with the initial submission of the advertisement.
- Additional support and/or revisions to an advertisement may be required prior to approving it for air.

III. All materials submitted for approval must be accompanied by a cover email containing the following information:
- Advertiser/Product
- Contact information
- Network(s) purchasing time on
- Commercial title(s), length(s) and ISCI code(s).
- Final approval will only be given to advertisements that are properly slated.
- Please note that **a unique** ISCI code is required for every advertisement.
- When multiple ISCI codes are assigned to the same spot for *technical reason*s, only one version of the spot should be submitted with an accompanying list of ISCI codes and an explanation of the differences. Technical reasons (content of each spot is *exactly* the same but for) are as follows:
  - SD/HD versions
  - Different phone numbers, URLs or retailer tags
  - Unique ISCI's assigned for each of our channels

Whenever possible, please include reference to the prior history of a submission, if any, as this will *significantly shorten* the review process.

* Paramount Global adult-direct channels are BET, BET Her, BET Jams, BET Soul, CBS, CBSSN, CMT and CMT Pure, Logo, Comedy Central, FaveTV, MTV, MTV2, Tr3s, MTV Live and MTV Classic, VH1, NAN (adult-categories only), Paramount Network, Pop TV, Smithsonian Channel, TV Land and TV Land Classic

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Paramount Global is committed to presenting its viewing public with programming and advertising of the highest quality and standards. The Advertising Standards and Practices group within the Paramount Global Standards Department has responsibility for a specific area of that commitment, ensuring the advertising presented meets the standards of government laws, industry regulations, good taste and community acceptability.

Accordingly, Paramount Global has adopted the following U.S. Domestic Advertising Guidelines. These guidelines are intended to reflect sensitivity and concern for our core audiences and provide the advertiser with general guidance. The Paramount Global Advertising Standards group reviews all commercials to ensure compliance with government and industry regulations and network policies. In order to ensure consistent, appropriate content that reflects individual channel branding and audience compositions, approvals are tailored for each channel.

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 the adult-directed* linear channels. They aren't 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.
- Fake Ids
- Flogs (Fake Blogs)
- Gambling, 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

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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.

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 supported by adequate and reliable substantiation.
- Substantiation for all claims, express and implied, must be submitted prior to clearance.
- 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 record label/song title/artist name *in the lower left-hand corner* is prohibited during advertisements on our music channels.
- The display of a network bug/watermark is prohibited in advertisements for competitive programming.
- Simulations of breaking news footage are unacceptable.
- CBS 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.
- All advertising on Smithsonian Channel is subject to the Smithsonian Institute Trademark Agreement as well as restrictions noted below.

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.

CONTENT GUIDELINES

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 or do not comply with the general standards set forth in the following guidelines will not be considered.

Alcohol Products
Paramount Global accepts advertising for alcohol products for air on BET, BET Her, BET Jams, BET Soul, VH1, Paramount Network, Comedy Central, CMT, CMT Pure, LOGO, TV Land**,** TV Land Classic, MTV, MTV2, MTV Live, MTV Classic, Pop TV in programs, on sites and in media where at least 73.8% of the audience is expected to be 21 years of age or older. Advertisements on CBS, CBSSN, , Fave TV, MTV, MTV2, MTV Tr3s, and Smithsonian Channel are 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 at least 73.8% of the audience is expected to be 21 years of age or older.
- Drink Responsibly (PSA) advertisements are acceptable for air in programs where at least 73.8% of the audience is expected to be 21 years of age or older.

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Contests and Sweepstakes
Advertisements for contests and/or sweepstakes are subject to the following:

- Submission of a copy of the entry form, promotional material and/or any other published information that is available to the public.
- Submission of the FINAL, OFFICIAL rules of the contest/sweepstakes.
  Final, Official rules are reviewed to ensure clarity of material terms (factors that define operation of and affect participation in the contest/sweepstakes) and compliance with applicable laws.
- Video super: Sweepstakes - "No purchase necessary, void where prohibited. Open to US legal residents."
  - Super must also include material eligibility requirements and restrictions, if any, such as minimum age requirement, geographical restrictions and end date.
  - Super must also include where the Official Rules are available.
  - If the sweepstakes includes a purchase-triggered method of entry, a description of the alternate free method of entry may also be required.
- Contests - video supers are contingent on review of official contest rules.

Crypto
Following company & product evaluation, S&P will consider ads from established and licensed brokerages and trading exchanges that offer cryptocurrency products as part of a breadth of service or established cryptocurrency trading platforms which deal in multiple currencies.

