



**2024 AVIA Regulating for Growth – Advertising Matrix for Vietnam**

	Pay TV	OCC TV	Foreshadowed Changes
<b>GENERAL</b>			
<i>Overview of Regulation</i>	<p><input type="checkbox"/> All advertising activities in Vietnam are governed by the Law on Advertising 2012, which was amended and supplemented in 2018). Detailed regulations for implementation of the Law on Advertising were issued under Decree 181/2013/ND-CP (2013, amended and supplemented in 2017, 2018, 2019, 2021 and 2023) (Decree 181) and Circular 10/2013/TT-BVHTTDL (as amended and supplemented in 2018). Violations of advertising regulations shall be subject to, as applicable, administrative sanctions provided for under Decree 38/2021/ND-CP, criminal charges under the Criminal Code and payment of damages as applicable.</p> <p><b>General Principles</b></p> <p><input type="checkbox"/> Laws, decrees and circulars on advertising and media in general have historically emphasised the importance of doing no harm to the ideals or morals of the Vietnamese people. References to the State and its symbols in advertising are not permitted. Using the map of Vietnam that</p>	<p><input type="checkbox"/> Most of the general advertising regulations are applicable to OCC TV. No regulations are specifically applicable to OCC TV, except where clearly indicated below.</p> <p><input type="checkbox"/> General applicable regulations (i.e. the Law on Advertising 2013 and related regulations) apply and are enforced against both local and offshore online services.</p>	

	<b>Pay TV</b>	<b>OCC TV</b>	<b>Foreshadowed Changes</b>
	<p>fails to show the entire territory of the country is prohibited.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Most of the general advertising regulations are also applicable to pay TV. No regulations are specifically targeted at and applicable to pay TV, except where clearly indicated below.</li> <li><input type="checkbox"/> On 9 May 2017, the Prime Minister issued Directive 17/CT-TTg requesting relevant Ministries and leaders of local governments to strengthen their management and rectify advertising activities. Accordingly, the following advertising activities (in relation to pay TV and OCC TV) shall be strictly governed and enforced: advertising on the internet; advertisements that are contrary to Vietnam’s culture, ethics and traditional customs or affect the health and safety of consumers; advertisements of medicines, milk and nutritional food for infants, food and functional foods, cosmetics, pesticides, fertilizers and bio-products for crop production and animal husbandry, etc.</li> <li><input type="checkbox"/> Decree No. 06/2016/ND-CP regulates the management, provision and utilisation of radio and TV services was amended and supplemented by Decree 71/2022/ND-CP.</li> </ul>		
<i>Regulatory Bodies</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Ministry of Culture, Sports and Tourism is the main regulator for advertising activities.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Same as Pay TV</li> </ul>	N/A

	<b>Pay TV</b>	<b>OCC TV</b>	<b>Foreshadowed Changes</b>
	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Ministry of Information and Communications (MIC) is the regulator for advertising on the internet.</li> <li><input type="checkbox"/> Certain ministries (e.g., the Ministry of Health, Ministry of Information and Communication etc.) cooperate with the Ministry of Culture, Sports and Tourism in the administration of advertising activities in their respective sectors and functions.</li> <li><input type="checkbox"/> In addition, local People's Committees (local administrative authorities) at all levels (i.e., provincial, municipal, and district-level) carry out the State administration of advertising activities within their respective localities in accordance with their respective authority.</li> </ul>		
<i>Advertising per hour</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Should not exceed 5% of the total duration of programmes broadcast on any one day, excluding specialised advertising programmes/channels.</li> <li><input type="checkbox"/> Feature film programmes permit a maximum of 2 advertising breaks, with each break not exceeding 5 minutes per programme.</li> <li><input type="checkbox"/> Entertainment programmes permit a maximum of 4 advertising breaks are permitted, with each break not exceeding 5 minutes per programme.</li> <li><input type="checkbox"/> Advertisements are not permitted within news programmes or live radio or TV programmes showing special political events or ceremonies of nationally important events.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Same as Pay TV (except for the limitation on duration of advertising, which is applicable to Pay TV only).</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Draft Amendment of certain articles found in the Law on Advertising has been published for comments. The Draft Amendment remains subject to change before enactment, but is expected to be effective on 1 January 2026.</li> <li><input type="checkbox"/> The Draft Amendment would limit advertisements in film programmes to 2 ad breaks (with a maximum of 5 minutes each) per programme under 30 minutes, with one extra ad break permitted for every additional 15 minutes of broadcast time.</li> </ul>
<i>Revenue Restrictions</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> No regulations/restrictions.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Same as Pay TV.</li> </ul>	N/A

