

**Conditions for Approval for Display/Broadcasting of Advertisements on
Taxi and inside Taxi Compartment**
(2018 Revised Version)

A. Contents of the Advertisement

- (i) All advertising matters must comply with the laws of Hong Kong and other instructions as may be given by the Commissioner for Transport (“the Commissioner”) in writing.
- (ii) Presentation shall be with courtesy and of good taste.
- (iii) Advertising of matters which the integrity of the advertiser, the truth of the advertising representatives, or the compliance of the advertiser with the spirit and purpose of all legal requirements are in doubt are prohibited.
- (iv) Advertising of products or services objectionable to a substantial and responsible section of the community, offensive to religious views, racial traits or to particular sections of the community are prohibited.
- (v) Advertisements intended to disparage competitors, competing products or other industries, professions or institutions are prohibited.
- (vi) Advertising of alcoholic liquor and related products shall be directed towards brand competition.
- (vii) Tobacco advertisement within the meaning of Smoking (Public Health) Ordinance, Cap. 371, is prohibited.
- (viii) For every hour of programme broadcasted, advertisements shall not exceed 20% of the airtime.

B. Method of Display/Broadcasting

All advertisements and all structures/systems carrying the advertisements shall be displayed and mounted on the vehicle in sound and safe condition acceptable to the Commissioner. No advertisement shall obstruct (i) any obligatory lighting or reflector; or (ii) any label or marking required to be shown on or in the vehicle as specified by the Commissioner or stipulated in the Road Traffic Ordinance, Cap. 374 and its subsidiary regulations.

(I) On the Exterior Parts of the Vehicle (Excluding Roof and Boot Panel)

- (a) Advertisements shall be shown by painting or by adhering stickers onto the approved surface without installing any protruding structure.
- (b) Advertisements may be displayed only:
 - (i) on the front and/or rear fenders, on either or both sides, provided that the logos for liquefied petroleum gas (LPG) taxi are conspicuous if the taxi is an LPG taxi; and/or
 - (ii) on the front and/or rear door panels below the windows, on either or both sides, provided that sufficient space remains on the sides of the vehicle for the painting of the 'TAXI' markings in compliance with Regulation 45(b) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations; and/or
 - (iii) on the rear windscreen; the maximum height of the sign shall not exceed 127mm measured from the uppermost transparent point of the rear windscreen excluding the black tinted surround and the width of the sign shall not exceed the width of the rear windscreen; and/or
 - (iv) on the window frame of the front and/or rear doors, on either or both sides of the taxi; and/or
 - (v) on the side roof frames, on either or both sides of the taxi; and/or
 - (vi) on the part of the body frames between the front and/or rear fenders and the roof, on either or both sides of the taxi; and/or
 - (vii) on the side frame of the front and/or rear bumpers, on either or both sides of the taxi; and/or
 - (viii) on the back of the exterior driving mirrors.
- (c) Luminous or reflecting material shall not be used for the advertisements.
- (d) For New Territories taxis, no red-coloured or blue-coloured advertisement shall be displayed all over

the fenders, and front and rear door panels.

- (e) For Lantau taxis, no red-coloured or green-coloured advertisement shall be displayed all over the fenders, and front and rear door panels.

(II) On the Exterior Roof of the Vehicle

- (a) Advertisements may be displayed only:
 - (i) in the form of adhering stickers made from non-reflective and non-luminous material, with the coverage not exceeding the roof of the taxi; and/or
 - (ii) in a structure of a type approved by the Commissioner, of robust construction which is mounted securely to the vehicle, and acceptable to the Commissioner.
- (b) Such stickers described in (a)(i) above shall not obstruct the statutory 'TAXI' signs required to comply with Regulation 45(a) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations.
- (c) Such advertisement displays with the structures described in (a)(ii) above shall be mounted along the longitudinal centerline of the roof, and must incorporate the statutory 'TAXI' signs required to comply with Regulation 45(a) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations, in particular the word 'TAXI' shall be clearly visible from the front and the rear of the vehicle.
- (d) The advertisements and the structure shall be maintained at all times in a sound and safe condition.
- (e) The structure described in (a)(ii) above carrying the advertisements (except Light Emitting Diode (LED) dot matrix panel) shall be of rectangular shape and shall be of the dimension not exceeding 1,250mm in length, 250mm in width, 20kg in weight and 450mm above the roof at any point, and the overall height of sign shall not exceed 350mm. The clearance between the bottom surface of the signboard and the taxi roof at any point shall not exceed 50mm. It shall be designed and

constructed to prevent leakage of any illumination other than through the advertisements or statutory TAXI signs.

- (f) In the case that the structure is not designed, constructed or mounted as stated in (e), prior approval for the type of structure shall be sought from Vehicle Safety and Standards Division of this Department.
- (g) The following conditions shall be complied with if advertisements are displayed on LED dot matrix panel:
 - (i) The conditions as stated in para. (a) to (f) of subsection (II) above;
 - (ii) The light emitted from the display panel shall be diffused and shall not cause distraction to other road users;
 - (iii) The illumination, colour and shape of the display shall not be such that they would be confused with traffic signs, traffic signals and all traffic management facilities. The display shall be in single colour and the colour shall not be blue, red, white or green;
 - (iv) The display shall not contain flashing animation and shall not be in rolling or moving motion. Only simple symbols, graphics and characters are allowed;
 - (v) The period of each advertisement display shall last for more than 15 seconds;
 - (vi) The time to change from one display to a new display shall not be more than 3 seconds. The change of display shall not jolt the other road users;
 - (vii) The display shall not be switched on on roads with speed limit exceeding 70km/h; and
 - (viii) The electric wiring system pertaining to the display panel shall be secured and protected.

