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བསྐྱེད་ཆེན་ལས་དང་ལྷ་གཡོག་རྩོམ་ཁག།

BHUTAN INFORMATION COMMUNICATION AND MEDIA AUTHORITY
MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT



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Public Notification: Growing Concerns Over Extreme Punishment Shows on TikTok

This message is to address the growing concern over the extreme punishment shows on TikTok, which have become increasingly popular among Bhutanese content creators and live streamers.

As per section 2.2 (c) of the Rules and Regulations on Content 2019, content that is offensive to public feeling, offends good taste or decency, undermines public security and is abusive or threatening in nature and likely to encourage crime or disharmony is strictly prohibited.

What may appear entertaining on screen often masks the pressure individuals feel to harm or embarrass themselves for likes, views, gifts, or social validation. BICMA is deeply concerned about:

- The increasing acceptance/normalization of self-harm and public humiliation for amusement;
- The psychological and severe physical risks posed to participants; and
- The potential for children and young people to imitate these dangerous actions.

It is crucial for users to engage with social media responsibly by sharing content that is respectful, safe and positive, and avoid participating in harmful trends that could damage your dignity, health and safety. This collective effort is essential to fostering a safer online environment for all.

Therefore, BICMA would like to strongly urge all social media users, content creators, and live streamers to immediately refrain from engaging in such harmful and inappropriate practices. Please be advised that any account found in violation of the rules and regulations will be subject to regulatory enforcement under the laws of the kingdom.

BICMA