

## P R E S S   R E L A S E

### **Advertising industry recommends extension to ASA's remit online for increased protection for consumers and children**

LONDON, 8 MARCH, 2010 - The Advertising Association (AA) has submitted the industry's recommendations to the Committee of Advertising Practice (CAP), for the extension of the non-broadcast Advertising Code in digital media, which will be administered by the Advertising Standards Authority (ASA). This landmark move for advertising self-regulation seeks to address societal concerns and will increase protection for consumers and children.

The recommendations, if accepted, will bring companies' marketing communications on their own websites, and other non-paid for space online, such as brand activity on social networking sites, within scope of the CAP Code. All other marketing communications activity in paid-for space online – such as search marketing and display advertising – is already within the ASA's remit and subject to the CAP Code.

It is anticipated that the extended remit will come into force during the third quarter of 2010, once formally ratified by CAP and the ASA, and after appropriate consultation.

This announcement follows the successful resolution of funding collection issues in November 2009. It also represents a response to recommendations made in recent high level reports such as the Byron Review, Digital Britain and the Buckingham Report.

Rae Burdon, Chief Operating Officer at the AA, said: "Contrary to general understanding, much advertising online is already in remit and there's a very high level of compliance with the existing rules. There are some complex issues in the remaining space which require careful analysis. The industry has delivered to CAP a clear mandate that first and foremost will protect consumers and children, that will also – crucially – protect editorial content, and that will, if accepted, maintain CAP/ASA's reputation as a world-class operation. The whole industry has pulled together to make this happen. What's important now is effective implementation and raising consumer and stakeholder awareness."

The non-broadcast and broadcast Advertising Codes were reviewed last year, and a full consultation process has recently been completed. The new Codes are expected to be published this month and will come into effect in the Autumn, at the same time as the new extended digital remit.

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**Further information:**

Rae Burdon, COO, Advertising Association – 020 7340 1100 [rae.burdon@adassoc.org.uk](mailto:rae.burdon@adassoc.org.uk)  
Lorette Nettar, PR, Advertising Association – 07968 521 684 [lorette.nettar@adassoc.org.uk](mailto:lorette.nettar@adassoc.org.uk)

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### Note to Editors

- The ASA's remit already includes paid-for marketing communications online. The ASA applies the CAP Code which covers online advertisements in paid-for space (e.g. banner or pop-up advertisements and online video advertisements); paid-for search listings; preferential listings on price comparison sites; viral advertisements; in-game advertisements; commercial classified advertisements; advergames that feature in display advertisements; advertisements transmitted by Bluetooth; advertisements distributed through web widgets and online sales promotions and prize promotions.
- The current edition of the CAP Code can be found here:  
<http://www.cap.org.uk/The-Codes/CAP-Code.aspx>
- The announcement of 10 November 2009 was made by the Advertising Standards Board of Finance (Asbof). A copy of the Asbof news release can be found here:  
[http://www.asbof.co.uk/resources/otherdocuments/Asbof\\_Press\\_Release\\_Nov\\_2009.pdf](http://www.asbof.co.uk/resources/otherdocuments/Asbof_Press_Release_Nov_2009.pdf)
- Byron Review:  
<http://www.dcsf.gov.uk/ukccis/userfiles/file/FinalReportBookmarked.pdf>
- Digital Britain Report:  
<http://www.culture.gov.uk/images/publications/digitalbritain-finalreport-jun09.pdf>
- Buckingham Report:  
<http://publications.everychildmatters.gov.uk/eOrderingDownload/00669-2009DOM-EN.pdf>

### **About the Advertising Association**

The Advertising Association (AA) represents all sides of the advertising and promotion industry in the UK - advertisers, agencies and the media. The advertising industry is worth £19 billion. Its remit is to promote and protect advertising, by communicating its commercial and consumer benefits. The AA seeks the optimal regulatory environment for the industry. Its goal is that advertising should enjoy responsibility from its practitioners, moderation from its regulators and trust from its consumers. Further information about the AA, its membership and remit is available here:  
<http://www.adassoc.org.uk/>

The digital remit extension was ratified by the Council of the Advertising Association last month. The Council of the Advertising Association reflects its full membership, which comprises: BSkyB, Channel 4, Cinema Advertising Association, Data Publishers Association, Direct Marketing Association, Direct Selling Association, Five, GMTV, Incorporated Society of British Advertisers, Internet Advertising Bureau, Institute of Practitioners in Advertising, Institute of Sales Promotion, Marketing Communication Consultants Association, Market Research Society, Newspaper Publishers Association, Newspaper Society, Outdoor Advertising Association, Periodical Publishers Association, Point of Purchase Advertising International, RadioCentre, Royal Mail, Satellite & Cable Broadcasters' Group, Scottish Newspaper Society, Viacom and Virgin Media Television.