

Media Release


FOR IMMEDIATE RELEASE

IMDA IMPOSES \$5,500 FINANCIAL PENALTY ON MEDIACORP FOR BREACHING THE VIDEO-ON-DEMAND PROGRAMME CODE

SINGAPORE – 4 May, 2017: The Infocomm Media Development Authority (IMDA) has imposed a financial penalty of \$5,500 on Mediacorp Pte Ltd (Mediacorp) for breaching the Video-On-Demand Programme Code.

An episode of Toggle’s Chinese-language web drama series “I Want To Be A Star”, which was first made available for viewing on 5 September 2016, carried an offensive remark by one of the characters who said that Indians and Africans were the same and that it would make no difference casting an Indian as an African in a TV production. The segment also featured a Chinese male actor with “blackface” makeup role-playing an African.

IMDA assessed that the segment was racially insensitive and constituted racial stereotyping that might offend certain segments of the community. IMDA notes that Mediacorp promptly removed the offensive segment from the Episode and has taken remedial action to prevent a recurrence.



ISSUED BY THE INFOCOMM MEDIA DEVELOPMENT AUTHORITY

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) will develop a vibrant, world-class infocomm media sector that drives the economy, connects people, bonds communities and powers Singapore's Smart Nation vision. IMDA does this by developing talent, strengthening business capabilities, and enhancing Singapore's ICT and media infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment. IMDA also enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

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