



Advertising Assurance

Brand Suitability  
Framework

**A's**

Category [Video/Audio/Text]	High Risk	Med Risk	Low Risk
Adult & Explicit Sexual Content	Suggestive sexual situations requiring adult supervision/approval or warnings Full or liberal Nudity	Dramatic depiction of sexual acts or Sexuality issues presented in the context of entertainment Artistic Nudity	Educational, Informative, Scientific treatment of sexual subjects or sexual relationships or sexuality
Arms & Ammunition	Glamorization /Gratuitous depiction of illegal sale or possession of Arms Depictions of sale/use/distribution of illegal arms for inappropriate uses//harmful acts	Dramatic depiction of weapons use presented in the context of entertainment Topical/current events news coverage of arms and ammunition	Educational, Informative, Scientific treatment of Arms use, possession or illegal sale News feature stories on the subject
Crime & Harmful acts to individuals and Society and Human Right Violations	Depictions of criminal/harmful acts or violation of Human Rights	Dramatic depiction of criminal activity presented in the context of entertainment Topical/current events news coverage of criminal activity	Educational, Informative, Scientific treatment of crime or criminal acts News feature stories on the subject
Death or Injury	Depiction of death or Injury Insensitive and irresponsible treatment of harm resulting in Death or Injury	Dramatic depiction of death or injury presented in the context of entertainment Topical/current events news coverage of death or injury	Educational, Informative, Scientific treatment of death or injury News feature stories on the subject
Online piracy			
Hate speech & acts of aggression	Depiction of hate speech/acts Insensitive and irresponsible treatment of harm or insult from hateful speech/acts	Dramatic depiction of hate speech/acts presented in the context of entertainment Topical/current events news coverage of hate speech/acts.	Educational, Informative, Scientific treatment of Hate Speech News features on the subject
Military conflict	Insensitive and irresponsible treatment of conflict issues, genocide, and war crimes Depictions of military actions that glamorize harmful acts to others or society	Dramatic depiction of military conflict presented in the context of entertainment Topical/current events news coverage of military conflicts	Educational, Informative, Scientific treatment of military conflict News feature stories on the subject



Category [Video/Audio/Text]	High Risk	Med Risk	Low Risk
Obscenity and Profanity	Glamorization /Gratuitous depiction of obscenities, profanity, or other repulsive actions	Dramatic depiction of profanity and obscenities presented in the context of entertainment by genre Topical/current events news coverage of profanity and obscenities Genre based use of profanity, gestures, and other actions that may be strong, but might be expected as generally accepted language and behavior	Educational or Informative, treatment of Obscenity or Profanity News feature stories on the subject
Illegal Drugs	Glamorization /Gratuitous depictions of illegal drugs/abuse of prescription drugs	Dramatic depiction of illegal drug use/prescription abuse presented in the context of entertainment Topical/current events news coverage of illegal drug use/prescription abuse	Educational, Informative, Scientific treatment of illegal drug use/prescription abuse News feature stories on the subject
Spam or Harmful Content			
Terrorism	Depiction of terrorist actions that are disturbing, agitating or promotes harmful acts to others or society Terrorist content requiring a viewer advisory Insensitive and irresponsible treatment of terrorism/ related crimes	Dramatic depiction of terrorism presented in the context of entertainment Topical/current events news coverage of terrorism	Educational, Informative, Scientific treatment of terrorism News feature stories on the subject
Tobacco/eCigarettes/Vaping	Insensitive and irresponsible content/treatment that encourages minors to use tobacco and vaping products & Alcohol	Dramatic depiction of tobacco, vaping & alcohol use presented in the context of entertainment Topical/current events news coverage tobacco, vaping & alcohol use	Educational, Informative, Scientific treatment of tobacco, vaping & alcohol use News feature stories on the subject
Sensitive Social Issue/Violations of Human Rights	Depiction of sensitive social/ harmful acts in negative context Insensitive and irresponsible treatment of sensitive social issues/human rights	Dramatic depiction of sensitive social/ other harmful acts presented in the context of entertainment Topical/current events news coverage of sensitive social issues	Educational, Informative, Scientific treatment of sensitive social/ other harmful acts News feature stories on the subject

