

Vietnam: Government promulgates a list of websites that are banned from displaying cross border advertisements

Asia Newsletter

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From the middle of May 2022, offshore entities providing cross-border advertising services in Vietnam can check an official government list of websites that are prohibited from displaying advertisements before collaborating with website owners to provide advertisements in Vietnam. The list can be accessed [here](#) and is subject to further updates by the Ministry of Information and Communications (MIC) in the future.

Under the current law on advertising of Vietnam, “*cross-border advertising service provision in Vietnam*” means the provision by foreign organizations and individuals of advertising services to users in Vietnam from websites and equipment systems located outside of Vietnam by which revenue in Vietnam is generated. Foreign providers of cross-border advertising services must comply with the laws of Vietnam on, among other things, advertising, cybersecurity and management, and supply and use of Internet services. Among those requirements, the law requires that advertising service providers, advertisement publishers, and advertisers may not cooperate with owners in publishing advertisements if such owners’ websites are in violation of the law and have been promulgated on the MIC’s portal. According to these provisions, to comply with this requirement, all stakeholders, including foreign advertising service providers, who wish to publish any advertisements aimed at Vietnamese audiences on any website must conduct a public search on the MIC’s portal to ascertain whether or not the relevant website is listed thereon before publication of the advertisements.

To facilitate compliance with this requirement, in the middle of May 2022, the MIC announced the first 25 websites that have been banned from delivering advertisements due to violations of Vietnamese law. Access to these websites is currently blocked by the MIC and other relevant authorities.

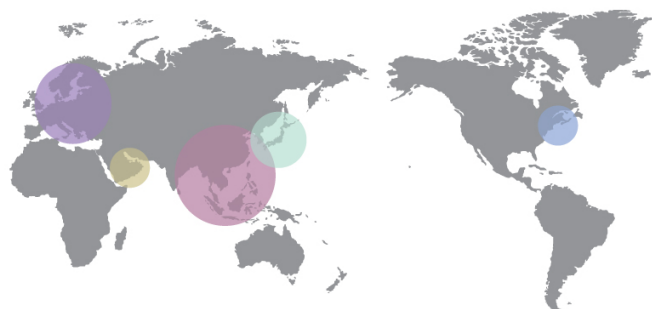
As a result, all individuals and entities engaging in advertising in Vietnam, including cross-border advertising service providers, should keep abreast with the list of websites on the MIC’s portal and avoid cooperating with such websites in advertising.

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