

ANNUAL REVIEW

2016



ABOUT EASA

The European Advertising Standards Alliance

EASA – the “European Advertising Standards Alliance” is the single authoritative voice of advertising self-regulation.

EASA promotes high ethical standards in marketing communications by means of effective self-regulation for the benefit of consumers and business. As a nonprofit organisation based in Brussels, EASA brings together national advertising self-regulatory organisations and associations representing the advertising industry in Europe.

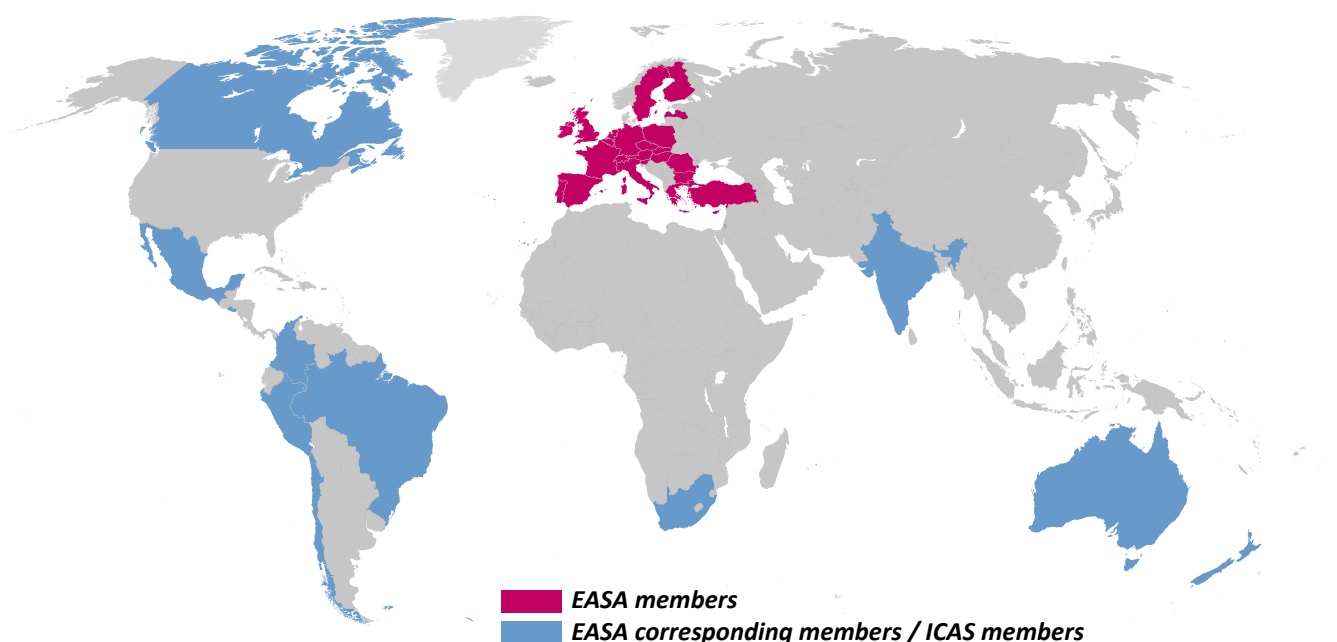
For further information, please visit: www.easa-alliance.org

EASA promotes responsible advertising by:

- Promoting and developing advertising self-regulation
- Strengthening and extending self-regulation in Europe and beyond
- Creating best practice
- Dealing with cross-border complaints
- Undertaking research and monitoring
- Providing education and training

EASA’s network brings together **53** organisations committed to ensuring ads are legal, decent, honest and truthful :

- **27** European self-regulatory organisations (SROs), covering **25** countries.
- **11** Corresponding SROs/ ICAS members.
- **15** Industry organisations representing the advertising value chain (advertisers, agencies, the various forms of traditional and digital interactive media)



EASA

TABLE OF CONTENTS

A word from our Chairman	4
BUILDING A STRONG EASA	5
BUILDING A STRONG AND COHERENT NETWORK	6
Developing SR coverage and EASA membership	6
Further developing members' capacity	8
SR Figures	10
ENSURING MEANINGFUL ADVOCACY AND SERVICES	12
Advocacy and outreach towards institutional stakeholders	12
Services for industry stakeholders	15

A WORD FROM OUR CHAIRMAN



I am delighted and honored to share these few words on the occasion of my first Annual Review as Chairman of EASA elected in April 2016, in Bucharest (Romania).

