



Resolution of the Chairman of the Board of Directors No.26 of 2017, in respect of the media content

The chairman of the board of directors of the National Media Council,
after perusal of:

- The Federal Law No.1 of 1972, in respect of the competencies of the Ministries and the powers of the Ministers, as amended.
- The Federal Law No.15 of 1980, in respect of publications and publishing.
- The Federal Law No.3 of 1987, in respect of the promulgation of the Penal Law and the Laws amending thereof.
- The Federal Law No.35 of 1992, in respect of the promulgation of the Criminal Procedures Law and the Laws amending thereof.
- The Federal Decree-Law nNo.5 of 2012, in respect of combating IT (cyber) crimes.
- The Federal Decree-Law No.2 of 2015, in respect of combating of discrimination and hatred.
- The Federal Decree-Law No.3 of 2016, in respect of the child rights "Wadeema".
- The Federal Law No.11 of 2016, in respect of the regulation and competencies of the National Media Council.
- The Federal Law No.14 of 2016, in respect of the violations and administrative sanctions in the Federal Government.
- The Cabinet's resolution No.17 of 1999 amending the Cabinet's resolution No.8 of 1999, in respect of the licensing fees for issuing new magazines.
- The Cabinet's resolution No.23 of 2015, as amended, in respect of the organizational structure of the National Media Council.
- The Cabinet's resolution No.39 of 2016, in respect of the fees of the media services at the free zones.
- The Cabinet's resolution No.19 of 2017, in respect of the prescribed fees for the media services.
- The Cabinet's resolution No.22 of 2017, in respect of media activities licensing.
- The Cabinet's resolution No.23 of 2017, in respect of media content, and based on the work requirements, resolved as follows:



Chapter One Definitions and Scope of Application Article 1

In implementing the provisions of this resolution, the following expressions and words shall have the below meanings as assigned to each, unless the context requires otherwise:

UAE: (UAE)	Shall mean the United Arab Emirates.
Council:	Shall mean the National Media Council.
Chairman:	Shall mean the chairman of the board of directors of the Council.
Director General:	Shall mean the director general of the National Media Council.
Authority:	Shall mean the Telecommunications Regulatory Authority.
Media activities:	Shall mean any activities related to the production, transmission, broadcasting, importing, distribution and delivery of printed, digital, audible and visible information via mass media, including the activities of press, publications, video and audio transmission, cinematic films and any other relevant activities as specified by the Council.
Mass media:	Shall mean the means used for transmitting and disseminating any of the media activities of different types and forms, including the digital means or any other technological means.
Electronic media:	Shall mean the media activity undertaken through the electronic tools and means of publication and dissemination.
Person:	Shall mean the natural or the legal person.
Printed material:	Shall mean any writing, drawing, piece of music, photograph or any other means of expression by using any materials, whether printed, audible or visible, provided the same shall be able to be circulated in any means, including the electronic, digital or any other technological means.
Media content:	Shall mean any explicit or implied, direct or indirect information or messages contained in or referred to by a printed material of any type, whether the same is broadcasted live, recorded then broadcasted, re-broadcasted or delivered to the audience by any means, including , but not limited to , performance, shows, movies, drama, plays, advertisements...etc.



Advertisement:	Shall mean any means intended to inform the public about goods or commodities, whether such means is utilized via screening or publishing by writing, drawing, symbolizing or in audio.
Circulation:	Shall mean the sale, offering for sale, distribution, posting on walls or displaying on the shop windows of printed materials for the purpose of sale, advertisement, marketing, decoration and any other action rendering the same within the reach of a number of persons.
Printer:	Shall mean the owner of the printing press. In the event of leasing the printing press by the owner to another person who becomes the party having actual control over the printing press; then the term "Printer" shall be transferred to the lessee.
Work:	Shall mean each creative work of literature or science in any material forms whatsoever.
Permission:	Shall mean the approval issued by the Council to allow printing or circulation of media content.
Permission of circulation:	Shall mean the approval issued by the Council to allow the circulation of media content.
Permission of printing:	Shall mean the approval issued by the Council to allow printing of media content.
Holder of permission:	Shall mean the person or body given the permission in accordance with the provisions of this resolution.
Age classification:	Shall mean the system determining the suitability of the media content to the different age groups and its conformity to the principles and standards of the media content.
Establishment:	Shall mean the establishment, company or body printing or circulating the printed materials.

Article 2 Scope of Application

The provisions of this resolution shall apply to the media content of any media activity practiced within the UAE in whole or in part, including the media activities of the following persons and bodies:

1. The media establishments and mass media, whether visible, audible or print media, which print, publish, broadcast or circulate or distribute the media content.
2. Any person printing any printed materials within the UAE.



