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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 47682-2026

Classification and coding for advertising information

广告信息分类与编码

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Foreword

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GB/T 47682-2026 English version. Classification and coding for advertising information ICS

10 National Standards of the People's Republic of China Advertising Information
Classification and Coding Published on 2026-05-

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01 State Administration for Market Regulation The State Administration for Standardization
issued a statement.

1.Scope This document establishes the principles for classifying advertising information,
describes the classification methods, and specifies the code structure and encoding
methods for advertising information classification. With code. This document applies to the
management and application of advertising information.

4 Classification Principles

4.1 Scientific nature The characteristics of the goods and services, and the medium of
publication, as reflected in the advertising information are selected as the basis and criteria
for classification.

4.2 Systemic The objects to be classified are systematized in a certain order to form a
scientific and reasonable classification system.

4.3 Scalability To ensure that adding new advertising information codes does not disrupt the
existing classification system, categories are set up within this classification system. It is
based on the foundation and extended.

4.4 Practicality It meets the needs of information classification and practical application in
the advertising industry.

5 Classification Methods According to section

6.4 of GB/T 7027-2002, a hybrid classification method is adopted, combining linear and surface classification methods. (Main classification) The classification method uses a facet-based approach, categorizing goods and services based on two "facets". goods and services, and advertising media. Goods and services are further categorized along lines. The law divides the categories into major, medium, and minor categories.

6 Code Structure and Encoding Methods

6.1 Code Structure The code structure is shown in Figure 1.

6.2 Encoding Method

6.2.1 The encoding adopts a combined code, consisting of four layers of code, constructed in numeric format and represented by eight Arabic numerals. The first three layers are quotients. The product and service advertising code consists of two layers. the first layer is the category code, composed of the first and second digits; the second layer is the intermediate category sequence code, composed of the third digit... The third layer consists of the first and fourth digits; the fourth layer is the sub-category sequence code, consisting of the fifth and sixth digits; the fifth layer is the advertising media code. The code consists of the seventh and eighth digits.

6.2.2 When the major categories of goods and services advertisements are no longer subdivided, the sub-category codes are padded with "00"; when the sub-categories are no longer subdivided, the minor category codes are padded with "00". Complete it.

7 Advertising Information Classification and Codes

7.1 Classification Codes for Goods and Services Advertising See Table 1 for the classification codes of goods and services advertisements.

7.2 Advertising Media Classification Code The classification codes for advertising media are shown in Table 2.