Supplemental material

Table 1: List of keywords used by the Media Monitoring Cell to identify relevant media articles then stored in the media monitoring database*

<table>
<thead>
<tr>
<th>Keywords used as search criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
</tr>
<tr>
<td>Tobacco industry</td>
</tr>
<tr>
<td>Smoking</td>
</tr>
<tr>
<td>Tobacco Industry Interferences</td>
</tr>
<tr>
<td>Tobacco Control Act</td>
</tr>
<tr>
<td>Smoking-free</td>
</tr>
<tr>
<td>Tobacco Control Law</td>
</tr>
<tr>
<td>Tobacco Control Rules BAT(B)</td>
</tr>
<tr>
<td>Graphic Health Warning</td>
</tr>
<tr>
<td>Packaging and labeling GHW</td>
</tr>
<tr>
<td>Anti-Tobacco Media Alliance</td>
</tr>
<tr>
<td>Cigarette</td>
</tr>
<tr>
<td>Bidi</td>
</tr>
<tr>
<td>Bangladesh Cigarettes Manufacturing Association/BCMA</td>
</tr>
</tbody>
</table>

* Bengali words with the same meaning were also scrutinised.

Table 2:
The Media Monitoring Cell systematically categorises and digitally stores tobacco-relevant coverage detailing the following:

- a) Date of publication
- b) ID of the report
- c) Issues covered (see Table 3.1)
- d) Stance of the coverage (i.e., pro-tobacco, anti-tobacco or unclear stance)
- e) Type of media (print, electronic or broadcast)
- f) Type of coverage (i.e., reports, event news, articles/features, opinions)
- g) The week of the month in which it was published. If a report is published within first 1 to 7 days of the month, it is put under ‘Week 1’. Accordingly, reports published are also marked as week-2, week-3, week-4 and week-5 (for day 29-31 of a month).
Table 3: Identification of media articles

Table 3.1: Total number of Articles Collected via Media Mentoring Cell

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Smoke-free</td>
<td>1681</td>
<td>3202</td>
<td>4883</td>
</tr>
<tr>
<td>TAPS</td>
<td>623</td>
<td>876</td>
<td>1499</td>
</tr>
<tr>
<td>Tobacco Price and Tax</td>
<td>2033</td>
<td>7944</td>
<td>9977</td>
</tr>
<tr>
<td>Packaging and Labeling</td>
<td>141</td>
<td>1941</td>
<td>2082</td>
</tr>
<tr>
<td>Industry Influence, Accountability, CSR</td>
<td>702</td>
<td>1206</td>
<td>1908</td>
</tr>
<tr>
<td>Tobacco and Health</td>
<td>2211</td>
<td>6243</td>
<td>8456</td>
</tr>
<tr>
<td>Tobacco Companies</td>
<td>223</td>
<td>274</td>
<td>497</td>
</tr>
<tr>
<td>Tobacco Law Amendment</td>
<td>809</td>
<td>1064</td>
<td>1873</td>
</tr>
<tr>
<td>Tobacco Cultivation</td>
<td>360</td>
<td>651</td>
<td>1011</td>
</tr>
<tr>
<td>Event/meeting Coverage</td>
<td>1023</td>
<td>1816</td>
<td>2839</td>
</tr>
<tr>
<td>Illicit tobacco trade</td>
<td>0</td>
<td>1621</td>
<td>1621</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1367</td>
<td>347</td>
<td>1714</td>
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<tr>
<td>Total</td>
<td>11173</td>
<td>27187</td>
<td>38360</td>
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</table>

Table 3.2: Extracting Articles based on Issues, Type of Media, and Type of Media Coverage

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Packaging and Labeling</td>
<td>141</td>
<td>1941</td>
<td>2082</td>
</tr>
<tr>
<td>Tobacco Industry Influence, Accountability, CSR</td>
<td>702</td>
<td>1206</td>
<td>1908</td>
</tr>
<tr>
<td>Tobacco Law Amendment</td>
<td>809</td>
<td>1064</td>
<td>1873</td>
</tr>
<tr>
<td>Total</td>
<td>1652</td>
<td>4211</td>
<td>5863</td>
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</table>

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>817</td>
<td>1656</td>
<td>2473</td>
</tr>
<tr>
<td>Electronic (Web-based)</td>
<td>745</td>
<td>2277</td>
<td>3022</td>
</tr>
<tr>
<td>Broadcast (TV)</td>
<td>90</td>
<td>278</td>
<td>368</td>
</tr>
<tr>
<td>Total</td>
<td>1652</td>
<td>4211</td>
<td>5863</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Report</td>
<td>1463</td>
<td>3824</td>
<td>5287</td>
</tr>
<tr>
<td>Event news</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Articles/features</td>
<td>47</td>
<td>60</td>
<td>107</td>
</tr>
<tr>
<td>Opinion</td>
<td>23</td>
<td>13</td>
<td>40</td>
</tr>
<tr>
<td>Editorial</td>
<td>12</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>Talk show</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Pictorial</td>
<td>11</td>
<td>23</td>
<td>34</td>
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<tr>
<td>Total</td>
<td>1562</td>
<td>3933</td>
<td>5495</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging and Labeling</td>
<td>129</td>
<td>1756</td>
<td>1885</td>
</tr>
<tr>
<td>Tobacco Industry Influence, Accountability, CSR</td>
<td>640</td>
<td>1106</td>
<td>1746</td>
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<tr>
<td>Tobacco Law Amendment</td>
<td>694</td>
<td>962</td>
<td>1656</td>
</tr>
<tr>
<td>Total</td>
<td>1463</td>
<td>3824</td>
<td>5287</td>
</tr>
</tbody>
</table>
*The guidelines were gazetted on 19/03/2013.

