



In response to the Conservative Party pledge to clamp down on inappropriate marketing to children; proposals announced by David Cameron 18 February 2010.

The Advertising Association is committed to continue working with Governments to ensure the industry adheres to what are already the most stringent regulatory codes in the world. The advertising community is committed to ensuring self-regulation of the industry is effective and that advertisers act responsibly in any marketing to children, in all media, including online.

The ASA, as an independent body, robustly administers the rules to afford significant protection to young people and vulnerable groups from inappropriate or harmful content. The ASA's proactive monitoring of the advertising rules shows that the vast majority of the industry is highly compliant with the rules; for example the ASA's 'Video Games Advertising Survey 2008', which was conducted in response to the Byron Review, revealed that the compliance rate of the ads surveyed was over 99%. (Source: [ASA](#), December 2008)

The Advertising Association has also been working with its members and other industry bodies to extend the remit of the CAP Code to digital media not currently covered by the non-broadcast advertising rules; thereby bringing companies' own marketing on their own websites and social networking sites within scope. Further details of this important extension of remit will be announced shortly.

Findings in a report published by the Advertising Association in January 2009 showed strong evidence that the commercial world is making a positive contribution to children's lives. Children's relationships, safety, enjoyment and education have been affected positively by companies and their products and services. ([AA Report, Children's Wellbeing in a Commercial World, January 2009](#))