



The New Macau Advertisement Law Handbook

What it means for you and your business

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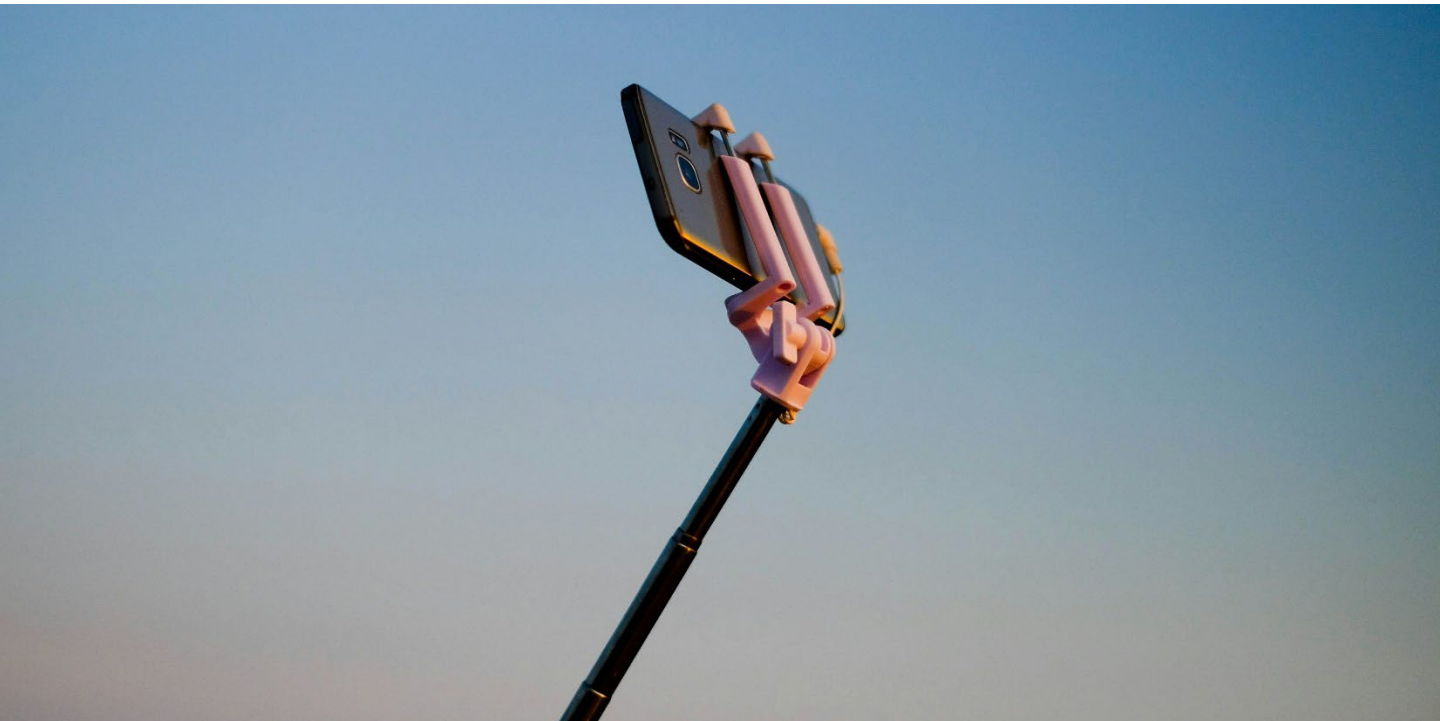


Background and key objectives

Law no. 7/2026, of 11 May (the New Advertisement Law or the “New AL”) has just been approved by the Macau Legislative Assembly. The New AL replaces Law no. 7/89/M and will enter into force on 1 January 2027.