3. Any person circulating any printed materials, including the materials brought or sent to him from/to abroad.
4. The diplomatic and consular missions within the UAE, including the printed materials they issue for circulation within the UAE.
5. The foreign clubs, associations and centers performing media activities.
6. The media free zones.
7. The government and local bodies and authorities and the private corporates desiring to display the media content for one time for awareness or community participation purposes.
8. Electronic media activities.
 - No media activity shall be undertaken before the issuance of a decision approving licensing in accordance with the laws, regulations and this resolution.

Article 3 **The Primary Principles regulating printing and circulation of media content**

This resolution aims at regulating printing and circulation of media content, in accordance with the following primary principles:

1. Identification of the general principles, frameworks and standards in accordance with the respective legislations, and in harmony with the general policies of the UAE, the directions of the Federal Government and the endeavors to preserve the national identity.
2. Emphasizing respect to the public interest and the religious, cultural and social values prevailing in the UAE.
3. Respecting the freedom of opinion, expression and tolerance, and promoting the cultural dialogue and constructive interaction in all areas of media activities.
4. Promoting the UAE's efforts to support reading and knowledge transfer, encourage publication industry and consolidate innovation in media fields.
5. Developing and organizing the media activity for being an effective industry contributing to advancing economic development in the UAE.
6. Provision of balanced, responsible and impartial media content, which respects the privacy of the individuals and achieves the UAE's objectives for protecting the society against the wrong ideas of adverse effects.



Article 4 Mandatory Permission

No printed material shall be printed, circulated, published, broadcasted in or brought into the UAE before the issuance of a decision giving permission with regard to the media content in accordance with the provisions hereof. The Council may cease or prohibit the circulation, printing and entry into the UAE of any printed material without permission, with imposing sanctions on the violator.

Chapter Two Criteria of Media Content Article 5

Any media content contradicting the criteria set out herein or any other laws and regulations in force shall not be published, circulated or printed. In particular, the media content shall comply with the following criteria:

Criteria of Media Content	
Respecting Allah/the Divine entity, the Islamic beliefs, divine religions and other beliefs, and not to offend any of the above, including personification of prophets and messengers	<ul style="list-style-type: none">• Not to insult, defame, or prejudice the Divine Entity.• Not to offend, insult, defame or disrespect any religion or any of its rituals or sacred things, or disrupt licensed religious observances or ceremonies by any means whatsoever.• Not to distort, destroy, desecrate or offend, in any way, any of the holy books.• Not to Insult, disrespect, mock at or defame the messengers, prophets or their spouses, families or companions.• Not to offend, in any ways of expression, the places of worship and their ancillaries, or incite destroying, damaging or desecrating the sanctity of the same.• Ensuring the accuracy when talking about all religious sects and beliefs, and making sure of the validity of information circulated about religions.• Not to mock at, offend, show disrespect, defame any persons with religious titles.• No to incite religious or ethnic hatred, extremism or charging others with disbelief.• Not to incite or encourage, whether directly or



	<p>indirectly, committing crimes, chaos, insurrection, including advocating or encouraging the terroristic acts or the acts based on religious, sectarian or ethnic intolerance.</p> <ul style="list-style-type: none"> • Not to stir up hate speech in any way of expression.
<p>Respecting the regime of the UAE, its figures and institutions, as well as the supreme interest of the UAE and the community</p>	<ul style="list-style-type: none"> • Respecting the regime of the UAE, its figures and political and government institutions, as well as the supreme interest of the UAE and the community. Not to publish /disseminate anything implying direct or indirect offend to the regime of the UAE or that is detrimental to the supreme interest of the UAE of the systems on which the society is based. • Not to incite violence, hatred and terroristic acts.
<p>Respecting the cultural and civilizational heritage and the national identity of the UAE</p>	<ul style="list-style-type: none"> • Respecting the cultural and civilizational heritage and the national identity of the UAE. • Respecting the cultural and social principles prevailing in the UAE. • Not to be partial to certain thought or opinion, and respecting others' view. • Expressing ideas and views in a sound civilized manner, without prejudice to the system on which the society is based.
<p>Not to disseminate or circulate anything that is detrimental to the national unity and the social coherence, including not stirring up sectarian, regional and tribal intolerance, not to incite violence, hatred and terroristic acts and not to provoke hatred and discord within the society.</p>	<ul style="list-style-type: none"> • Not to cause harm to the national unity and social coherence. • Not to stir up the tribal strife with the intention of inciting hatred among the individuals and groups. • Not to provoke sectarian and regional (factional) strife. • Not to disseminate anything inciting violence, hatred and discrimination among people. • Not to incite committing crimes, stir up hatred or discord among the society members. • Not to disseminate rumors, regardless of their source and type. • Ensuring objectivity, impartiality and credibility when addressing any topics related to the national unity and the social coherence and when talking about the tribes.