In 2016, we ensured EASA efficiently focused on further building a high profile for advertising self-regulation and on delivering top-notch services to its members, while successfully managing, at the same time, a challenging transitional period.

Much has been achieved. We took every opportunity to make sure that the EU's regulatory framework accommodates advertising self-regulation, leaving it space to flourish and grow by advocating for self-regulation as an efficient means to guarantee responsible and better advertisement. For instance, EASA has held many meetings with key decision makers such as Ms Lorena Boix Alonso, Head of Unit at DG Connect, the cabinet of Mr Günther Oettinger, European Commissioner for Digital Economy and the two co-Rapporteurs at the European Parliament to discuss the Audiovisual Media Services Directive (AVMSD) and its references to self- and co-regulation.

Among the many other highlights of 2016, I would like to mention the launch of the new International Council on Ad Self-Regulation, ICAS, in October, under the impetus of José Domingo Gómez Castallo (Autocontrol). ICAS is now a full-fledged structure bringing together members from across the globe and extending to the United States with the U.S. Advertising Self-Regulatory Council.

And, of course, throughout the year, EASA continued to provide support to its members and to coordinate relevant monitoring projects for the food and alcohol sectors following a request from the WFA.

All of this has been accomplished whilst enhancing the internal organisation of the secretariat which went through a massive overhaul to set a strong basis on which to build the future of EASA. We have selected a highly reputable accountancy firm (Deloitte) to help EASA deliver the highest standard in bookkeeping. We appointed an external auditor (Mr Michel Weber, Réviseur d'entreprises) to review our accounts and have formalized numerous procedures to provide enhanced transparency for our members. From an HR perspective, the secretariat went through a major change with the hiring of 5 new staff members, bringing on board their dynamism and their unique experience in their field of expertise. The change was completed by the appointment through a comprehensive process by an ad hoc recruitment Committee besides me of a new Director General, Mr Lucas Boudet, whose mission is to provide coherence, operational guidance, as well a fresh perspective to set the path and the pace for EASA's renewed secretariat.

Finally, I would like to take this opportunity to thank my fellow Officers, Ms Charo Fernando Magarzo (Autocontrol), Ms Mathilde Fiquet (FEDMA) and Mr Stephan Loerke (WFA), for their unconditional support and precious contribution. I would also like to extend my gratitude to EASA's former Chairman, Mr Guy Parker (ASA), as well as to Mr Dominic Lyle (EACA), and to all the people involved, for their strong commitment to ensuring a smooth and seamless transitional year for EASA. I would also like to share my appreciation with the members of the team for the great work achieved despite these challenging times of change. The quality of the Men and the Women behind EASA and its member organisations is crucial and is one of its key assets. As it gets ready to celebrate its 25th anniversary in 2017, our Alliance is relevant, more than ever. Thanks to the groundworks laid in 2016, EASA is now well equipped for its next 25 years of operation. It is ready to tackle the challenges of tomorrow: a rapidly changing regulatory environment with, for instance, the negotiation of the AVMS Directive at Parliament and Council level and the upcoming ePrivacy regulation proposal, but also an increasingly digital world with players which are less familiar with the Self-Regulatory system and the issues raised by new forms of commercial communication.

I wish you a pleasant and insightful reading; this report will provide you further details on our 2016 activities and a glimpse on what is to come.

Merci !



Stéphane Martin,
EASA Chairman,
Director General, ARPP

BUILDING A STRONG EASA

2016 was a year of change and development for EASA.

During EASA's Biannual Meetings in Bucharest, in April 2016, the Board elected a new EASA Chairman and Officers.