(III) On the Boot Panel of the Vehicle

- (a) Advertisements may be displayed only on:
 - (i) the boot lid (except on the rear vertical surface); or

- (ii) the rear vertical surface on the boot panel, but the advertisements shall not affect the display of the vehicle registration mark, the taxi plate and the differentiation of the taxi type (i.e. Urban taxi, NT taxi or Lantau taxi).
- (b) Advertisements may only be displayed in a structure of a type approved by the Commissioner, of robust construction which is mounted securely to the vehicle, and acceptable to the Commissioner. Prior approval for the type of structure shall be sought from the Vehicle Safety and Standards Division of this Department.
- (c) Such advertisement displays with the structures described in (a)(ii) above shall be mounted on the rear of the taxi boot panel and shall not bear any sharp corners, edges or contours and affect the opening and closing of the boot lid.
- (d) The maximum height of the uppermost part of the sign board for such advertisement displays with the structures described in (a)(ii) above shall not project more than 25mm above the lowest transparent point of the rear window excluding the black tinted surround and the width of the structure shall not exceed the width of the boot panel.
- (e) Such advertisement displays with the structures described in (a)(ii) above shall be painted the same colour as the taxi boot panel.
- (f) The advertisement shall not use reflective material or have any kind of illumination.
- (g) The advertisements and structure shall be maintained at all times in a sound and safe condition.

(IV) On the Interior Parts of the Vehicle

- (a) Advertisements may be installed on roof (side) panels and on bulkheads.
- (b) Advertisements on seat-backs shall be retained in a sealed panel with Perspex covering or any other waterproof and durable material.
- (c) Illuminated advertisements shall not cause distraction to other road users.

- (d) Advertisement installations shall not jeopardize passenger comfort and safety or the driver's accommodation, and shall not obstruct the windows or the gangway.
- (e) Video broadcasting system/Television (TV) /Liquid crystal display (LCD) for advertisement shall be equipped only inside compartment and shall be subject to the following conditions:
 - (i) The installation of the Video broadcasting system/TV/LCD (the System) or any parts of the System inside the compartment shall comply with the Road Traffic Ordinance and its subsidiary legislations;
 - (ii) Prior approval for the specifications of the System shall be sought from the Vehicle Safety and Standards Division of this Department;
 - (iii) The System including the console, monitor and speakers shall not pose any hazards to passengers;
 - (iv) The console, monitor and speakers shall be covered with plastic coating and/or impact absorption material and there shall be no sharp edges or corners;
 - (v) The electric wiring system pertaining to the installation shall be secured and protected;
 - (vi) The console, monitor and speakers shall be so securely fixed that they cannot be easily dislocated;
 - (vii) Audio and visual effect of the System shall comply with the following conditions:
 1. The volume shall be set in the vicinity of the ambient noise associated with a taxi, and shall not be more than 70 decibel;
 2. The variations in pitch level shall be maintained within a narrow range so as not to cause nuisance to passengers. This applies within programmes and between different programmes;

3. Each of all the speakers shall be equipped with an “on/off” or “off” switch which is accessible to passengers; and
 4. Any audio and visual broadcast inside the compartment shall be discontinued immediately upon the request of the passengers.
- (f) The following conditions shall be complied with if advertisements are displayed on LED dot matrix panel :
- (i) Advertisements may only be displayed in a structure of a type approved by the Commissioner, of robust construction which is mounted securely to the vehicle, and acceptable to the Commissioner. Prior approval for the type of structure shall be sought from the Vehicle Safety and Standards Division of this Department.
 - (ii) The display panel shall not exceed 400mm in length and both the overall height and the overall width of the panel shall not exceed 70mm; and
 - (iii) The light emitted from the display panel shall be diffused and shall not cause distraction to other road users.

The Commissioner reserves the right to add any new condition and to delete or revise any of the above conditions at any time.

The Commissioner reserves the right to withdraw the permission for the display of advertisements in and on the vehicle if the advertisements do not comply with the conditions imposed or the construction of the advertisements is not acceptable to the Commissioner.

The approval letter issued by the Commissioner must be produced for checking when the vehicle displaying advertisements is presented for inspection at the Transport Department Vehicle Examination Centre.

The display of advertisements would be inspected during the annual vehicle examination, half-yearly meter checks, as well as during ad hoc call-up inspections in response to complaints.

Your attention is drawn to Regulation 121(1) of the Road Traffic (Construction and Maintenance of Vehicles) Regulations, which specifies that any person who uses or causes or permits to be used on any road any vehicle which does not comply in all respects with provisions of these regulations commits an offence and is liable to a fine of \$10,000 and to imprisonment for six months.

Sections 25(2)(b) and 25(3) of the Road Traffic Ordinance empower the Commissioner to impose conditions to which a taxi licence is subject including condition as to the form of advertising signs in or on the taxis.

The permission to display advertisements will remain valid until the vehicle is scrapped, reclassified or such permission is withdrawn in writing.