<p>Respecting the orientations and policies of the UAE on the internal and international levels</p>	<ul style="list-style-type: none"> • Not to offend the UAE's relations with the friendly and brotherly countries. • Respecting the orientations and policies adopted by the UAE at the domestic level and for its ties with other countries. • Not to disseminate anything offending the other countries, their symbols and regimes, whether intentionally and unintentionally. • Not to print or publish any media materials concerning the delineation of the UAE's borders without getting permission from the Council.
<p>Not to offend the values prevailing in the society, and observing the requirements of public interest</p>	<ul style="list-style-type: none"> • Observing the public interest when broadcasting, publishing or printing any materials. • Not to disseminate or circulate anything that may incite committing crimes and stir up hatred and discord in the society. • Not to publish anything that may incite committing crimes and stir up hatred and discord among the society members.
<p>Not to offend the economic, judicial or security system in the UAE, and not to disseminate rumors and misleading and malicious news</p>	<ul style="list-style-type: none"> • Not to disseminate news on any ongoing criminal investigation, if the investigation judge declared that the investigation is confidential or if the public prosecution prohibits disseminating anything about the same. • Not to offend the economic, judicial or security system in the UAE, and not to disseminate rumors and misleading and malicious news that may stir up uncertainty and chaos. • Not to disseminate anything that may be detrimental to the national currency or stir up confusion and uncertainty on the UAE's economic position. • Not to spread false, inaccurate or untrue news about companies or persons, the matter that may adversely affect the stock markets and cause harm to the national economy.
<p>Not to abuse children, women or any other category</p>	<ul style="list-style-type: none"> • Not to disseminate what can be considered as physical or psychological violence exceeding the generally accepted limits in religious and legal terms,



in the society

such as the parents' right to educate their children.

- Not to publish, offer, circulate, possess or produce any audio-visual or printed works or games that stir up children's sexual instincts, project a positive image of behavior that violates the public order and morals or encourage children to engage in delinquency.
- Not to disseminate or publicize the children entry into prohibited places or playing in dangerous places.
- Not to disseminate anything that may expose the child to any arbitrary interference or any illegal action with regard to his life, family, home or correspondences, or that may defame or stigmatize him.
- Not to disseminate any content inciting, directly or indirectly, the use or exploitation of children for producing any unlawful media content.
- Not to offer any content that may cause harm to the physical, mental, emotional and ethical development of the children, through offering any materials, printed materials and pictures that encourage the use of illegal and narcotic drugs, smoking, drinking alcohol...etc., as well as well as any sexual behavior or practices, insulting, verbal and physical abusing, racial discrimination, execution, witchcraft and exorcist gatherings.
- Not to disseminate any printed materials or pictures representing exploitation of children in promoting the sales of tobacco, alcoholic beverages or any unlawful goods.
- Not to disseminate any content that may cause harm to children, for example through using the household articles, such as knives, poisonous and hazardous cleaning materials and the electrical appliances that may cause harm.
- Assuming constructive and effective role in the health and psychological prevention, guidance and advice for children.
- Complying with the standards and controls of child protection as set out in the Federal Law no.3 of 2016, in respect of the child right protection (Wadeema)



	<p>and its executive regulation.</p> <ul style="list-style-type: none"> • Complying with the criteria of age classification with regard to the child-oriented printed materials. • Not to publish, broadcast and circulate any content that involves or aims at abusing or humiliating women or any other social categories, such as the older person and the people of special needs, or targets a social group categorized based on gender, race, faith or religion. • Not publish or broadcast any content offending women or involving sexual, verbal or physical violence, humiliation, oppression or violation of human dignity against women.
<p>Respecting the rules of privacy and all matters related to the private life of the individuals</p>	<ul style="list-style-type: none"> • Respecting the rules of privacy and all matters related to the private life of the individuals. • Not to disseminate, broadcast, circulate and publish false information or documents that are fabricated, forges or falsely attributed to others. • Not to publish and disseminate news, photos or comments related to the private or family life of the individuals even if the same are true, if such publication may offend the persons covered by this news, photos or comments. • Not to disseminate anything involving disclosure of secret that may defame a person or cause harm to his wealth or trade name, and not to disseminate and publish anything with the intention of threatening or forcing a person to pay money, provide interest to others or to deprive him of freedom of work and action.
<p>Respecting the rights of institutions and individuals, including the intellectual property rights</p>	<ul style="list-style-type: none"> • Not to infringe the rights of the institutions and the individuals, whether directly or indirectly. • Respecting the intellectual property rights. • Not to circulate media printed materials before getting the required licenses and observing the respective rights.
<p>Not to disseminate or circulate anything that may incite committing crimes,</p>	<ul style="list-style-type: none"> • Not to disseminate, circulate or print anything that may incite committing crimes, such as encouraging homicide directly or indirectly, committing suicide,