**Table 4: Documents**

<table>
<thead>
<tr>
<th>Number</th>
<th>Date</th>
<th>Author</th>
<th>Summary</th>
<th>Reference in text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12 NOV 2013</td>
<td>Bangladesh Cigarette Manufacturers' Association (BCMA)</td>
<td>Addressed to the Health Secretary, the letter claimed that some provisions of the implementation guidelines would not be implementable and might create confusion.</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>25 MAR 2014</td>
<td>Bangladesh Cigarette Manufacturers' Association (BCMA)</td>
<td>Addressed to the Law, Justice and Parliamentary Affairs Secretary, the letter was a &quot;technical note highlighting key concerns on GHW implementation&quot;.</td>
<td>42</td>
</tr>
<tr>
<td>3</td>
<td>21 JUL 2014</td>
<td>British American Tobacco Bangladesh (BATB)</td>
<td>Minutes of the BATB Board’s CSR Committee, attended by BATB Chairman, Managing Director and Non-Executive Directors.</td>
<td>44</td>
</tr>
<tr>
<td>4</td>
<td>3 DEC 2014</td>
<td>British American Tobacco Bangladesh (BATB)</td>
<td>Addressed to the Additional Secretary of Ministry of Health and Family Welfare, the letter raised &quot;critical concerns pertaining to implementation of the Clause 9 of the proposed implementation guidelines&quot;.</td>
<td>45</td>
</tr>
<tr>
<td>5</td>
<td>13 SEP 2015</td>
<td>Bangladesh Cigarette Manufacturers' Association (BCMA)</td>
<td>Addressed to the Additional Secretary of Ministry of Health and Family Welfare, the letter sought, among others, clarification regarding electronic files GHWs.</td>
<td>49</td>
</tr>
<tr>
<td>6</td>
<td>20 DEC 2015</td>
<td>Rokanuddin Mahmud and Associates (A law firm)</td>
<td>Addressed to the Chairman of BCMA, the letter is a response to BCMA's request for a &quot;legal opinion&quot; regarding the placement of GHWs.</td>
<td>52</td>
</tr>
<tr>
<td>7</td>
<td>23 DEC 2015</td>
<td>Bangladesh Cigarette Manufacturers' Association (BCMA)</td>
<td>Addressed to the Health Secretary, the letter claimed that it would be impossible for cigarette companies to print GHWs by 19 March 2016 and recommended that authorities allow companies to print GHWs on lower half of tobacco packs.</td>
<td>51</td>
</tr>
<tr>
<td>8</td>
<td>10 MAR 2016</td>
<td>National Board of Revenue (NBR)</td>
<td>Addressed to the Health Secretary, the letter emphasised the revenues generated by the tobacco industry and claims that printing GHWs on upper half of pack would get in the way of attaching banderoles. It also urged the Health Ministry to allow GHWs on the lower half of packs.</td>
<td>36</td>
</tr>
<tr>
<td>Date</td>
<td>Letter/Document Details</td>
<td>Description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 AUG 2017</td>
<td>National Board of Revenue (NBR)</td>
<td>Addressed to the Health Secretary, the letter quoted “cigarette manufacturing entities” to say that affixing banderoles properly and printing GHWs on the upper half of tobacco packs requires to import new machine from abroad. The letter requested the Health Ministry to postpone the effectiveness of its public notice by one year, &quot;considering the importance of cigarette industry in generating government revenue and the lack of technology and necessary machinery to affix stamps and banderoles on cigarette packs&quot;.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23 AUG 2017</td>
<td>The Supreme Court of Bangladesh (High Court Division)</td>
<td>In this document, the petitioner is BCMA and the respondents are the Secretary, Ministry of Finance; the Secretary, Ministry of Law, Justice and Parliamentary Affairs; the Secretary, Ministry of Health and Family Welfare; NBR represented by its Chairman, Additional Secretary, the Ministry of Health and Family Welfare; Secretary, Legislative and Parliamentary Affairs Division; Joint Secretary and Coordinator, National Tobacco Control Cell (NTCC). It says, &quot;let the operation of the public notice [regarding printing GHWs on upper half of packs by the Health Ministry] … be stayed [i.e., stay order] for a period of three months from date and the respondents are directed to allow the members of the petitioner to publish the GHWs in the lower half of cigarette packet.&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 NOV 2017</td>
<td>The Supreme Court of Bangladesh (High Court Division)</td>
<td>The document extended the stay order: “Let the stay order granted earlier by this Court be extended for a further period of six months from date”.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>