[CN] New Law on Advertising

IRIS 1995-4:1/19

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On 1 February 1995, a new Law on Advertising entered into force in China. It was adopted by the 10th session of the Eigth National People's Congress Standing Committee on 27 October 1994 and sets aside all other, prior laws and regulations relating to advertising, as far as they are not in line with this new standard.

The objectives of the law are the promotion of a healthy development of the advertising industry, the protection of the legitimate rights and interests of consumers, the maintenance of social and economic order and to provide for an opportunity to demonstrate the positive role that advertising can play in a socialist economy.

One of the main rules is that advertisements must be truthful, lawful and in line with socialist ethics. They must not contain any false information and must not cheat or mislead the consumer. Moreover, those involved in advertising must uphold the principles of fairness, honesty and trustworthiness. Furthermore, the law contains detailed rules on the contents of advertising messages as well as on the contents of contracts for advertising activities.

Advertising will be supervised at county-level and higher people's governments and industrial and commercial administrative departments.

Information on law related policy developments which may have legal consequences but of which no documents or other texts are available yet.

Law of the People's Republic of China on Advertising, adopted by the 10th session of the Eigth National People's Congress Standing Committee on 27 October 1994.

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