<p>such as encouraging homicide, raping, narcotics and psychotropic substances addiction, drinking alcohol, gambling, smoking, witchcraft, spells, astrology and making weapons and explosives</p>	<p>raping, narcotics and psychotropic substances addiction, drinking alcohol, gambling, smoking, witchcraft, spells, astrology and making weapons and explosives</p>
<p>Not to publish, broadcast or circulate expressions, photos, drawings or views involving violation of public morals or offence to young people, or calling for embracing or promoting destructive principles or that may mislead the public</p>	<ul style="list-style-type: none"> • Not to publish, broadcast or disseminate expressions, photos, drawings or views involving violation of public morals. • Not to publish, broadcast or disseminate expressions, photos, drawings or views involving offence to young people or calling for embracing or promoting destructive principles. • Not to publish, broadcast or disseminate expressions, photos, drawings or views that may mislead the public or enticing them to do or not to do an act.
<p>Not to disseminate, broadcast or circulate false information or documents that are fabricated, forged or unduly attributed to bodies or persons</p>	<ul style="list-style-type: none"> • Not to disseminate, broadcast or circulate false information or documents that are fabricated, forged or unduly attributed to bodies or persons. • Making sure of the authenticity of the news sources, and getting the same from the official sources and attributing them thereto. • Respecting the rules and rights of others, in respect of the news and photos.
<p>Not to publish, broadcast or circulate advertisements without obtaining the approval of the</p>	<ul style="list-style-type: none"> • Not to publish, broadcast or circulate advertisements, without obtaining the approval of the competent authorities. • Not to broadcast or circulate advertisements containing expression, photos or drawings that violate the public morals or mislead the public.



<p>competent authorities, in accordance with the relevant legislations</p>	<ul style="list-style-type: none"> • Not to publish advertisements for medicines or pharmaceuticals, without a special permission from the competent authority at the Ministry of Health. • No advertisements for prohibited materials according to the Laws and regulations, such as tobacco, are allowed. • It is not allowed to use individuals in advertisements without their approval, whether through filming\photography, caricature, making reference to them or impersonation. • Advertisements shall not include anything inciting homicide, raping, narcotics and psychotropic substances addiction, drinking alcohol, gambling, smoking, witchcraft, spells and astrology. • The criteria and conditions of advertisements set out herein shall be complied with.
<p>Not to violate the legislations in force in the UAE, and to comply with the criteria and conditions set out therein</p>	<ul style="list-style-type: none"> • Respecting the Laws and regulations in force in the UAE, as well as the intellectual property rights. • Not to publish, broadcast and circulate any content targeting, directly or indirectly, to interrupt the efforts of the UAE and its institutions to accomplish their work and perform their duties. • Not to publish information for which an official request was made to keep in secret or a decision was made not to publish the same. • Not to publish, broadcast or circulate content that provides detailed or instructional descriptions of the fraudulent manoeuvres or the criminal techniques, which may facilitate committing crimes.
<p>Complying with the conditions, controls and any other criteria specified by the Council</p>	<ul style="list-style-type: none"> • Adhering to the permission issued and not to make any modifications thereto without referring to the Council. • Complying with the criteria of public interest and the controls and instructions identified by the Council. • To implement the decisions notified by the Council with regard to the type of the permission given within the timeframe specified by the Council. • Complying with all criteria of the media content set out in this decision, the Laws and regulations.



	<ul style="list-style-type: none">• Respecting the directions of the UAE towards promoting its national identity and inclusion of national into the media labor market.• Respecting the ethical principles of the media work, including the privacy, the audience's right to have an access to information and the interaction with the media space.
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Article 6

No articles, novels, stories or other works shall be broadcasted or circulated without the consent of the author thereof.

However, quotes or a brief extract from such articles, novels, stories or other works may be published without the author's permission.

In all cases where copying, publication or quotation is allowed, the source and the author's name shall be mentioned clearly.

Article 7

Printed Materials from Abroad

The Council may ban the entry of any printed materials, whether periodic or non-periodic, into the UAE or the circulation of the same; if such printed materials contain a matter the publication of which is banned in accordance with the provisions of the laws and resolutions in force in the UAE.

Article 8

No natural or legal person may circulate any printed materials coming from abroad or sent to him without getting a permission from the Council for the same.

Chapter Three Age Classification Article 9

1. The Council will specify the criteria of age classification for the media content of the printed materials requiring the same, particularly books, electronic and non-electronic video games and cinematic movies.



2. The staff of the Department of Media Content Control of the Council will set the age classification of the media content for which permission is requested, in light of the criteria to be set by the Council in accordance with clause 1 of this Article.

