

APPENDIX B

Television Rating Labels



Symbol: Blue jigsaw piece followed by Thai letter “Dor Dek”

Meaning: Labeled program is suitable for children aged 2 to 12 year old and general viewers. This program is intentionally created for children. The blue jigsaw representing children developments effected by the content they receive from this kind of program. Adults should recommend children to learn from the program.



Symbol: Smiling face in pink followed by Thai letter “Gor Gai”

Meaning: The labeled program is suitable for preschool children aged 2 to 6 years old. Having a similar content to the program labeled “Dor”, labeled “Gor” programs specifically designed for pre-school children. The contents are about entertainment and knowledge for children.



Symbol: House in green followed by Thai letter “Thor Tha-harn”

Meaning: Thor Tha-harn program is suitable for general viewers. Its content is harmless entertainment children and young adults and contains good lesson for all. The house in green represents family that means all members of the family are recommended to view it.



Symbol: Tick and X marks in light orange followed by Thai letter “Nor Nhu”

Meaning: Parents should give guidance to children regarding this type of program. Its partial content requires parents to consider and advise whether part of the content is good or bad. Moreover, children should not watch this program alone, but with parents' accompany.

This classification is divided in to sub-concepts



Thai numeric number 13 under letter “Nor Nhu”

Adults should give advice to under 13 year old viewers



**Thai numeric number 18 under Thai alphabet “Nor
Nhu”**

Adults should give advice to under 18 year old viewers.



Symbol: Lighting mark in red followed by Thai letter “Chor Ching”

Meaning: This is a “specific viewer” program. The content is not suitable for children to young adults. The content contains harmful material like explicit violence, scary pictures and strong words or any inappropriate pictures which are certainly not appropriate for children to imitate.