

China to further strengthen regulation of livestreaming sector

三部门发文规范网络直播营利行为

Chinese authorities will increase efforts to tighten regulations on the country's livestreaming sector. The management of livestreaming account registrations will be enhanced, according to a circular jointly issued by the Cyberspace Administration of China, the State Taxation Administration and the State Administration for Market Regulation.

国家互联网信息办公室、国家税务总局、国家市场监督管理总局近日联合印发《关于进一步规范网络直播营利行为促进行业健康发展的意见》。意见提出，要加强网络直播账号注册管理。

Livestreaming platforms, alongside livestreamers, will not be permitted to sell products to consumers through rumor-mongering, self-rewarding, or false publicity, the circular said.

网络直播平台和网络直播发布者等不得通过造谣、虚假营销宣传、自我打赏等方式诱导消费者购买商品。

The platforms and related institutions should fulfill their obligations to withhold and pay individual income taxes as required.

意见要求，网络直播平台、网络直播服务机构应依法履行个人所得税代扣代缴义务。