Chapter Four **Applying for permission** **Article 10**

Before printing or circulating any media content or bringing any printed materials into the UAE, the respective person or his legal representative shall apply to the Council for permission. Such application shall be made via the electronic system adopted by the Council in accordance with the templates developed for this purpose.

Article 11

1. The following documents shall be attached with the application referred to in the above article:
 - A. In the cases where no license of media activity practicing is required, the name, capacity and nationality of the applicant.
 - B. If the applicant is an establishment or corporate (not an individual), the media activity license issued by the Council.
 - C. Five copies of the printed material containing the media content for which the permission is requested. If the number of copies of the printed material is limited; then one copy can be submitted, provided that the provisions of Article 15 and 15 hereof are considered.
 - D. A proof of the property rights of the applicant.
 - E. Any other documents as specified by the Council.

Article 12

The foreign diplomatic and consular missions in the UAE shall not print or circulate any printed materials without a license from the Council and the approval of the Ministry of Foreign Affairs. The application for the license shall be lodged via the diplomatic channels together with the draft of the printed material and the approval of the Ministry of Foreign Affairs and International Cooperation. If the printed material is licensed, then five copies thereof shall be lodged at the Council before distributing the same.



Article 13

The foreign clubs, associations or centers shall not issue or circulate any printed material without a license from the Council. The applicant entity shall lodge the application for the license together with a draft of the printed material stamped with the seal of the chairman of the entity. If the printed material is licensed for printing or circulation, then five copies of the same shall be lodged to the concerned body at the Council before its distribution.

The provisions of the above paragraph shall not apply to the printed materials of special or commercial nature.

Article 14

All applications shall be in compliance with the conditions and the requirements of the attachments on the submission date. Applications that fail to meet the requirements and conditions shall not be accepted or considered, except in the exceptional cases identified by the Council. In such cases, the justifications of such exception shall be clarified.

Article 15 Lodging of Copies

With due consideration to the provisions of Articles 10, 11, 12, 13 and 14 hereof, the publisher and importer of the printed materials shall lodge to the Council, or the body it nominates, five soft copies of the printed materials, for which permission is required for its media content. However, if the number of the copies of the printed material is limited, then one copy thereof may be lodged, which will be returned to the applicant after completion of the permission procedures.

Article 16

Notwithstanding the provisions of Article 15, the Council may exempt from lodging the copies in the following cases:

1. If the number of copies of the printed material is limited and not exceeding 10 copies.



2. If the printed material is intended for presenting as a gift and not for sale or prepared in a costly manner.
3. If the printed material is intended for circulation, and it had already obtained permission for printing.
4. Any other cases determined by the Council.

Chapter Five

Deciding on the Application

Article 17

The Council shall decide on the application for permission referred to herein within a period not later than thirty days from the submission date of the application. The Council may postpone deciding on the application in any of the following cases:

1. If checking and auditing of the media content, for which the permission is requested, require longer time.
2. In case where the approvals of other entities are required, until these entities decide on the application.
3. Any other cases determined or approved by the Council.

Article 18

With due consideration to the competencies of the Council as set out in the laws, regulations and this resolution, the applicant shall obtain the approval of any other entities as required by the laws and regulations.

Article 19

The applicant for permission shall not circulate or print the required media content, whether directly or indirectly, until the Council issues the permission as prescribed herein.

Article 20

Acceptance of the application

The Council may accept the application for permission referred to herein; if the same meets the provisions hereof, the criteria of media content and the age classification criteria issued by the Council.



Article 21

The Council shall set the age classification of the printed materials for which permission is requested, in accordance with the regulation to be issued by the Council in this regard.

Article 22

The Council may approve the application for permission referred to herein after the deletion of any phrase, paragraph, page, picture, scene or part of the printed material; if the same involves a violation to the principles or criteria of the media content set out herein, particularly violating the religious or ethical values, or if it involves any matter the publication of which is banned according to the provisions hereof or the relevant legislations, after determining the age classification of the printed material for which the permission is requested.

Article 23

Prohibition of the printed materials

The Council may prohibit the circulation or printing of any printed material or its entry into the UAE in the following cases:

1. If deletion in accordance with the provisions of Article 23 hereof is not possible.
2. If the printed material violates the principles and criteria set out herein, as well as the criteria of age classification.

Article 24

Rectification of Status

The Council may prohibit the circulation or printing of the printed material or its entry into the UAE until rectification of its status in the following cases:

1. If the Council considers that the violation is rectifiable.
2. For fulfilling any conditions or requirements identified by the Council or the relevant legislations.



Article 25 The Special Approvals

The Council may issue an approval for printing or circulating any printed material in accordance with special conditions and controls with regard to specific topics or cases, with no conflict with the principles and criteria of the media content set out herein.