	<b>Pay TV</b>	<b>OCC TV</b>	<b>Foreshadowed Changes</b>
<i>Product Placement</i>	<input type="checkbox"/> When displaying advertising for products with the main information content in the form of text or a series of moving images, the advertising products must be displayed close to the bottom of the screen. They must occupy no more than 10% of the screen's height and should not impede the primary programme content. Advertising in this form does not count towards the advertising time of the visual newspaper.	<input type="checkbox"/> Same as Pay TV.	N/A
<i>Foreign Commercials</i>	<input type="checkbox"/> All advertisement content must be in Vietnamese, except for (i) trademarks, slogans, trade names and other international words which cannot be translated or changed into Vietnamese; (ii) newspapers, websites and publications which are licensed to be published in foreign languages; or (iii) radio and TV programmes in foreign languages. <input type="checkbox"/> If an advertisement is in both Vietnamese and a foreign language, then the size of the foreign language is not to be larger than 3/4 the size of the Vietnamese text and must be placed under that. If the advertisement is presented in visual or audiovisual form, then the Vietnamese version is required to precede the foreign language version (i.e., it must be shown or read first). <input type="checkbox"/> All advertisements on <b>Pay TV</b> must be inserted in Vietnam. Advertisements on Pay TV must not include advertising information already installed from foreign programmes/channels. The press agency that was granted the Editorial Licence is the focal point for advertising installation and is	<input type="checkbox"/> Same as Pay TV (except for the prohibition of advertising information already installed from foreign programmes/channels which is applicable to Pay TV only).	N/A

	<b>Pay TV</b>	<b>OCC TV</b>	<b>Foreshadowed Changes</b>
	responsible for the duration and content of advertising and ensuring legal and regulatory compliance of the advertisements for Pay TV.		
<i>Govt Levy</i>	<input type="checkbox"/> No regulations/restrictions.	<input type="checkbox"/> Same as Pay TV.	N/A
<i>PSAs</i>	<input type="checkbox"/> No regulations/restrictions. <input type="checkbox"/> The Law on Advertising applies to advertisements of services/products regardless of whether the purpose is for profit. There is no separate regulation governing public service announcements (PSAs). PSAs may be treated as a form of regular advertisement under the Law on Advertising, and all the above conditions are applicable to PSAs.	<input type="checkbox"/> Same as Pay TV.	N/A
<b>PRODUCT-SPECIFIC</b>			
<i>Alcohol</i>	<input type="checkbox"/> Highly regulated. <input type="checkbox"/> Advertising alcoholic beverages with alcohol content of 15% or more is prohibited. <input type="checkbox"/> For those alcoholic beverages which are permitted to be advertised, the advertisements are also subject to further requirements on prevention and control of harmful effects of alcohol and beer, namely: (i) advertisements for beer and alcoholic beverages with less than 15% alcohol content must include written warnings with a contrasting colour to the background colour to ensure easy visibility, occupy at least 10% of the advertising area and must be displayed across the entire width of the screen, (ii) warnings must be clearly read aloud with a speed equivalent to the speed of other content in the same advertisement.	<input type="checkbox"/> Same as Pay TV.	N/A

	<b>Pay TV</b>	<b>OCC TV</b>	<b>Foreshadowed Changes</b>
<i>Pharmaceuticals</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Highly regulated, and subject to approval by the Ministry of Health.</li> <li><input type="checkbox"/> Pharmaceutical products which are prohibited from being advertised include vaccines, medical biological products used for disease prevention, prescription drugs and non-prescription drugs whose use is recommended by the manufacturer to be restricted or to be under a doctor's supervision.</li> <li><input type="checkbox"/> Other pharmaceutical products may be advertised subject to approval by the Drug Administration Authority under the Ministry of Health.</li> <li><input type="checkbox"/> The Ministry of Health has issued a list of pharmaceutical active substances and medical herbs permitted to be registered for advertisements on radio and TV.</li> <li><input type="checkbox"/> Contents of advertisements for medicines are also regulated.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Same as Pay TV.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Under the Draft Amendment, drug advertising would be permissible as long as it is consistent with health regulations. However, the following additional conditions would be imposed: (i) the drug being advertised must be included in the list of non-prescription drugs; (ii) the products should not be subject to any restrictions on use or subject to use under physician supervision, as recommended by the competent state agency; and (iii) the products must have a valid Drug Circulation Registration Certificate for use within Vietnam.</li> </ul>
<i>Gambling</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Prohibited.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Same as Pay TV.</li> </ul>	N/A
<i>Claims</i>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Regulated.</li> <li><input type="checkbox"/> Advertisements making a direct comparison with other products are prohibited in Vietnam.</li> <li><input type="checkbox"/> If the product reflects its position in the general market by using superlatives or words with a similar meaning, then supporting documents evidencing this position shall be required (e.g., market surveys, certifications of independent third parties, etc.) The market surveys or certifications are valid for a period of one year; thereafter, new market surveys or</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Same as Pay TV.</li> </ul>	N/A

