



Law on Advertising

广告法

National Assembly

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Translated by ChemLinked

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NATIONAL ASSEMBLY

SOCIALIST REPUBLIC OF VIETNAM

Independence - Freedom - Happiness

Law No. 16/2012/QH13

Hanoi, June 21, 2012

LAW

ON ADVERTISING

Pursuant to the 1992 Constitution of the Socialist Republic of Vietnam, which has been amended and supplemented with a number of articles under Resolution No. 51/2001/QH10;

The National Assembly promulgates the Law on Advertising.

Chapter I

GENERAL PROVISIONS

Article 1. Scope of regulation

1. This Law provides for the advertising activities; the rights and obligations of organizations and individuals participating in advertising activities; the State management of advertising activities.
2. Political propagation and dissemination are not governed by this Law.

Article 2. Interpretation of terms

In this Law, the terms below shall be construed as follows:

1. Advertising is the use of means to introduce to the public products, goods and services for the purpose of profit; non-profitable products and services; organizations or individuals trading and providing the presented products, goods and services, except for news; social policies; personal information.

2. Profit-making services are services aimed at generating profits for organizations or individuals providing services; Non-profitable services are services for the benefit of society that are not intended to generate profits for organizations or individuals providing services.
3. Advertising products include advertising content and forms represented by images, sounds, voices, texts, symbols, colors, lights, and similar forms.
4. Advertising promotion is the activity of seeking and promoting opportunities to sign advertising service contracts.
5. Advertiser means an organization or individual that requests to advertise its products, goods and services or the organization or individual itself.
6. Advertising service provider means an organization or individual that performs one, some or all phases of the advertising process under the advertising service supply contract with the advertiser.
7. Advertising publisher means an organization or individual that uses advertising media under its management to introduce advertising products to the public, including the press agencies, publishers, website owners, organizers of sports events and cultural programs and the organizations and individuals using other advertising media.
8. An advertising product conveyor is a person who directly delivers advertising products to the public or demonstrates advertising products on their bodies through wearing, hanging, attaching, sticking, drawing or similar forms.
9. An advertising receiver is a person who receives information from advertising products through advertising media.
10. Advertising duration is the duration of broadcasting advertising products on a channel, radio or television program; the advertising duration in the total duration of sports events and cultural programs; the advertising duration in an audio, video recording and other technological devices.
11. Advertising area means the display of advertising products on printed newspapers, video newspapers, electronic newspapers, websites, publications, billboards, means of transport or similar advertising media.



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