Article 26 Dismissing the Application

The Council may dismiss the application for the permission in any of the following cases:

1. If the application does not fulfill the requirements of this resolution or the other relevant resolutions and legislations.
2. If the application violates the principles and criteria of the media content set out herein or in the other relevant legislations.
3. If the approval of any other body as required by the relevant legislations is not obtained.
4. In case of non-compliance with the age classification issued by the Council.

Article 27 The Permission

The Council makes a decision approving the application for permission; if that application meets the conditions and requirements of this resolution, in accordance with the templates developed for that purpose. The permission given by the Council shall include the following:

1. Name of the applicant.
2. Name of the printed material (publication).
3. Type of the permission.
4. Issue date of the permission and its expiration date (in the cases requiring the same).
5. Applicant's address for the purpose of notification and communication with regard to the permission.
6. Any condition or prohibition related to the permission.



Article 28

The Council may require the permission holder, in the cases the Council determines, to sign on undertakings or any specific annexes containing the instruction and controls of use of the permission and the rights and obligations of the holder thereof.

Article 29 Notifying the Applicant

1. The permission applicant shall be notified about the Council's decision on the permission application through the address specified in the application.
2. The applicant shall notify the Council about any modification or change to the address specified in the application. Failing to do so, the notification made to the address set out in the application shall be considered valid and legally effective.

Article 30 Validity period and renewal of the permission

1. The permission shall be valid for one time only.
2. The permission holder or his legal representative shall apply for a new permission; if any modification is made to the content of the printed material.
3. The permission holder or his legal representative shall approach the Council to obtain the permission within 30 days from the date of notification of the approval on the application for the permission. Failing to do so, the permission shall be deemed invalid and he shall lodge a new application.

Article 31 Obligations of the permission holder

The permission holder shall:

1. Adhere to the media content and the age classification based on which the permission was given.
2. Get the approval of the Council for making any modification to any permitted media content.
3. Provide any data or information requested by the Council.



4. Not violate the principles and criteria of the media content set out herein or in the other relevant legislations.
5. Comply with any instructions or conditions in relation to the regulation of the media content or activity as decided by the Council.
6. Comply with any conditions set out in the permission, including the circulation of the printed materials in the places approved or specified by the Council.
7. Pay the fees and provide the guarantees prescribed by the relevant legislations and decisions.
8. Any other obligations determined by the Council.

Article 32

The permission holder or his legal representative shall ensure the inclusion of the following data in the printed material in a clear manner:

1. Name and address of the printer.
2. Name and address of the publisher (if not the printer).
3. Date of printing.
4. Showing the age classification (if any) in a clear manner on the front of the printed material.

Chapter Six

Controlling the media content at the book fairs

Article 33

All bodies, government and private establishments and schools shall obtain the prior approval of the Council for setting up book fairs.

Article 34

The management of book fairs shall provide the Council with a list including the titles of the printed materials to be displayed at the fairs at least thirty days prior to the date of the start of the fair, in order to enable the Council to review the same and make sure that they are free from any violation of the provisions of this resolution and the relevant legislations.



Article 35

The management of book fairs shall follow up the content of the printed materials displayed in the fairs, in order to make sure of their compliance with the principles and criteria of the media content set out herein, with no conflict with the competencies of the Council in this regard.

Article 36

The publishing house and the bookstores buying the printed materials from the book fairs for circulation or sale purposes shall obtain the required permission from the Council before offering the same for circulation or sale.

Chapter Seven

The media content of the electronic media activities

Article 37

1. All electronic media activities, whether licensed by the Council or not, shall be subject to the principles and criteria of the media content and the terms and conditions referred to herein.
2. The party in charge of the electronic media activity shall assume the responsibility for what is published and disseminated through this activity, whether it is licensed or not.

Article 38

1. A committee called "the **Committee for Monitoring the Websites**" shall be formed, and shall be presided over by a representative of the Council and membered by a representative of each of the following bodies:
 - A. Ministry of Interior.
 - B. The Telecommunications Regulatory Authority.
 - C. The Signal Intelligence Agency.
2. The Committee may hire any experienced and competent people as it deems proper, provided they shall not have the right to vote on the Committee's decision.
3. The Council shall make the necessary decisions for identifying the operating procedures of the Committee, the quorum for voting on its decisions and all the other relevant matters.



Article 39

The Committee formed in accordance with the provisions of Article 38 hereof shall take the necessary actions to make sure that the websites do not violate the principles and criteria of the media content set out herein and in the other relevant legislations. The Committee shall also present its recommendations to the Chairman regarding the following:

1. The websites to be blocked as per its recommendations.
2. The keywords to be blocked when using the internet.
3. Conditions and specifications of the exception from the blockage of the media content on the internet for scientific, medical, educational or any other grounds as determined by the Council.
4. The relevant procedures of the applications for the blockage of websites and their exception from blockage.