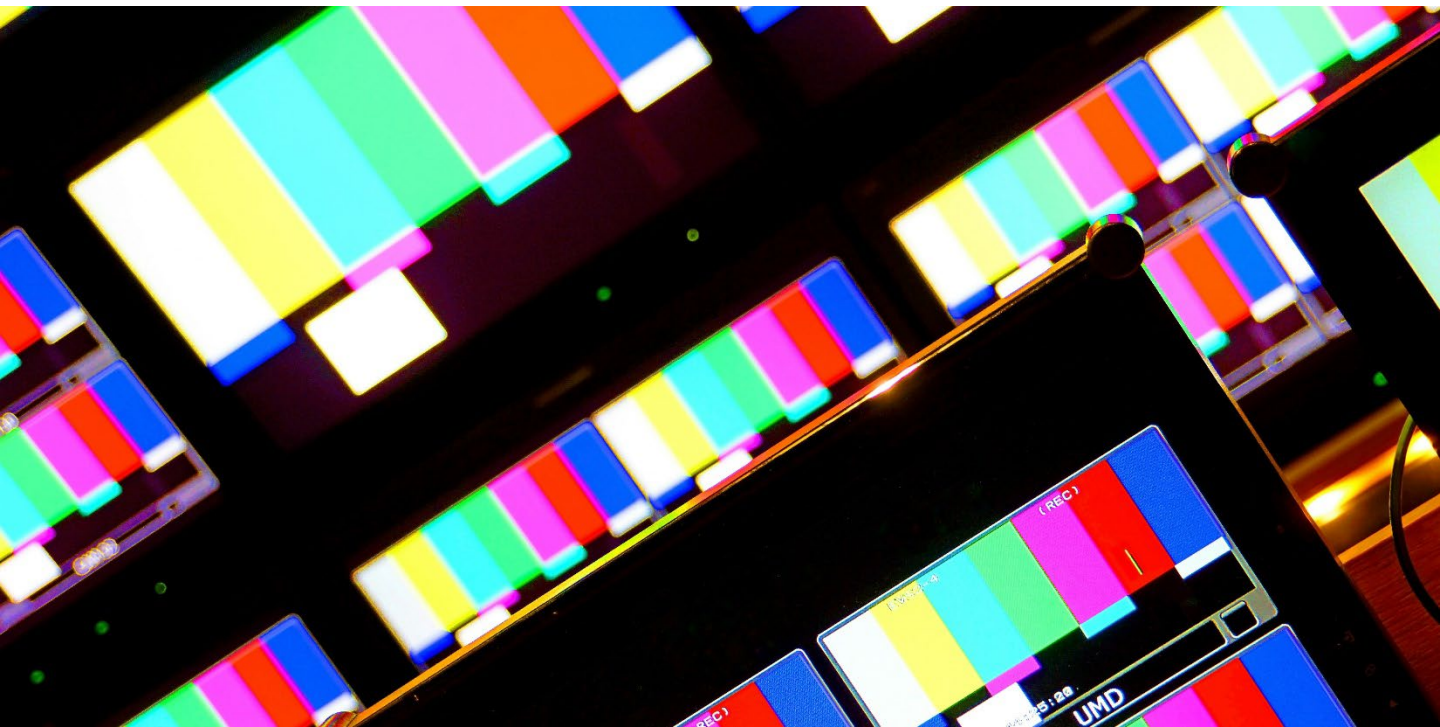
The New AL addresses:

- Digital, online, and influencer advertising
- Consumer protection and fair competition
- Orderly market conduct



Redefining advertising

- The New AL explicitly covers direct and indirect promotion of goods or services. Therefore, the New AL captures practices that influence consumer behavior without explicitly encouraging a purchase (such as product placement, lifestyle branding, or sponsored content).
- The new legal framework applies to all media, including newspapers, posters, television, radio, means of transport, broadcasting, projection, electronic screens, websites, applications, and social media, etc..



Advertising principles you cannot compromise

The guiding principles (legality, identifiability and truthfulness) already existed under the prior regime (Law no. 7/89/M). However, the New AL goes a step beyond:

- **Legality:** no substantial change. The New AL specifies that the object, form and purpose of advertising should be lawful, and prohibits contents that may be contrary to the public order and good costumes.
- **Identifiability:** two explicit prohibitions have been added:
 - Ban on subliminal techniques
 - Ban on concealment of advertising content (such as hidden sponsorship - e.g. influencers)
- **Truthfulness:** clearly differentiates between false and misleading ads. The New AL also provides a list of examples for each

Advertising principles you cannot compromise

- The New AL also builds on the list of prohibited advertising (already existent under the previous regime).
- The New AL specifies, that without prejudice to the rules under the Macau Commercial Code, comparative advertising is only allowed subject to strict cumulative requirements:
 - Goods or services being compared are functionally comparable;
 - Criteria used are objective and verifiable;
 - No risk of market confusion, unfair advantage, or dilution of competitors' distinctive signs.



