



2024 AVIA Regulating for Growth – Advertising Matrix for Taiwan

	Pay TV	OCC TV	Foreshadowed changes
GENERAL			
<i>Overview of Regulation</i>	<input type="checkbox"/> The Cable, Radio and TV Act governs TV advertising. Commercials must be pre-approved by the relevant government department which may require advertisers to conform to additional laws, particularly with regard to the protection of children and women. General Principles <input type="checkbox"/> Advertising must not violate laws; impair the physical or mental health of children or juveniles; disrupt public order or adversely affect social custom. A tough stance is taken towards misleading advertising techniques, especially in the case of pharmaceutical products and services, where wrong or erroneous information may jeopardise a consumer’s wellbeing or health.	<input type="checkbox"/> Not yet regulated.	
<i>Regulatory Bodies</i>	<input type="checkbox"/> The National Communications Commission (NCC) regulates mass media. <input type="checkbox"/> The Taipei Association of Advertising Agencies (TAAA) provides the guidelines for self-regulation.	<input type="checkbox"/> Not yet regulated.	No changes.
<i>Advertising per hour</i>	<input type="checkbox"/> 1/6 programme time.	<input type="checkbox"/> Not yet regulated.	No changes.

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	<ul style="list-style-type: none"> <input type="checkbox"/> A segment of advertisements may be inserted three times in programmes that last up to 30 minutes, and six times in programmes that last up to 60 minutes. <input type="checkbox"/> For programmes that air for more than 60 minutes, the number of advertisements that may be broadcast shall be determined using the principle mentioned above. 		
<i>Revenue Restrictions</i>	<input type="checkbox"/> No regulations/restrictions exist.	<input type="checkbox"/> Not yet regulated.	No changes.
<i>Product Placement</i>	<p>NCC generally permits commercial product placement for programmes except in the case of news and children's programmes. However, limitations are in place to protect the rights and interests of the audience.</p> <ul style="list-style-type: none"> <input type="checkbox"/> The product has to be presented naturally and TV businesses cannot influence the independence of editing or encourage consumption directly. Policy advocacy must be clearly identified as advertising and separated from programming. <input type="checkbox"/> The product placement must conform to the principle of proportionality and must not affect viewers' rights. For example, in cases of title sponsorship, the sponsor's information should not appear for more than three seconds at a time and should not be accompanied by audio. <input type="checkbox"/> Moreover, a television business shall not accept title sponsorship for its programmes for children. 	<input type="checkbox"/> Not yet regulated.	No changes.
<i>Foreign Commercials</i>	<input type="checkbox"/> In theory, must be approved beforehand by the central regulatory	<input type="checkbox"/> Not yet regulated.	No changes.

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	agency. However, it is not clear whether this requirement is strictly enforced.		
<i>Govt Levy</i>	<input type="checkbox"/> 1% annual revenue of system operators.	<input type="checkbox"/> Not yet regulated.	No changes.
<i>PSAs</i>	<input type="checkbox"/> In the event of a natural disaster or emergency, the NCC may direct system operators to stop transmitting programmes or designate specific programmes or messages to be transmitted, in order to safeguard public safety and welfare.	<input type="checkbox"/> Not yet regulated.	No changes.
PRODUCT-SPECIFIC			
<i>Alcohol</i>	<input type="checkbox"/> All advertisements must carry the warning caption in Chinese stating, "EXCESSIVE DRINKING IS HAZARDOUS TO LIFE" and "Driving After Drinking is Prohibited". <input type="checkbox"/> No TV advertising of alcohol permitted between 6:00AM - 9:00PM.	<input type="checkbox"/> All advertisements must carry the warning caption in Chinese stating, "EXCESSIVE DRINKING IS HAZARDOUS TO LIFE" and "Driving After Drinking is Prohibited".	No changes.
<i>Pharmaceutical</i>	<input type="checkbox"/> Subject to Food and Drug Administration approval on an annual basis. Moreover, persons other than pharmaceutical dealers are not allowed to make advertisements for medicaments.	<input type="checkbox"/> As for pay TV.	No changes.
<i>Gambling</i>	<input type="checkbox"/> Gambling is a crime in Taiwan, except for the lotteries run by the financial institutions under due authorisation of the government. Therefore, only the latter can be advertised.	<input type="checkbox"/> As for pay TV.	No changes.
<i>Claims</i>	<input type="checkbox"/> Subject to approval.	<input type="checkbox"/> As for pay TV.	No changes.
<i>Food & Beverages – general</i>	<input type="checkbox"/> The labelling, promotion, or advertisement of foods, food additives, food cleansers and food utensils, food containers or packaging must comply with regulations set by the central competent authority. It is	<input type="checkbox"/> The labelling, promotion, or advertisement of foods, food additives, food cleansers and food utensils, food containers or packaging must comply with regulations set by the central competent authority. It is	No changes.

