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[SARFT Tightens Regulation of TV Shopping and Advertising](#)

CNR.CN, 9/11/09

China's State Administration of Radio, Film and Television (SARFT) has officially released regulations for broadcast television advertising to take effect January 1, 2010, as well as a notice tightening regulation of paid programming and home shopping channels. Paid programming will be subject to broadcast TV advertising regulations on broadcast length and times, and will not be allowed on news or international channels. Paid programming not suited for minors will be prohibited on educational and children's channels.

The new regulations prohibit advertising and programming for pharmaceuticals and sex-related products as well as breast enlargement, weight loss and height increasing products. Advertisements will also be prohibited from including exaggerated or misleading claims regarding advance orders, limited supplies or clearance sales.

The new regulations also require companies to have at least RMB 10 mln in registered capital, a fixed office location and a call center with no less than 100 lines in order to air paid programming on broadcast television. Television broadcasters are also required to thoroughly examine submitted paid programming according to relevant laws, and will be held legally responsible in any cases of harm to consumers caused by lax control of advertising content.

Editor's Note: The regulations also clearly require broadcasters to air no more than 12 minutes of advertising per hour on every channel, with advertisements during theatrical television programs lasting no longer than one minute and thirty seconds.

Keywords: [TV advertising](#) [home shopping](#) [regulation](#) [television](#) [SARFT](#) [broadcasting](#) [TV shopping channel](#)

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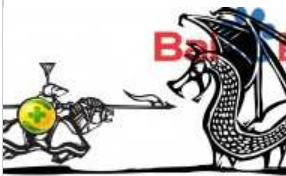
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