	Pay TV	OCC TV	Foreshadowed Changes
	certifications will be required, or such claims will no longer be permitted.		
<i>Food &amp; Beverages – general</i>	<input type="checkbox"/> Regulated, and subject to registration in certain cases. <input type="checkbox"/> The advertising content of the following products must be registered with the Department of Food Safety before being advertised: functional foods; micronutrient-fortified foods; mineral water; bottled water; food additives and food processing aids; and food packaging materials to be used during food preparation, production and trade. The party holding the Certificate of Declaration of conformity with food safety regulations, or an entity authorized by that party, is responsible for obtaining the registration. <input type="checkbox"/> Advertising content certification must be obtained by the producer, supplier, or advertising service provider from the National Agro-Forestry-Fisheries Quality Assurance Department before advertising products of plant origin, products of terrestrial animal origin, seafood and aquatic products, salt, ingredients for blending with food. <input type="checkbox"/> Advertising content certification must be obtained by the producer or supplier from the Ministry of Industry and Trade before advertising wine, beer, soft drinks, processed milk, vegetable oil, powder, starch, and confectionary products. <input type="checkbox"/> Advertising content for foods and beverages are also regulated.	<input type="checkbox"/> Same as Pay TV.	<input type="checkbox"/> Under the Draft Amendment, food advertising content must include essential information, such as the food name, food additives, and the name and address of the organisation or individual responsible for marketing the product. <input type="checkbox"/> For health protection, food advertising content must include a clear warning that <i>“This food is not a medicine and does not have the effect of replacing medicine.”</i> This text should be legible, and in a colour that contrasts with the background. <input type="checkbox"/> Advertisements in audio and video newspapers must prominently convey the warnings as mentioned above. For video and audio news advertisements with a brief duration of less than 15 seconds, it is not necessary to read out the recommendations, but they must be visibly displayed within the advertising content at all times.

	<b>Pay TV</b>	<b>OCC TV</b>	<b>Foreshadowed Changes</b>
	<input type="checkbox"/> All foods and beverages with illegal origins are prohibited from advertising in Vietnam.		
<i>Food &amp; Beverages – sugar levels</i>	<input type="checkbox"/> No regulations/restrictions in relation to sugar levels exist.	<input type="checkbox"/> Same as Pay TV.	N/A
<i>Personal hygiene/ Sanitary (including Condoms)</i>	<input type="checkbox"/> Advertising of tampons, condoms, medications for skin conditions, anthelmintics, hygiene products for women and similar products on TV during the period from 6:00PM to 8:00PM is not permitted.	<input type="checkbox"/> Same as Pay TV.	N/A
<i>Tobacco</i>	<input type="checkbox"/> Prohibited.	<input type="checkbox"/> Same as Pay TV.	N/A
<i>Children</i>	<input type="checkbox"/> Approval from the Ministry of Health is required for ads for milk or nutritional products intended for children. The party holding the Certificate of Declaration of conformity with food safety regulations, or an entity authorized by that party, is responsible for obtaining the approval. <input type="checkbox"/> Breast milk substitutes for children under 24 months or supplemental nutrition products for children under 6 months, feeding bottles and treats are prohibited from being advertised. <input type="checkbox"/> Advertising content for breast milk substitutes (for children aged 24 or more months) and supplemental nutrition products (for children aged 6 or more months) is also regulated. <input type="checkbox"/> It is prohibited to use advertisements that make children think, speak and act against traditional customs and ethics, or negatively affect children’s health, safety or natural development.	<input type="checkbox"/> Same as Pay TV.	<input type="checkbox"/> Under the Draft Amendment, for advertising of breast milk substitutes for children aged 24 or more months and supplemental nutrition products for children aged 6 or more months, the advertising content must include essential information, such as the name of milks and food additives, and the name and address of the organization or individual responsible for marketing the product.



