

India regulates depictions of tobacco products and tobacco use in films and television programmes

Although many countries have enacted bans on TAPS activities, scenes depicting smoking are still common in movies and television programmes, including those rated suitable for youth. India, the world's largest producer of movies, is one of the few countries to take action to reduce tobacco imagery in films and television as part of a comprehensive TAPS ban. Regulations put into effect in 2011 and 2012 now require films and television programmes depicting tobacco use to show a 30-second anti-tobacco spot at the beginning and middle, as well as a prominent static message at the bottom of the screen during scenes with tobacco use. New films and television

programmes must justify depictions of tobacco use and include disclaimers at the beginning and middle of the film about the harms of tobacco. No brand names of tobacco products or tobacco product placement may be shown, close-ups of tobacco products and packaging are prohibited, and promotional materials such as movie posters may not depict tobacco use. These rules also assign responsibility for implementation to cinema owners or managers and television broadcasters, with penalties for violations including suspension or cancellation of licenses.