



2024 AVIA Regulating for Growth – Advertising Matrix for Cambodia

	Pay TV	OCC TV	Foreshadowed changes
GENERAL			
<i>Overview of Regulation</i>	<ul style="list-style-type: none"> <input type="checkbox"/> The advertising of pay TV in Cambodia is primarily governed by Prakas No. 083 on Advertising Management on Board in the Public for Advertisement and Commercial Advertisement, issued by the Ministry of Information on February 2, 2010. This regulation requires all advertising activities require prior approval from the MOI, which holds authority over all types of advertisements. While there are no specific regulations or restrictions on advertising in retransmitted foreign broadcasts, it is necessary for all suppliers of products and services to adhere to MOI contracts regarding their advertising practices. However, enforcement against foreign advertisers can be challenging in practice. <input type="checkbox"/> Sub-Decree No. 232 on the Management of the Advertisement of Goods and Services stipulates that advertisements must primarily be in the Khmer language, with certain exceptions. This sub-decree also outlines prohibited content, which includes any content that reveals state secrets, endangers national interests, adversely affects the country’s honor or historical values, promotes racism or discrimination, or is deemed deceitful or misleading. <input type="checkbox"/> Additionally, advertisements for certain products, such as alcohol, tobacco, food, 	<ul style="list-style-type: none"> <input type="checkbox"/> There are no specific advertising regulations for OCC television platforms in Cambodia. However, it is essential to adhere to general advertising regulations, including content and language requirements. <input type="checkbox"/> While there are no specific regulations, OCC television arguably could argue that they might be subject to similar rules as those governing pay TV, although this has not yet been tested in practice. 	

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	beverage and pharmaceuticals, must meet specific criteria and other requirements, which often include obtaining approval from the relevant ministries responsible for overseeing these products.		
<i>Regulatory Bodies</i>	<input type="checkbox"/> Pursuant to Prakas No. 083 on Advertising Management on Board in the Public for Advertisement and Commercial Advertisement, issued on 2 February 2010 by the Ministry of Information (MOI), any advertising is subject to MOI permission. <input type="checkbox"/> All types of advertisement are under the authority of the MOI.	<input type="checkbox"/> Advertising on OCC TV services is arguably subject to MOI permission, although this has not been tested to date. <input type="checkbox"/> Arguably as for pay TV, although not tested to date.	
<i>Advertising per hour</i>	<input type="checkbox"/> No regulations/restrictions exist.	<input type="checkbox"/> No regulations/restrictions exist.	
<i>Revenue Restrictions</i>	<input type="checkbox"/> No regulations/restrictions exist.	<input type="checkbox"/> No regulations/restrictions exist.	
<i>Product Placement</i>	<input type="checkbox"/> No regulations/restrictions exist.	<input type="checkbox"/> No regulations/restrictions exist.	
<i>Foreign Commercials</i>	<input type="checkbox"/> No specific regulation of advertising in retransmitted foreign broadcasts. <input type="checkbox"/> All suppliers of products and services must comply with MOI contract in respect of their advertising (see further, below) but enforcement against foreign advertisers is difficult in practice.	<input type="checkbox"/> No specific regulation of advertising in retransmitted foreign broadcasts.	
<i>Govt Levy</i>	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations including content and language requirements. <input type="checkbox"/> Sub-Decree No. 232 on the Management of the Advertisement of Goods and Services (Sub-Decree 232) requires advertisements for products and services to be in the Khmer language (with a few exceptions). Sub-Decree 232 also prohibits the following content:	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations.	