Influencers, online platforms and legal duties

- The New AL expressly addresses online advertising and influencer marketing, acknowledging their growing importance in contemporary commercial communication.
- The decisive element for the application of the New AL—whether the advertising is disseminated through traditional media or via the internet—is the existence of a sufficient connection between the commercial advertising and Macau.
- Under the New AL, online platform operator or managers are subject to specific duties, including:
 - Ensuring that pop-up or similar advertisements include a clear, one-click option to close them, without requiring users to wait for a countdown to expire; and
 - Restricting or suspending the dissemination of illegal advertising once they know, or ought reasonably to know, that their network or platform is being used for such purposes, as well as reporting such advertising to the competent enforcement authorities.

Regulating Advertising Installations

- The DSEDТ is the responsible entity for monitoring compliance with the New AL, in areas not expressly assigned to other competent authorities.
- The New AL establishes two alternative forms of prior administrative control applicable to the installation of advertising materials:

	Authorisation	Registration
Applicability	<ol style="list-style-type: none"> 1. Advertising installations requiring the Land and Urban Construction Bureau (“DSSCU”) construction licence. 2. Advertising installations requiring a binding opinion from the Cultural Affairs Bureau under cultural heritage regulations. 	<ol style="list-style-type: none"> 1. Advertising installations requiring prior notification to DSSCU. 2. Advertising using projection equipment.
Who can apply	Advertiser, advertising operator, or disseminator	Advertiser, advertising operator, or disseminator
When to apply	Prior to installation; no statutory advance notice period is specified under the New AL. Installation is subject to prior express approval.	At least 3 working days before installation
Subsequent change of holder	Permitted	Permitted

Note: The documentation required for the completion of these procedures will be specified in a separate administrative regulation, which has not yet been issued.

Regulating Advertising Installations: advertising material on the ground, on façades or on rooftops

- Additional regulatory steps are applicable, depending on the mounting height and dimension class (to be defined in separate regulation, not yet issued):

	Requirements	Responsible Entities
1	<ul style="list-style-type: none"> a) Construction licence from DSSCU b) Authorization from DSEDТ (see above) c) Civil liability insurance 	DSSCU + DSEDТ
	<ul style="list-style-type: none"> a) Prior communication to DSSCU b) Registered engineer’s liability statement c) Registration with DSEDТ (see above) d) Civil liability insurance 	DSSCU + DSEDТ
	<ul style="list-style-type: none"> a) Prior communication to DSSCU b) Registration with DSEDТ (see above) c) Civil liability insurance 	DSSCU + DSEDТ
	<ul style="list-style-type: none"> a) Exempt from construction licence, prior communication, and DSEDТ authorization/registration 	N.A.

Compliance & Regulatory Key Contacts

Compliance is a growing part of any company's value cycle. As it becomes increasingly relevant in the global business landscape, regulatory compliance has also become more challenging to navigate due to its complexity, interconnectedness and rapid development.

We advise institutional investors and large corporates across a range of sectors, including financial services, technology, gaming, luxury retail and consumer goods, on regulatory and compliance requirements arising from market entry, day-to-day operations and expansion.

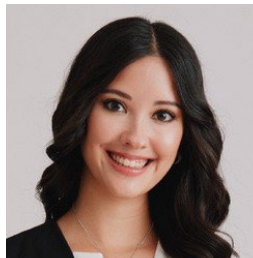
The New Advertising Law

Our team is able to provide support across the full advertising lifecycle, from campaign design and influencer engagement to sponsorships, promotions, and digital marketing activities. We have extensive experience supporting clients on advertising-related compliance programmes, internal policies, audits and training, as well as reviewing customer-facing materials and marketing documentation to ensure alignment with evolving regulatory standards.

KEY CONTACTS



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No Ads Allowed?

Advertising Restrictions by Sector

What the new AL means for the Gaming sector?