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	<p>prohibited to use false, exaggerated, or misleading information in any advertising material. Violators of these regulations can incur fines between NT\$40,000 and NT\$400,000. To curb the proliferation of non-compliant food advertisements, the competent authority raised the fines in 2024, empowering authorities to triple the fines for major non-compliance cases.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Food and beverage shall not be labelled, promoted or advertised as having medical efficacy in a false, exaggerated or misleading way. <input type="checkbox"/> Advertising of food inappropriate for long-term consumption by children (e.g. high fat, high sugar) shall not be: broadcast on children’s channels between 5:00PM-9:00PM; the subject of a suggestion that such food can be a substitution for meals; nor promoted with toys. 	<p>prohibited to use false, exaggerated, or misleading information in any advertising material. Violators of these regulation can incur fines between NT\$40,000 and NT\$400,000. To curb the proliferation of non-compliant food advertisements, the competent authority raised the fines in 2024, empowering authorities to triple the fines for major non-compliance cases.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Food and beverage shall not be labelled, promoted or advertised as having medical efficacy in a false, exaggerated or misleading way. 	
<i>Food & Beverages – sugar levels</i>	<input type="checkbox"/> Not yet regulated.	<input type="checkbox"/> Not yet regulated.	No changes.
<i>Personal hygiene/ Sanitary (including Condoms)</i>	<input type="checkbox"/> Contraceptive advertising subject to Food and Drug Administration approval.	<input type="checkbox"/> As for pay TV.	
<i>Tobacco</i>	<input type="checkbox"/> Prohibited.	<input type="checkbox"/> Prohibited.	No changes.
<i>Children</i>	<ul style="list-style-type: none"> <input type="checkbox"/> Relies on self-regulation. <input type="checkbox"/> Children shall not perform in alcohol TV advertising. 	<input type="checkbox"/> Relies on self-regulation.	No changes.
<i>Women</i>	<input type="checkbox"/> No regulations/restrictions exist, other than the requirement to avoid sexual words in advertisements.	<input type="checkbox"/> There are no specific regulations governing OCC TV services, but the NCC may apply the rules to regulating pay TV.	No changes.
<i>Property</i>	<input type="checkbox"/> No special restrictions.	<input type="checkbox"/> As for pay TV.	No changes.
COUNTRY-SPECIFIC INFORMATION	<input type="checkbox"/> China produced advertisements and China products & services	<input type="checkbox"/> As for pay TV, except that Article 10 of the Special Act for Prevention,	No changes.

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	<p>advertisements are generally prohibited from advertising, except those that comply with Regulations for Advertising Goods, Labor and General Services of the Mainland Area in the Taiwan Area. For instance, advertising activities may be carried out in Taiwan for goods from China that are permitted for import according to trade regulations.</p> <ul style="list-style-type: none"> <input type="checkbox"/> All ads must use traditional Chinese characters. 	<p>Relief and Revitalization Measures for Severe Pneumonia with Novel Pathogens does not apply to OCC TV.</p> <ul style="list-style-type: none"> <input type="checkbox"/> OTT platforms from China are not allowed to advertise in Taiwan. 	
Useful Links	<ul style="list-style-type: none"> <input type="checkbox"/> Taipei Association of Advertising Agencies (TAAA) (Chinese version here.) <input type="checkbox"/> NCC Taiwan (Chinese version here. English version here.) <input type="checkbox"/> Satellite Broadcasting Rules (衛星廣播電視法) in Chinese <input type="checkbox"/> Satellite Broadcasting Rules (衛星廣播電視法) in English <input type="checkbox"/> Radio and TV Act (廣播電視法) in Chinese <input type="checkbox"/> Radio and TV Act (廣播電視法) in English <input type="checkbox"/> Cable Radio and TV Act (有線廣播電視法) in Chinese <input type="checkbox"/> Cable Radio and TV Act (有線廣播電視法) in English 	<ul style="list-style-type: none"> <input type="checkbox"/> Taipei Association of Advertising Agencies (TAAA) (Chinese version here.) <input type="checkbox"/> NCC Taiwan (Chinese version here. English version here.) 	No changes.