



NEWS RELEASE

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For Immediate Release

Responding to the Byron review, published today, **Baroness Buscombe, Chief Executive of the Advertising Association**, said:

“The Advertising Association welcomes the publication of Dr Tanya Byron’s review. Dr Byron and her team have actively engaged with all stakeholders who are committed to ensuring that children and young people are able to experience all the benefits of new technology in a safe environment. The advertising industry will continue to maintain this level of engagement with Government Departments as they look to implement her recommendations.

“The review highlights the important work undertaken by the Advertising Association’s Digital Media Group and recognises that the industry project for future proofing self regulation of advertising on digital media is well underway. Furthermore, by recommending awareness campaigns she demonstrates how the positive power of advertising will continue to help close the digital divide by creating informed consumers and giving everyone the opportunity to become a digital native.”

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Notes to Editors:

1. The Advertising Association (AA) is a federation of 30 trade bodies and organisations representing the advertising and promotional marketing industries, including advertisers, agencies, the media and support services in the UK. It is the only body that speaks for all sides of an industry that was worth over £19 billion in 2006. Further information about the Advertising Association is available at: <http://www.adassoc.org.uk/>

2. The Advertising Association Digital Media Group has been convened to put forward proposals for future proofing self regulation of advertising on digital media. The group demonstrates the proactive stance of the communications industry with regards to maintaining standards on the web.

The Digital Media Group demonstrates that corporate social responsibility is one of the advertising industry's most important social and commercial priorities. The group represents a proactive, responsible attitude towards setting standards for advertising on digital media.

3. The group will present its recommendations to the Advertising Industry under the auspices of the Advertising Association (AA). It is anticipated that the DMG's recommendations will form part of the Committee of Advertising Practice Code review, which in itself will be subject to public consultation. The proposals will be cognizant of and synergistic with the current system of self regulation.

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