- Under the previous regime, games of chance cannot be the essential object of the Advertising content.
- Under the New AL, Advertising remains strictly controlled, but is explicitly permitted in limited, defined contexts:
 - Advertising by legally authorised concessionaires, within their own establishments
 - Advertising on official, authorised concessionaire websites
 - Advertising at gaming-related conventions and exhibition

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What the new AL means for the Financial sector?

- The New AL does not explicitly regulate Advertising in the financial sector (Banking or Insurance activities).
- However, the Macau Financial System Act expressly provides that only authorized financial institutions may engage in Advertising activities.
- Where permitted, financial advertising must strictly comply with the New AL's principles of truthfulness, accuracy, and identifiability. Any misleading, ambiguous, or overly promotional messaging is likely to attract regulatory scrutiny, given the sensitivity of financial products.

KEY CONTACTS



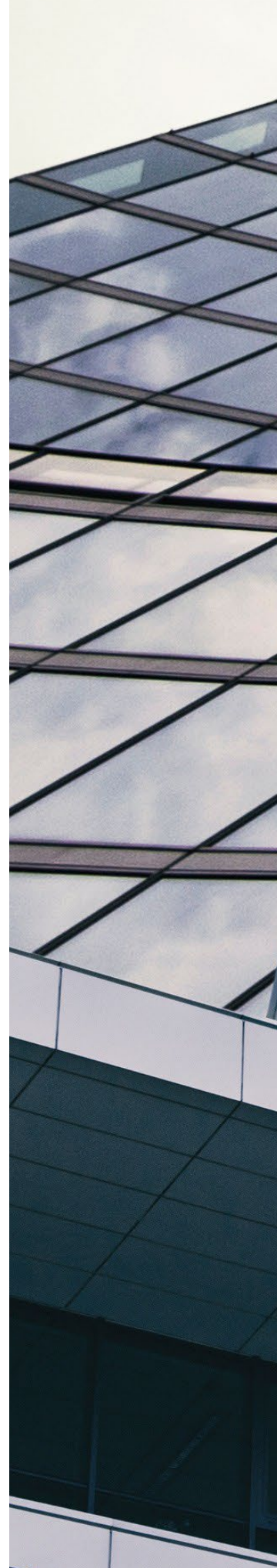
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What the new AL means for the Retail sector?

- Retailers must ensure that marketing communications are clear, truthful and not misleading, with less tolerance for vague or exaggerated claims.
- Retailers operating online or through social media fall squarely within the New AL where there is a Macau connection. Influencer collaborations and sponsored posts must be clearly identifiable as advertising, reinforcing consistent compliance across physical and digital channels.
- Shop signs, window displays, digital screens, and other promotional installations qualify as advertising under the New AL. Certain installations may require registration or authorisation, prompting retailers to reassess existing signage and display practices.

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What the new AL means for Regulated sectors?

Alcoholic Beverages

- In addition to the foregoing regarding the Retail sector, alcoholic Advertising is subject to significantly expanded content and placement restrictions, including health-related bans, tighter indirect messaging controls, and explicit prohibitions in environments accessible to minors.

Tobacco Products

- Restrictions on tobacco product advertising remain regulated under the Regime for the Prevention and Control of Smoking.

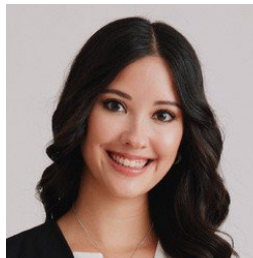
Medical Devices

- In addition to the foregoing regarding the Retail sector, Advertising of medical devices requires prior communication to ISAF.
- The New AL also introduces content restrictions aimed at ensuring accuracy, avoiding misleading health claims, and preventing inappropriate comparisons with medicines.

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What the new AL means for Regulated sectors?

Supplements and powdered milk

- In addition to the foregoing regarding the Retail sector, Advertising of supplements and powdered milk requires prior communication to ISAF.
- The New AL also introduces content restrictions designed to prevent medicinal, therapeutic, or misleading health claims, and to ensure clear distinction from medicines.

Vehicles

- In addition to the foregoing regarding the Retail sector, the New AL reinforces content prohibitions targeting unsafe driving, traffic law violations, and environmental harm.