- Ads may not promote any specific cryptocurrency as an investment opportunity.
- Ads may not use overly exhortative language or exaggerate the features or benefits of any cryptocurrency and/or ancillary products related to cryptocurrency.
- Ads may not make claims of success or wealth with little work or knowledge.
- Ads must clearly disclose potential risk, including risk of loss, and need for ability and knowledge of the marketplace.
- Ads may not make any representations regarding potential earnings unless the results advertised represent the typical results an average consumer may expect to achieve and those results can be substantiated.
- Ads will be required to include appropriate disclosure language, which, depending on the nature of the product or service, may include the following:
  - Not FDIC Insured
  - A clear description of risk and potential loss of money associated with cryptocurrency or ancillary products or services
  - Past performance does not guarantee future results
  - Cryptocurrency investment products are not regulated
  - Investors are recommended to seek independent advice before making any investment
  - Disclosure of any required licensure
- Ads may not highlight or focus on any particular cryptocurrency or coin.
- Ads cannot contain celebrity testimonial or endorsement of any cryptocurrencies.
- Ads may only be for services provided by companies that have obtained all necessary federal and state registrations, licenses and other permissions required to operate in compliance with all applicable laws.

- Advertisements submitted for Crypto products & services 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 Crypto product or service advertisement complies with the aforementioned requirements.

Endorsements and Testimonials
Endorsements and testimonials must comply with FTC Guidelines.

- Endorsements must reflect the honest opinions, findings, beliefs, or experience of the endorser.
- Endorsements may not contain representations which would be deceptive or could not be substantiated if made directly by the advertiser.
- If an endorsement on a central or key attribute of a product or service is not representative of what consumers will generally achieve with the advertised product, the advertisement should clearly and conspicuously disclose:
    - what the generally expected performance would be in the depicted circumstances, or
    - the limited applicability of the endorser's experience to what consumers may generally expect to achieve.
- When there is a connection between the endorser and the seller of the advertised product which might materially affect the weight or credibility of the endorsement, such connection must be fully disclosed in a video super.
- If requested by Paramount Global, Advertiser must provide a signed name, likeness and testimonial release, as applicable, from all persons used as endorsers in the advertisement.

Gambling
Advertisements for gambling related products and services on CBS are subject to the following:

- CBS does not accept advertising for lotteries except for the lawful advertising of certain government-run lotteries.
- 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.
- CBS does not accept commercials for tip sheets or other betting publications, products or services that promote gambling.

Advertisements for gambling related products and services on Paramount Global basic cable networks are subject to the following:

- 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, services, 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 laws.
    - 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 service 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.
- Advertisements for entertainment, online gambling and/or educational ("Free-Play") gaming websites are unacceptable for air on NAN and subject to time restrictions on MTV and MTV2.

Health Related Products

All health-related advertisements must comply with applicable government regulations. As with all advertising, substantiation for all claims, express and implied, must be submitted prior to clearance.

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Prescription Drugs
Prescription drug advertisements must include all disclosures mandated by the Food, Drug and Cosmetic Act and comply with all applicable regulations and guidance issued by the FDA and other government agencies.

- The following information must be submitted by the advertiser prior to air:
    - FDA clearance letter or letter attesting to FDA clearance by company counsel.
    - Substantiation for any claims (comparative, superiority, etc.) contained in the advertisement but not covered by labeling.
- Product endorsements or testimonials by medical professionals are acceptable for prescription drug advertisements provided they do not represent personal and/or professional opinion based on use of the advertised product.
- Advertisements for erectile dysfunction medication are unacceptable for air on NAN, and subject to time restrictions on CBS, MTV, MTV2, Tres and Smithsonian Channel.
- Advertisements for contraceptives are subject to time restrictions on NAN and CBS.

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 provided they are substantiated prior to air. 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 scheduling 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."*
- 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 are unacceptable for air on NAN, CMT, CMT Pure and subject to restrictions on MTV, MTV2 and Tres.

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.

Advertisements for weight loss products are subject to time restrictions on NAN.

Mail/Telephone Order
Advertisements that promote products that a customer orders by mail, telephone, fax, or on the Internet must disclose any charges imposed over the purchase price, such as postage or handling charges. If a continuity or negative option plan is involved, the advertisement must include all material terms and conditions relating to such plan.

