

## **TV API VOICEOVER SCRIPT (W3C Version)**

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| <b>Topic</b>   | <b>: Say No to Heated Tobacco Products and Electronic Cigarettes!</b> |
| <b>Version</b> | <b>: English</b>  |
- W3C: The first scene shows two young ladies reading at a study room. The young lady on the left turns over a book cover; while the young lady on the right uses an electronic reader.
- The second scene shows a gentleman and a lady buying their coffee at a café. The gentleman on the left takes out a bank note in his wallet; while the lady on the right makes payment by using her digital wallet.
- MVO: Electronic products make life easier.
- W3C: A bench with backrest sits in the middle of the third scene. A young lady sitting at left-hand side of the bench holds an electronic cigarette; while a young man sitting at right-hand side of the bench holds a heated tobacco product.
- MVO: But heated tobacco products and electronic cigarettes release carcinogens.
- W3C: Television camera zooms in the heated tobacco product and e-cigarette. Meanwhile, the close-up flips between heated tobacco product, e-cigarette and traditional cigarettes. Then, the screen shows the facial expressions of the young lady and young man. They both look frightened.
- MVO: Heated tobacco products and electronic cigarettes that contain nicotine also cause addiction.
- W3C: The screen displays a compound of heated tobacco product and e-cigarette. The young lady holds the left-hand side of the compound which is an end of an e-cigarette; while the young man holds the right-hand side of the compound which is an end of a heated tobacco product. Together, they break the compound held in their hands.
- MVO: To protect yourself and people close to you,  
don't try them!  
Not even once!  
Visit [www.taco.gov.hk](http://www.taco.gov.hk) for more information.
- W3C: In the last scene, superimpositions of “Say no to Heated Tobacco Products and Electronic Cigarettes!” and “web address and logo of Tobacco and Alcohol Control Office, Department of Health” appear.
- The TV Announcement in the Public Interest ends.