

DISNEY+ ADVERTISING INVENTORY GUIDELINES

– AUSTRALIA & NZ

These guidelines (“**Guidelines**”) apply to purchases of advertising inventory sold in Australia & New Zealand on the Disney+ website or app or on any Disney+ related content and digital properties (“**Disney+ Advertising Inventory**”) through direct or programmatic buys. These Guidelines are incorporated into and are a part of the applicable insertion order terms and programmatic sales terms and conditions. The Guidelines do not, and cannot, provide an exhaustive list of guidelines or examples, and Disney (including its agent or appointed representative) reserves the right to review, accept, decline, suggest modifications to, request further information about, or remove any and all advertising on a case-by-case basis. Disney also reserves the right to approve exceptions to these Guidelines on a case-by-case basis. Disney may update these guidelines from time to time without notice, so please check in and review them regularly.

- 1. Disclosures for Advertisements.** Advertisements and the advertising sponsor must be clearly identifiable and may not be disguised as editorial content or programming, as determined by Disney. The method of disclosure can differ depending on the platform, target audience, and type of advertising, but in all cases must be clear and conspicuous. Similarly, disclosures concerning a product, service or offer, such as how a product works, what is included with a product, service or offer, or what is excluded from a product, service or offer, must be made clear and conspicuous to a reasonable consumer.
- 2. Substantiation, Legality, Third Party Rights.** It is the advertiser’s responsibility to ensure that all advertising materials comply with all applicable laws, rules, and regulations, including without limitation consumer protection laws, advertising, privacy, and data security laws, as well as industry self-regulatory guidelines and codes (collectively, “Laws”). Without limiting the foregoing, advertisers must be able to substantiate (i.e., with existing evidence) any express or implied claims conveyed in the advertising materials, including any such claims made through endorsers. An advertised offer must be fulfilled as stated in the advertisement, and advertisements may only portray or make claims about the product or service being advertised that are accurate and truthful. Advertisements must not be false or misleading and must not infringe or violate any third party’s rights. Acceptance of advertising material by Disney does not imply any confirmation or representation by Disney that the advertising materials comply with Laws.
- 3. Advertising Specifications.** Advertising materials must comply with Disney’s advertising specifications, which can be found at <https://www.disneyadvertising.com/mediakit/disney-plus/disney-plus-international/disney-plus-anz-mediakit/>.
- 4. Third Party Technology.** All third-party technology included in or appended to advertising by or on behalf of the advertiser, including any tags, pixels or other software code utilized for brand safety, invalid traffic/fraud or viewability, shall be subject to Disney’s prior written approval in its discretion, and wherever necessary, user consent. Disney’s Data Collection and Use Policy, which can be found at <https://www.disneyadvertising.com/mediakit/data-policy-general/> and Disney’s Data Collection and Use Policy – Child Directed Properties, which can be found at <https://www.disneyadvertising.com/mediakit/data-policy-child/> shall apply.

5. Interactivity and Landing Page.

- Use of QR codes, click through buttons, and other interactive features in advertising materials (collectively, “Interactive Features”) are subject to written approval by Disney in each instance, and such Interactive Features complying with the Disney+ technical specifications, as made available to the advertiser.
- Advertisers must ensure that any user information processed using Interactive Features complies with all Laws and the advertiser’s privacy policy; no precise location information or other sensitive personal information should be processed from users.
- Advertisements should communicate clearly, without misleading or deceptive URLs, the page the user will land on by using the Interactive Feature and must make clear to the consumer that they are leaving Disney+ and that the destination page or website is hosted by the advertiser.
- Advertisers must ensure that Interactive Features and landing pages do not contain spyware, phishing code, malware, or other malicious code.
- Where personal information is solicited on the advertiser’s landing page, (i) any collection of personal information must be in full compliance with Laws, and (ii) the advertiser must clearly explain to the consumer how the advertiser will use the personal information collected, and (iii) the advertiser must provide a clear and conspicuous link to its privacy policy on the landing page from the advertisement and provide users a mechanism for opting out of or opting into data collection where required by Law.
- Advertisers who age gate their sites and apps must ensure that Interactive Features do not enable users to bypass such age gates.

6. Language. Advertisements must be in English.

7. Prohibited Content. The following list describes content within advertising that is not acceptable in Disney+ Advertising Inventory:

- Content that is reasonably determined by Disney to be harmful, threatening, obscene, fraudulent, harassing, defamatory, including an attack of a personal nature on a private individual, an attack on an individual business, or a comment on a private dispute
- Claims or representations that could be interpreted as wrongfully discriminatory based on race, sex, gender, sexual orientation, religion, nationality, disability, or age, or any other prohibited category under applicable anti-discrimination Law
- Sensationalism (e.g., killer bees, gossip, aliens, scandal, etc.)
- Inflammatory, graphic, or offensive content, language or images, including bad language and proxies for bad language (e.g., X@#%!, bleeped out language, etc.), graphic violence, and gratuitous use of guns/ammunition/firearms/weapons, tobacco or vaping products, alcohol, illegal drugs, and marijuana
- Content that includes excretory references (animal or human)
- Content that potentially encourages imitation of unsafe, inappropriate or otherwise illegal behaviour
- Content that depicts illegal activities or references to products and/or services used to assist in furtherance of illegal activities

