

PRESS RELEASE

EASA launches International Council to further self-regulation best practice

13 May 2008

On 7 May 2008, on the occasion of its Annual General Meeting in Madrid, the European Advertising Standards Alliance (EASA)¹ launched an International Council, which was set up to foster worldwide exchange of self-regulation best practice, *“There has been an increasing need to push forward a global vision in response to a rapidly growing international advertising market, partly made possible due to the internet and other technological advances”*, explained Mr Jean-Pierre Teyssier, Chairman of EASA. *“This has now been made possible thanks to our non-European corresponding members.”*

The meeting was attended by 15 representatives of several European and non-European self-regulatory organisations as well as some key industry representatives². It reviewed the considerable self-regulatory developments in a number of non-European markets such as Australia, New Zealand, South Africa, Brazil and Mexico and reviewed the necessary tools and mechanisms to further drive effective self-regulation.

Stephan Loerke, Managing Director at the World Federation of Advertisers (WFA) highlighted that *“with globalisation, cross-border digital communications and the scale of ad spend growth in emerging markets, the marketing industry needs to ensure that effective advertising self-regulation has global coverage”*. He added that the establishment of EASA’s International Council is critical in spreading best practice, ensuring that advertising standards are both robust and coherent from market to market for the benefit of industry and consumers worldwide.

Ms Linda Nagel, President and CEO of the Canadian self-regulatory organisation who presided over the meeting, concluded that this first meeting of the International Council was a very exciting start within EASA to reach out and work together on best

practice to maintain valid self-regulatory systems globally. “EASA is to be congratulated for spearheading this important initiative”, she added.

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Notes to editors

¹About EASA:

The European Advertising Standards Alliance (EASA) is a non-profit organisation based in Brussels and is the single voice of the advertising industry in Europe on advertising self-regulation. It acts as the European coordination point for advertising self-regulatory bodies and systems across Europe. EASA brings together 32 SROs (26 from 24 European countries as well as SROs in Australia, Brazil, Canada, India, New Zealand and South Africa) and 16 organisations representing the European advertising industry (advertisers, agencies and the media).

²EASA International Council attendees:

- Representatives of European self-regulatory organisations from France, Hungary, Spain and the UK.
- Representatives of non-European self-regulatory organisations from Australia, Brazil, Canada, Chile, Mexico, New Zealand and South Africa.
- Representative from the following industry body: World Federation of Advertisers