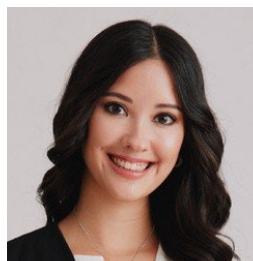
Weapons and related items

- Advertising of weapons and related items is subject to the prior authorization by the Public Security Police and limited to promotion in authorized fairs, similar events, and shooting sports venues.

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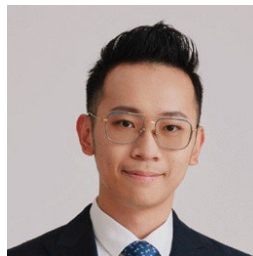
What the new AL means for the Real Estate sector?

- Real estate advertising remains permitted but follows a restructured disclosure regime, distinguishing between properties located inside and outside Macau and focusing on clear identification details, delivery conditions, and accurate, non-misleading visual presentation.

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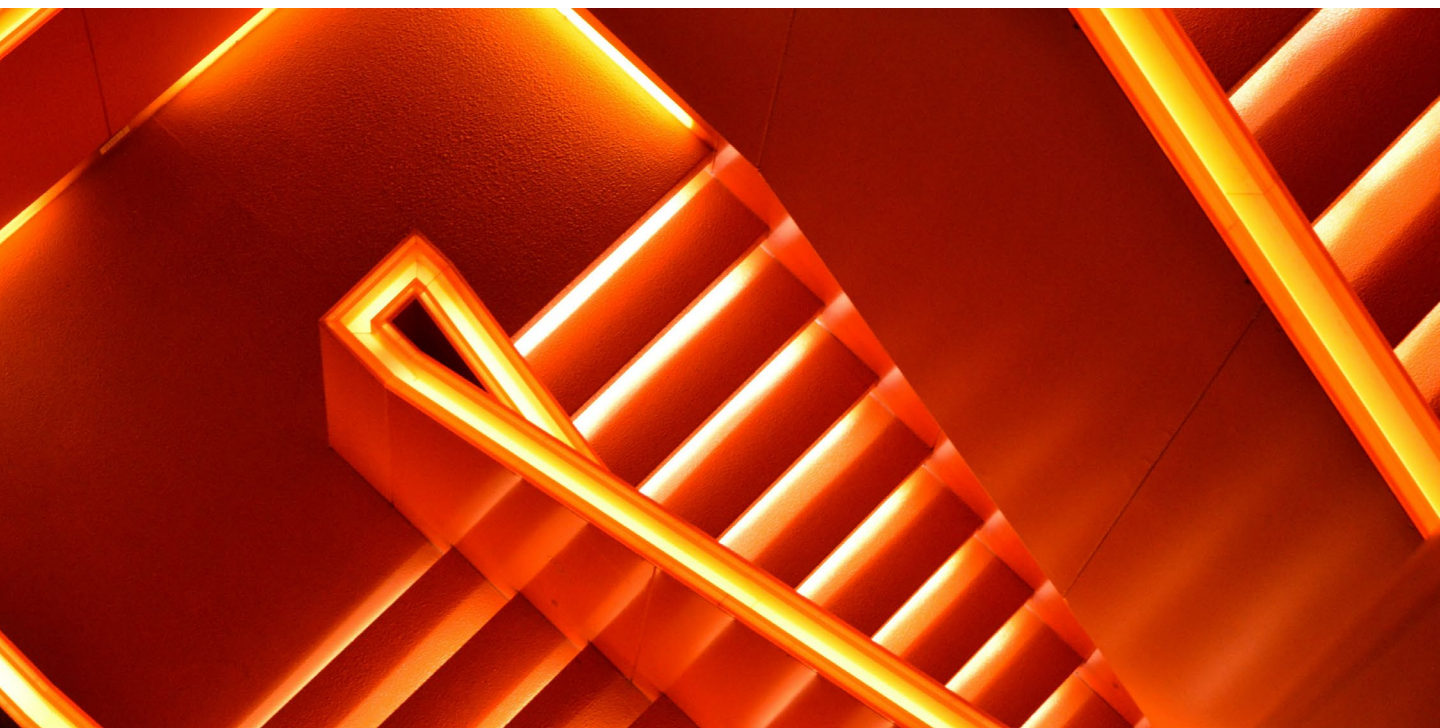


