

Law for the Transparency, Prevention and Combat of Improper Practices in Mexico on Advertising Contracting is enacted

Litigation & Antitrust - June 4th, 2021

On June 3, 2021, the Decree issuing the Law for the Transparency, Prevention and Combat of Improper Practices in Mexico of Advertising Contracting was published in the Federal Official Gazette, which will enter into force after 90 days following its publication.

The purpose of the law is to promote transparency in the advertising market, as well as to prevent and combat commercial practices that constitute an undue advantage in favor of certain persons to the detriment of advertisers and, ultimately, consumers. However, said law could imply distortion in the markets regulated by it, as well as the generation of barriers to the entry and effective competition.

The Law imposes various obligations and restrictions on media agencies, advertisers and the media, as well as significant penalties consisting of fines of up to 4% of the income of agents who fail to comply, which may be doubled in the event of repeated offenses.

For any additional information, do not hesitate to contact our expert team, who will be able to help you:

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