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	<ul style="list-style-type: none"> <input type="checkbox"/> revealing state secrets, endangering national independence, national defence, national security, the economy, international relations, or social security and order; <input type="checkbox"/> adversely affecting the country's honor or national dignity; <input type="checkbox"/> adversely affecting historical values, ethics, culture, customs, national traditions, beliefs, and religion; <input type="checkbox"/> expressing racism or discrimination; <input type="checkbox"/> deceitful, deceptive, or misleading content; and <input type="checkbox"/> other contents as stipulated under the relevant regulations. 		
<i>PSAs</i>	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations.	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations.	
PRODUCT-SPECIFIC			
<i>Alcohol</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Under Circular No.492 dated October 1, 2014 on Alcohol Advertisements, any alcohol advertisements are not allowed between 18:00 and 20:00. According to Notification No. 1294 dated October 3, 2017 on Alcohol Advertisement within Cambodia issued by the Ministry of Information, any alcohol advertisements must not contain an activity or picture that leads to misuse of alcohol, any pregnant woman or a minor, and offer any rewards. Such advertisement must obtain a prior approval from the MOI and contain the phrase "Don't Drink and Drive". <input type="checkbox"/> In addition, pursuant to Notification No. 0819 dated April 30, 2019, the Ministry of Information bans any alcohol 	<input type="checkbox"/> Same as pay TV.	

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	advertisements during the two Buddhist holy festivals, namely “Visak Bochea Day” and “Meak Bochea Day”.		
<i>Pharmaceutical</i>	<input type="checkbox"/> Under Prakas No. 0053 on the Amendment of Prakas on Condition of Advertisement of Medicine and Preventive or Curative Products, dated February 06, 2009, advertisements of any health product, including modern and traditional medicines, advertised in Cambodia must be registered with the Ministry of Health (MOH) before seeking advertising approval. The MOH will review the content of the proposed advertisement to ensure compliance with Cambodian law.	<input type="checkbox"/> Same as pay TV.	
<i>Gambling</i>	<input type="checkbox"/> Commercial Gaming Law prohibits any kind of advertisement on gaming unless there is an authorisation from the governmental authority being the Commercial Games Commission of Cambodia.	<input type="checkbox"/> Same as pay TV.	
<i>Claims</i>	<input type="checkbox"/> The Law on Consumer Protection dated November 2, 2019 (Consumer Protection Law) prohibits "unfair practices" in relation to consumer transactions. Unfair practices include unfair sales; bait advertising; unfair solicitation sales; making a false claim or representation of some business activity; selling goods bearing a false trade description; and any other unfair practices.	<input type="checkbox"/> Same as pay TV.	
<i>Food & Beverages – general</i>	<input type="checkbox"/> No specific regulation.	<input type="checkbox"/> Same as pay TV.	
<i>Food & Beverages – sugar levels</i>	<input type="checkbox"/> No specific regulations or restrictions exist.	<input type="checkbox"/> Same as pay TV.	

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<i>Personal hygiene/ Sanitary (including Condoms)</i>	<input type="checkbox"/> Advertisements require authorisation from both the MOI and the Ministry of Culture and Fine Arts.	<input type="checkbox"/> Same as pay TV.	
<i>Tobacco</i>	<input type="checkbox"/> Any advertisements of tobacco products are prohibited under Sub-decree No. 35 dated February 24, 2011 on Advertising of Tobacco Products (Sub-decree 35/11) and the Law on Tobacco Control.	<input type="checkbox"/> Same as pay TV.	
<i>Children</i>	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations.	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations.	
<i>Women</i>	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations.	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations.	
<i>Property</i>	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations.	<input type="checkbox"/> No specific regulations or restrictions exist. However, it is important to comply with general advertisement regulations.	
COUNTRY-SPECIFIC INFORMATION	<input type="checkbox"/> Prakas No. 170 on Publication Controls of Website and Social Media on the Internet, dated May 28, 2018 and Instructions No. 03 on the Measures to Prevent Dissemination of Content, Text Messages, Sounds, Images, Videos and other Forms affecting Culture and National Tradition, dated May 8, 2020 regulate the publication of content on websites and social media in Cambodia to prevent the dissemination of content that could cause chaos in society or threaten national security, culture, traditions, and public order. Advertisers should ensure their advertisements comply with these regulations to avoid potential violations.	<input type="checkbox"/> Same as pay TV.	

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Useful Links	<input type="checkbox"/> http://www.information.gov.kh/ <input type="checkbox"/> Prakas No. 0053 on the Amendment of Prakas on Condition of Advertisement of Medicine and Preventive or Curative Products (only available in Khmer) <input type="checkbox"/> Consumer Protection Law <input type="checkbox"/> Sub-Decree 232 on the Management of Advertisement of Products and Services (only available in Khmer)	<input type="checkbox"/> Same as pay TV.	