	Pay TV	OCC TV	Foreshadowed Changes
<i>Women</i>	<input type="checkbox"/> The Law on Advertising prohibits gender-discriminatory advertisements.	<input type="checkbox"/> Same as Pay TV.	N/A
<i>Property</i>	<input type="checkbox"/> Advertisements that violate the law and regulations on intellectual property are prohibited. <input type="checkbox"/> An ownership certificate or the licensing/use rights certificate is required when advertising goods for which an ownership certificate or licensing/use rights certificate is compulsory.	<input type="checkbox"/> Same as Pay TV.	N/A
<b>COUNTRY-SPECIFIC INFORMATION</b>	<input type="checkbox"/> Decree 181/2013/NĐ-CP (2013, amended in 2018 and 2019) requires that certain special goods or services listed in the Decree may be advertised only after obtaining content approval from the competent bodies (the Ministry of Health, the Ministry of Agriculture and Rural Development, the Ministry of Industry and Trade or their authorised bodies). The list of applicable goods or services includes medicines, cosmetic products, foods, food additives, chemicals, medical equipment, milk and nutritional products used for children, medical services, pesticides, fertilizer, etc. <input type="checkbox"/> Foreign organisations and individuals which do not operate in Vietnam but wish to advertise their products, goods, services and operation in Vietnam must enter into a contract with a licensed advertising entity in Vietnam. <input type="checkbox"/> Advertising of pornographic products, shotguns and cartridges, sporting weapons and products that might incite violence are strictly prohibited.	<input type="checkbox"/> Same as Pay TV. <input type="checkbox"/> Blacklist/Whitelist <ul style="list-style-type: none"> <li>○ Under Article 13.1 of Decree 181 as amended by Decree 70, advertising service providers, advertising publishers, and advertisers must not collaborate in publishing advertising products with electronic information sites that have been publicly identified by competent authorities as violating the law as published on the Electronic Information Portal of the MIC.</li> <li>○ Accordingly, since 2022, the Authority of Broadcasting and Electronic Information (ABEI) has published and regularly updated a blacklist of websites that have contravened Vietnam’s laws, advising organisations and businesses to refrain from advertising on these platforms (Blacklist). This Blacklist includes websites that offer advertising</li> </ul>	<input type="checkbox"/> The Draft Amendment provides obligations and requirements applicable to Key Opinion Leaders (KOLs) involved in advertising. <input type="checkbox"/> Cross-border advertising may be managed strictly with clearer regulations on rights, obligations and procedures to handle illegal advertising.

	Pay TV	OCC TV	Foreshadowed Changes
	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Advertisement Appraisal Council, established under the Ministry of Culture, Sports and Tourism fulfils the role of an advisory organisation to assist the Minister in considering and drawing conclusions about the legal compliance of advertisements when organizations and individuals request the advertisement appraisals.</li> </ul>	<p>content for illegal betting and electronic games of a gambling nature.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> In addition, ABEI also publishes and regularly updates a list of "verified" content on the network used for advertising activities (Whitelist). The MIC recommends advertising service businesses and brands consider choosing to advertise with websites/pages on the Whitelist to ensure brand safety and contribute to the development of a safe and healthy Vietnamese digital content and advertising ecosystem.</li> </ul>	
<b>Useful Links</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <a href="#">Law on Advertising (2012)</a></li> <li><input type="checkbox"/> <a href="#">Draft Law on Amendments of some articles of the Law on Advertising (2024)</a></li> <li><input type="checkbox"/> <a href="#">Decree 38/2021/NĐ-CP (2021)</a></li> <li><input type="checkbox"/> <a href="#">Decree 181/2013/NĐ-CP (2013)</a></li> <li><input type="checkbox"/> <a href="#">Decree 06/2016/NĐ-CP (2016)</a></li> <li><input type="checkbox"/> <a href="#">Decree 71/2022/NĐ-CP (2022)</a></li> <li><input type="checkbox"/> <a href="#">Decree 24/2020/NĐ-CP (2020)</a></li> <li><input type="checkbox"/> <a href="#">Circular 10/2013/TT-BVHTTDL (2013)</a></li> <li><input type="checkbox"/> <a href="#">Directive 17/CT-TTg (2017)</a></li> <li><input type="checkbox"/> <a href="#">Consolidated Document No. 47/VBHN-VPQH of Law on Advertising as amended (2018)</a></li> <li><input type="checkbox"/> <a href="#">Circular 5699/VBHN-BVHTTDL (2018)</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Same as Pay TV.</li> </ul>	N/A