Chapter Eight The Media Content of Advertisements Article 40

The Council shall set the criteria and conditions to be fulfilled by the advertisements circulated in the mass media in the UAE, without conflict with the provisions hereof.

Article 41

All audio-visual and printed media and media establishments in the UAE, including the free zones, shall comply with the criteria of the media content, advertisement and age classification set out in the Laws, regulations and this resolution.

Article 42

Mass media shall not disseminate any advertisement involving crime or violating the principles and criteria of the media content and the age classification set out herein, or which may be detrimental to the public interest directly or indirectly.



Article 43

All paid advertising materials shall include an explicit and clear indication that it is a paid advertising material.

Article 44

Criteria of the advertisement content

Without prejudice to the provisions of this resolution, the mass media, media establishmentsetc. shall comply with the criteria of media content set out herein, in particular the following criteria with regard to the advertisements they broadcast and publish:

1. Not to disseminate rumors and misleading, malicious news.
2. Respecting the directions of the UAE towards promoting its national identity.
3. Not to disseminate and publish photo or words violating the public morals.
4. No advertisements for witchcraft, spells and astrology.
5. Observing the conditions and controls with regard to the UAE's flag, emblem and national anthem.
6. Compliance with the rules of ethical conduct and the criteria of truthfulness and honesty, including the adherence to the rules governing the business, particularly what is related to the controls of the consumer protection, fair completion and the prohibition of commercial fraud and unlawful monopoly.
7. No advertisements for alcohols or prohibited narcotic drugs in any form, whether directly or indirectly.
8. No advertisements for tobacco, all smoking materials and the ways of smoking, as well as any services or products for which no advertisements are permitted.
9. The controls of the health advertisements set out in the Cabinet resolution No.4 of 2007, in respect of the health advertisements, as amended, shall be complied with.
10. A prior approval shall be obtained from the competent authorities for the advertisements that require prior approval.



Article 45 Conditions of Advertisements

All audio-visual and printed media and media establishments shall comply with the following conditions with regard to the advertisements:

1. The advertisement shall not be ambiguous, confusing or of unclear indication.
2. The advertisement shall not include incorrect or misleading allegations, exaggeration, allegation of uniqueness, vilification of competitors and anything involving suspected fraud or misleading.
3. The advertisement shall not include any counterfeit or forged marks, signs or pictures, and it shall not use any of the same unduly.
4. The advertisement shall be realistic with no exaggeration, and it shall create no confusion or mixing up, in any manner, with other names, products or activities.
5. If the advertisement is in Arabic language; then the classical Arabic language of the domestic Emirati dialect shall be used.
6. Obtaining the prior approval of the competent authorities with regard to the advertisements for special products, such as the ones related to medicines, drugs and energy drinks, as well as the ones related to promoting campaigns and the special offers and also the ones related to real estate property, university, educational institutes, kindergartens, Hajj and Umrah services...etc.
7. The identity of the advertisement shall be identified clearly to appear as distinctive and independent from the other editorial and media materials. Moreover, borders shall be used to separate between the advertisement and any other materials or time intervals in case of radio and TV broadcasting.

Article 46

Any person carries out the business of advertising on commercial basis via the social media should obtain a license for carrying out media activities, in accordance with the electronic media regulation and the applicable regulations of the Council.



Article 47

The advertiser, producer and the means of publication shall assume the legal liability and the associated implications with regard to the fulfillment of all promises, guarantees, undertakings and compensation included in the advertisement.

Chapter Nine The Media Content of the Cinematic Movies and the Other Artistic Work Shows Article 48

The Council may give instructions and directives to the cinemas and other similar places, in order to maintain the level of the cinema shows in religious, national and artistic aspects and to observe the public morals within these places, and to ensure the adherence to the principles and criteria of the media content and the age classification set out herein and in the relevant legislations.

Article 49

The cinemas and the similar places shall announce, in the same language used in advertising for and promoting the printed material and in a visible place in a clear manner, about the age classification of the printed material and the persons allowed to watch it.

Article 50

1. No party shall offer or screen cinematic movies or any other works, including making a reference to a movie or commercial advertisement at any cinema before getting permission from the Council, in accordance with the provisions hereof, provided that the controls set by the Council in this regard shall be observed. This provision also covers the shows presented by any of the following bodies:
 - A. The educational institutions, the clubs, the societies, the centers and the private companies and establishment, whether the show is available to the public or limited to the people of these bodies only, and whether the show is screened inside or outside their premises.
 - B. The diplomatic missions and the consular authorities; if the show is intended to others (not their staff) or if it is screened outside their premises.