The following information must be supplied by the advertiser:

- Address and telephone number of the advertiser.
- Confirmation of the money back guarantee and refund policy.
- Product sample and product and company literature.

Motion Pictures
All advertising for motion pictures should include the MPA rating for the film in both visual and audio. Advertisements for movies that are "not yet rated" must be accompanied by a statement of anticipated rating. Motion picture advertising is subject to the following:

- R and NR rated films are subject to:

  - Time restrictions on CBS and NAN and subject to scheduling restrictions, when applicable.
- NC-17 rated are subject to the following:
  - Must include audio super *Rated NC-17 for xxx……no one 17 and under will be admitted.*
  - NC-17 films are unacceptable for air on NAN, Smithsonian and CMT.
  - NC-17 films are accepted on a case-by-case basis for all other channels and subject to appropriate scheduling restrictions and audience composition requirements.
- X- Rated films are unacceptable for air on all channels.
- Restricted advertising is approved on a case-by-case basis.
  - Restricted advertising may only appear in programs, on sites or in media where the advertising is compatible with the content, and only if access to the advertisement is not readily available to children.

Paid Programming
Paid Programming advertisements will be reviewed for compliance with relevant FTC guidelines and are subject to all applicable category guidelines contained herein.

Any commercial or video advertisement fifteen minutes in length or longer or intended to fill a cablecasting time slot of fifteen minutes in length or longer must include, in a clear and prominent manner, and for a length of time sufficient for an ordinary consumer to read, within the first thirty seconds of the commercial and immediately before each presentation of ordering instructions for the product or service, the following disclosure: "THE PROGRAM YOU ARE WATCHING IS A PAID ADVERTISEMENT FOR [THE PRODUCT, PROGRAM, OR SERVICE]."

The oral or visual presentation of a telephone number or address through which viewers may obtain more information or place an order for the product, program, or service shall be deemed a presentation of ordering instructions so as to require the display of the disclosure provided herein.

- The use of “call-ins” is discouraged. If this technique is employed, there must be a video super disclosing that the program is a pre-recorded advertisement and that the “callers” represent consumer testimonials.
- If a continuity or negative option plan is involved, the advertisement must include all material terms and conditions relating to such plan.

Personal Care Products
Advertisements for personal care and sexual health products are acceptable and may be subject to time and scheduling restriction when applicable.

Political
Paramount Global accepts political advertising that is national in scope, sponsored by a legally qualified candidate, a candidate’s official campaign committee, a nationally recognized political party, or the official congressional campaign committee(s) of a nationally recognized party. Paramount Global requires advertisements to adhere to FEC and other regulatory government body’s guidelines.

- Third party political advertisements are accepted on a case-by-case basis.
- All political advertising must comply with applicable law.

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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 a verbal statement by the candidate that he or she approved the ad *and* 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 approval 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)
- 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 on Paramount Global 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

Product Demonstrations
All product demonstrations in advertisements must accurately reflect the product's actual performance in real world conditions. No mock-ups or product alterations are permitted and upon request, advertisers must submit a producer's affidavit attesting to the accuracy of the demonstration.

Religion/Religious Affiliation
Religious advertisements that contain a general moral theme are acceptable.

The following forms of religious advertising are unacceptable:
- Advertising that states or implies superiority/exclusivity.
- Advertising that is disparaging to another religion.
- Advertising that proselytizes sectarian doctrine or dogma.
- Advertising that takes a position on a controversial issue.
- Advertising that solicits funds.
- Advertising that uses religious imagery.

Social/Dating/Networking
Advertisements for dating and chat services are acceptable for Paramount Global basic cable networks where the service and business are national in scope. Chat-service advertisements will be reviewed on a case-by-case basis and may be subject to scheduling and/or channel restrictions.
All advertisements must contain:

- Disclosure of all material terms and age requirements.

Video Games
Advertisements for video games must include the ESRB rating in video and audio and are subject to the following:

- Footage of gratuitous violence and/or gratuitous sexual content is unacceptable.
- M rated games cannot be placed in programs, on sites and in media where 35% or more of the viewers are under 17 years of age.
    - M rated games are acceptable between 10P and 6A, on a local time zone basis, regardless of audience composition per the ESRB safe harbor exception.
    - M rated games are subject to further time and programming restrictions on CBS and Smithsonian Channel.
- AO rated games cannot be placed in programs or on sites and in media where 35% or more of the viewers are under 18 years of age.
    - AO rated games are unacceptable for air on NAN, CMT, MTV, MTV2 and Tres.