- Content that mimics news techniques (e.g., “breaking news” language, a news ticker, etc.) or has the appearance of being a news report
- Content that includes a solicitation for funds
- Sexually explicit or suggestive content including sexualized full or partial nudity, sexual innuendo, double entendres, etc. (non sexualized partial nudity will be considered on a case-by-case basis)
- Advertising materials that infringe or assist others to infringe on any copyright, trademark or other intellectual property rights
- Unauthorized or unapproved uses of products, services, creative assets (e.g., talent, characters, movie or show titles and logos, show imagery, colour scheme, fonts, etc.), or employees of The Walt Disney Company family of brands
- Content or imagery that copies, mimics, parodies, or mocks current or past content or advertising creative of any of The Walt Disney Company family of brands
- An implied yet unauthorized affiliation or favoured status with any of The Walt Disney Company family of brands
- Any content that includes the unauthorized use of intellectual property owned or otherwise controlled by The Walt Disney Company family of brands, including but not limited to the Disney brand’s name, trademark or logo in any form (e.g., voiceover, promotional codes, text overlay, etc.)
- Content that contains or promotes spyware, malware or other harmful code
- Content that implies interactivity but is not in fact interactive
- Any content that directly links to content that contains any of the above prohibited content

8. Additional Content Considerations. Advertisers who incorporate any regulated content or messaging should do so in compliance with Laws, including without limitation, the following:

- Animals -- use or misuse of
- Behaviour requiring safety equipment
- Contests, sweepstakes, giveaways
- Cosmetic claims
- Currency
- Environmental claims
- Financial claims (e.g., loans, leasing, credit, financing, layaway, financial product benefits and risks, etc.)
- Foreign language
- Governmental flags or symbols
- Health and nutrition claims
- Product demonstrations
- Public symbols/leaders

- Telephone numbers as props
- Visual effects
- White coat as wardrobe or prop in context of health and beauty claims

9. Prohibited Products, Services, Industries or Categories. Advertising for the following products, services, industries or categories is not accepted:

- Cannabis, marijuana, CBD and related products and services
- Prescription-only medication, unregistered therapeutic goods, or other medication not approved for advertising by the Therapeutic Goods Administration (TGA) or equivalent regulatory body.
- Prohibited interactive gambling services (such as online casinos)
- Cosmetic or body modification procedures, including tanning in an ultraviolet device and plastic surgery
- Black magic, astrology, horoscopes, occult, paranormal, and psychic services
- Covert listening devices
- Credit repair services, bail bonds, pay day loans, and similar services
- Guns, ammunition, firearms and related dangerous products (e.g., guns, weapons, bullets, fireworks, matches, lighters)
- Illicit drugs and related products and services (with the exception of anti-drug campaigns approved by Disney+)
- Movies, programmes or video games with an Australian Classification rating of “X” (or NZ equivalent) or which have been refused classification (RC) by the relevant classification body.
- Products or services that are adult-themed or of a sexually explicit nature (e.g., pornography, sex sites, adult magazines, escort or paid dating, sex toys, pay-per-call, etc.)
- Religion and religious themed ads
- Tobacco (e.g., cigarettes, e-cigarettes, cigars, pipes, chewing tobacco, vaping, etc.), and related products and services, including nicotine (with the exception of anti-smoking campaigns specially approved by Disney in its discretion)

10. Products, Services, Industries and Categories reviewed on a case-by-case basis. The following products, services, industries or categories will be considered on a case-by-case basis by Disney in its discretion, taking into consideration various factors, including, without limitation, appropriateness of advertising content and product, programming restrictions, and age and location targeting restrictions:

- Advertising of products that may raise science and environmental issues (e.g., hunting, energy/fossil fuels, forestry/lumber, agriculture, chemicals, minerals, plastics, wildlife tourism, zoos and aquariums, etc.)
- Alcohol (e.g., beer, wine, malt beverages, hard seltzer, spirits and hard liquor, including zero-proof alcohol)

- Any direct business competitor of The Walt Disney Company family of brands (e.g., theme parks, movies, streaming services, live stage productions, cruise ships, etc.)
- Casinos and sports betting
- Cryptocurrency and Non-Fungible Token related services
- Death and death-related products and services (funerals, funeral homes, cemeteries, mortuaries)
- Dietary, vitamins, and nutritional supplements and weight loss drugs, products and services, including slimming products such as diet pills, food substitutes such as slimming shakes, services such as weight loss programs
- Employment services
- Fantasy Leagues
- Financial, banking, investment, insurance, real estate, brokerage and loan services
- Government, non-profit, non-governmental organizations and charitable services, including public service announcements
- Lotteries
- Medical devices
- Movies with an Australian Classification rating of “MA” or “R”
- Online or other dating services and personals
- Professional services (e.g., legal services, doctors’ offices, etc.)
- Sexual health (e.g., condoms, contraceptives, personal lubricants, pregnancy tests, erectile dysfunction medication)
- Television or streaming programming with a rating of “MA” or “R”
- Undergarments, lingerie
- Video games with an Australian Classification rating of “MA” or “R”
- Violent sports and recreational activities (e.g., MMA, etc.)