2. The provisions of this Article shall not apply to the shows offered by the Ministries, the government departments or the public institutions and agencies; if the same is related to their competencies and activities.

Chapter Ten **Fees for the Services of the Media Content** **Article 51**

The Cabinet resolution No.19 of 2017, in respect of the fees prescribed for the media services and the Chairman's resolution No.17 of 2017 shall apply in this regard.

Article 52

The Cabinet shall have competence to set the fees for the media activities provided by the Council and to determine any modification thereto, whether by addition, deletion or changing.

Article 53

The fees for the application for permission shall be paid on submission of the same, and the applicant shall not be entitled to recover these fees if his application is dismissed. If the applicant fails to pay the fees; then his application shall be deemed to be not in conformity with the conditions and it shall be considered as null and void.

Chapter Eleven **General Provisions** **Article 54**

1. The media content shall be printed and circulated in the form and on the conditions determined by the Council and in accordance with the permission issued under the provisions hereof. The media content shall not be printed or circulated without the Council's approval.
2. No modification shall be made to the media content for which permission was given by the Council under the provisions hereof. The Council may deem any such modification as a violation entails taking the necessary legal actions.
3. The Council may make any amendment to the criteria and conditions set out herein, whether by addition, deletion or modification.



4. The Council may decide to cease or prohibit printing or circulation of any printed material or its entry to the UAE; if the same contains a violation to the principles and criteria of the media content, or if it has not obtained permission in accordance with the provisions hereof.
5. The Council may take the necessary actions for implementing any resolution issued under the provisions of Clause 4 of this Article.

Chapter Twelve **Violations and Sanctions** **Article 55**

Without prejudice to any administrative action or punishment prescribed by the relevant legislations, the Council may impose any of the sanctions set out in this Article; in case of committing any violation to the provisions hereof. These sanctions are:

1. Revocation of the permission in any of the following cases:
 - A. If inaccurate, wrong or misleading information is provided when applying for the permission or thereafter.
 - B. Violating any of the provisions of Articles 32 and 33 hereof.
 - C. Violating Clauses 1 and 2 of Article 55 hereof.
2. Closure of the establishment for a period not more than six months. Such closure period may be renewed in case of repeating any of the violations referred to in Clause 1 of this Article.

Chapter Thirteen **Grievances** **Article 56**

Any concerned person may lodge a written grievance to the Director General with regard to any decision made under the provisions hereof in accordance with the following conditions:

1. The grievance shall be lodged within (15) fifteen days from the date of notification of the grieved decision.
2. The grievance shall be reasoned and accompanied by the supporting documents.
3. The grievance shall be lodged in accordance with the template developed for such purposes and it shall include the following data: name, capacity and address of the complainant, issue date of the grieved decision, the



- grounds for the grievance and any other data identified by the Department.
4. The grievance shall be lodged via the email account created for this purpose or through the concerned department, the Customer Happiness Center or the Unified Contact Center.
 5. The following documents shall be attached with the grievance:
 - ✓ A copy of the grieved decision.
 - ✓ A copy of the permission.
 - ✓ Copies of the original documents supporting the grievance.
 - ✓ Any other documents requested by the Council.
 6. The application of grievance failing to meet the conditions will not be regarded.
 7. The concerned department shall make sure of the fulfillment of requirements of the required data and attachments by the applications of grievance, and it shall bring the same before the Grievance Committee formed under the Chairman's resolution No.17 of 2017, in respect of the prescribed fees for the media services. This Committee shall convene on periodic basis to consider the grievances and to present its recommendations to the Director General.
 8. The grievance shall be decided upon within (30) thirty days from the date of lodging the same, in accordance with applicable procedures of the Council.
 9. The concerned department shall inform the complainant about the result of his grievance.

Article 57

Competencies of the Grievance Committee

The Grievance Committee will consider the grievance brought before it, through reviewing the grievance file and hearing the statements of the persons as it deems proper, if required. The Committee may also return the issue to the concerned department to complete any aspects or rectify any deficiency and then refer the same again to the Committee, in order to resume hearing of the grievance and deciding thereon in accordance with the following:

- Dismissal of the grievance.
- Acceptance of the grievance and amendment of the decision.
- Acceptance of the grievance and annulment of the decision.



Article 58 Revocation

Any provision that is in conflict with the provisions of this resolution shall be annulled.

Article 59 Implementation of the Resolution

All the concerned bodies shall implement this resolution, each as per its respective competencies. This resolution shall come into effect as of the date of its issue.

/Signed/

Dr. Sultan Ahmad Al Jaber
Chairman of the board of directors

/Seal of the National Media Council/

Date of issue: 18.03.1438AH
corresponding to 07.12.2017