



Vienam Bans  
Unskippable Ads,  
Requires Skip Button to  
Appear After 5 Seconds



If things go our way, YouTube’s notorious unskippable ads might be a thing of the past come this February.

As *Phụ Nữ* reports, Vietnam recently announced Decree No. 342, which details a number of provisions to the national Advertising Law, due to take effect from February 15, 2026. The adjustments are expected to place stricter control on Vietnam’s online advertising activities to protect consumers and curb illegal ads.

Amongst the decree articles, some standout stipulations include a hard cap on the waiting time before viewers can skip video and animated ads to no more than 5 seconds. Static ads must be immediately cancellable.

Additionally, the decree requires platforms to implement clear and straightforward ways for users to close ads with just one interaction. False or vague symbols designed to confuse viewers are forbidden.


Online platforms must add visible symbols and guidelines to help users report ads that violate the law and allow them to turn off, deny, or stop seeing inappropriate ads.

Beside rules about the user experience, the decree also seeks to tightly regulate ads for 11 groups of goods and services that directly impact the environment and human health, including:

- cosmetics; food and beverages; milk and formula for children; insecticidal chemicals and substances; medical supplies; healthcare services; plant pesticides and veterinary drugs; fertilizers; plant seeds and saplings; pharmaceuticals; and alcoholic drinks.

## Related Articles


Saigoneer in Vietnam



**Movie Scenes Showing Underage, Public Drinking Are Now Banned in Vietnam**

Under new regulations, directors will have to do away with scenes depicting teen drinking, among...


Saigoneer in Vietnam



**Vietnam Proposes Increasing Penalty for Sexual Harassment to VND8m**

Will the heightened penalties deter Vietnamese from harassing vulnerable victims?


Saigoneer in Vietnam



**Vietnam Sees Sharp Drop in Traffic Accidents in January Compared to 2019**

During the four weeks leading up to Tet, the number of traffic accidents plummeted across...


Saigoneer in Vietnam



**Votive Dongs Must Be 50% Smaller or Twice Bigger Than Real Dongs, State Bank Says**

To help citizens better distinguish between Vietnam dong bills for the living and the dead, the Stat...


Saigoneer in Vietnam



**'Amazing Race Vietnam' Apologizes for Challenge Harming Coral Reef**

An underwater challenge during this year’s installment of The Amazing Race Vietnam is not...

Saigoneer in Vietnam



**15% of Unemployed Vietnamese Are College Grads**

Despite a nationwide increase in literacy rates and education levels, Vietnam’s university graduates a...

## Partner Content

Bắc Kim Thang in Eat & Drink Partner



**The Quiet Architecture of Flavor: Bắc Kim Thang and the Art of Vietnamese Steam**

In a city where Vietnamese cuisine is often associated with noise, speed, and abundance, Bắc Kim...


Viet Kitchen in Eat & Drink Partner



**Vietnamese Home Cooking Finds a New Voice at Viet Kitchen**

“A fine home-cooked dinner can light up even the worst day,” Chef Trung says casually, his hands bu...

Grand Ho Tram in Resorts



**Festive Season Fun, Entertainment and Dining Arrives Nearby Saigon at The Grand Ho Tram**


Saigoneer in Hotels



**Festive Season Sprinkles Magic Throughout Hotel Indigo Saigon The City**

The festive season arrives in local style at Hotel Indigo Saigon The City.

Saigoneer and Quán Bụi in Eat & Drink Partner



**From One Restaurant to a Cultural Symbol: Danh Trần and the Evolution of Quán Bụi Group**

On the soft opening of Quán Bụi Group Complex on Võ Trường Toản Street, Thủ Đức City, found...

InterContinental Phu Quoc Long Beach Resort in Resorts



**Magical Holidays by the Sea: A Season of Warmth at InterContinental Phu Quoc Long Beach Resort**

There are no carols carried on the wind here, only the hush of waves and the perfume of saltwater.

- Home

Content Funding

Support Us

Contact Us/Advertising

Copywriting Services

Contribute

Jobs

XPLR

Events Near Me

Promotions

Sponsored Listings

Event Calendar

RSS

Sitemap

Media Kit