



Digital Blue Book

THE ULTIMATE GUIDE ON ADVERTISING SELF-REGULATION

Resource & Access

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- ▶ **An authoritative reference document on advertising standards, SR system and network** providing information on the European self-regulatory bodies in one single location, only a single click away
- ▶ **A coherent and up-to-date database** enabled by digital design. Linked to an ongoing updating process
- ▶ **A dynamic framework** reflecting on ongoing rapid developments of advertising ecosystem



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