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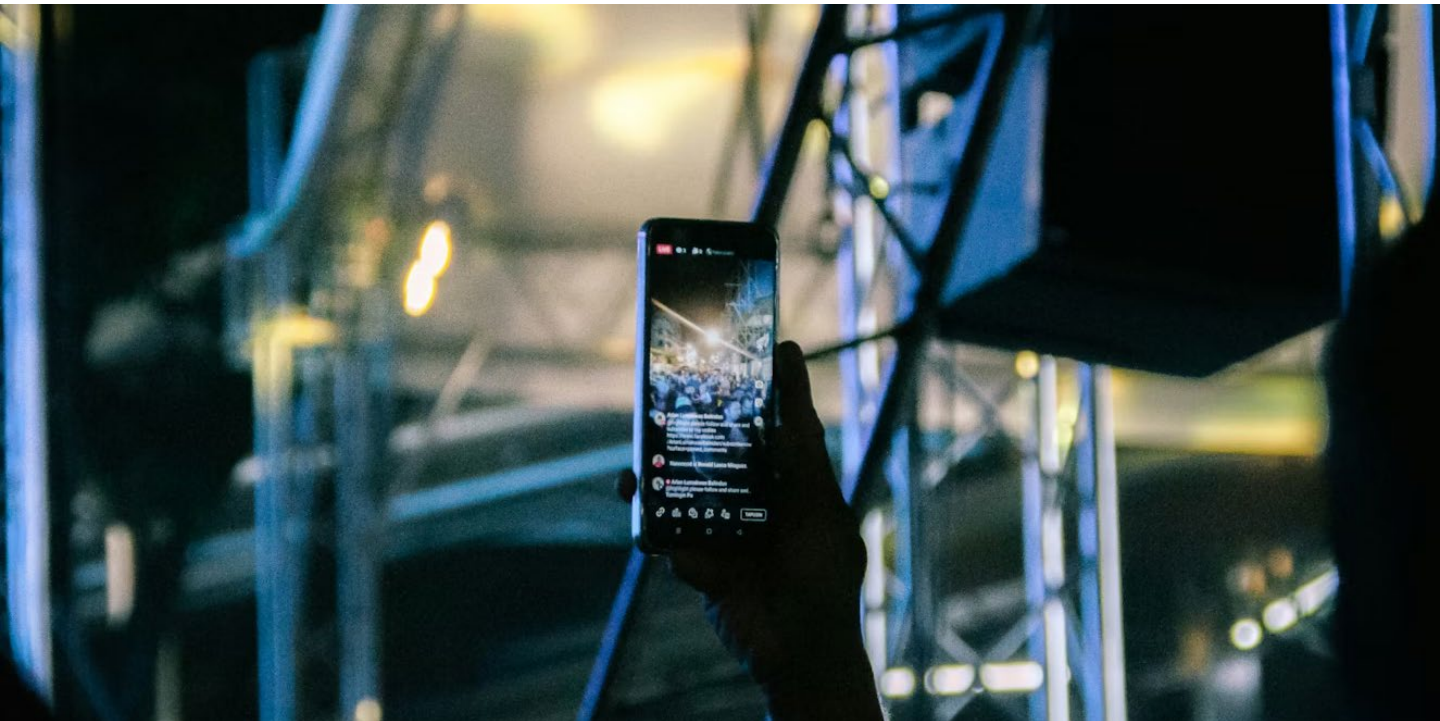
What happens if I am not compliant with the New AL?

- The New AL significantly increases the applicable fine ranges, raising them from MOP 800–40,000 to MOP 2,000–100,000, thereby reinforcing the deterrent effect of administrative sanctions.
- In addition to fines, the authority may now impose ancillary sanctions, including:
 - Prohibition on engaging in advertising activities for a period of one month to one year; and
 - Publication of the administrative sanction decision on the enforcement authority's official website.



Could you be liable?

- The New AL introduces a comprehensive, role-based administrative liability regime, replacing the framework under Law no. 7/89/M.
- It expressly recognises that advertising activities typically involve multiple actors and assigns defined legal responsibilities to each.
- Liability may arise not only for advertisers, but also for advertising operators, disseminators, brand ambassadors, live-streaming marketing professionals, and online platform operators or managers, each of whom may be held accountable for violations within their respective roles.





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