Stéphane Martin

EASA Chairman

Director General Autorité de Régulation
Professionnelle de la Publicité (ARPP)



Stephan Loerke

EASA Vice-Chair

CEO

World Federation of Advertisers (WFA)



Charo Fernando Magarzo

EASA Vice-Chair

Deputy Director General

AUTOCONTROL



Mathilde Fiquet

EASA Treasurer

EU Legal Affairs Manager

FEDMA - the Federation of Data
Driven Marketing Association



Have also been with us in 2016 :

- Chairman - Guy Parker (ASA, UK)
- Vice-Chair - SRO, Markus Deutsch (ÖWR, Austria)
- Vice-Chair - Industry, Dominic Lyle (EACA)

EASA's Secretariat was almost entirely renewed in 2016,
with the Association welcoming 6 new permanent members of staff.



Lucas Boudet

Director General



Justina Raižytė

Development and Policy Adviser



Sibylle Stanciu-Loeckx

Director of Operations and Policy



Ana-Maria Curca

Communications & Events Manager



Amandine Hähnel

Senior Policy Manager



David Barron

OBA Policy and Complaints Manager



Francesca Fabbri

Project Officer



Madeleine Kabeya

Office Administrator

— EASA team as of December 31, 2016

Have also been with us in 2016 :

- Director General - Dr. Oliver Gray
- Project Manager - Maria Tsoumou
- Communications Officer - Luigi Scuotto
- Policy Manager - Chiara Odelli
- Development and Policy Advisor - Greg Mroczkowski
- Project and Policy Assistant - Sara Hagshenas

BUILDING A STRONG AND COHERENT NETWORK



DEVELOPING SR COVERAGE AND EASA MEMBERSHIP

Building the network of SROs in Europe

EASA continued to follow the initiatives related to SR activities in emerging markets. Information exchange and share of best practices and advice were facilitated by EASA's Secretariat throughout the year.

Developments in Croatia

The Croatian SRO Group confirmed the ICC Consolidated Code of Advertising & Marketing Practice as the basis of their SR activities. EASA continued to liaise with the Croatian representatives providing them access to best practices from other SROs.

Developments in Serbia

The Serbian Code on Marketing and Advertising was accepted by the advertising industry and relevant associations. The new Advertising Law ("Official Gazette of RS", No. 6/2016), which recognises self- and co-regulatory mechanisms, came into force in May 2016.

EASA continued to liaise with key stakeholders at IAA Serbian Chapter as interested industry members, with an aim to strengthen the SRO building. Following the industry's expressed commitment to self-regulation and support in developing an SRO body in Serbia, EASA is further planning to help organising a potential roadshow/roundtable with key stakeholders in the market.

...And Beyond

ICAS



In October 2016, the joint efforts of EASA's members came to fruition, and a new International Council on Ad Self-Regulation (ICAS) - the international platform to promote effective advertising self-regulation worldwide - was established.

The new ICAS unites global Self-Regulatory Organisations (SROs) and international Industry Associations to form a powerful council that will facilitate the establishment of new SROs in emerging markets, help empower them and provide a platform to discuss and work on solutions regarding the global challenges faced by the advertising industry.

Through EASA, all European SROs and Industry associations will be represented, thus becoming part of the network of the new ICAS.

"At this moment, we need a new platform, to develop self-regulation worldwide in the interest of the global consumers and the Advertising Industry. That's the reason for ICAS." - José Domingo Gómez Castallo, ICAS Chairman.

At the constitutional ICAS meeting in October, the ICAS standing orders were approved and Mr José Domingo Gómez Castallo, Director of the Spanish SRO AUTOCONTROL, was elected as first ICAS Chairman.

The new ICAS is building on an existing network of international Self-Regulatory Organisations which was set up as a global forum for information exchange, discussion of best practice, and communication between SROs around the world.

With its own budget, operations, and staff, ICAS will play a fundamental role in the promotion and development of advertising self-regulation worldwide.

Shanghai Administration for Industry and Commerce visit at EASA's offices

On 23rd September, EASA invited the Shanghai Administration for Industry and Commerce to a meeting where a number of themes pertaining to the activity of both parties were explored.

The discussion included characteristics of the legislative and non-legislative framework for advertising industry in Europe and Belgium, the relations of self-regulatory organisations affiliated with EASA with national governments, regulators and European institutions.

EASA also presented its work, the institutional setting, its operations, main functions, legal status and the role it plays in the advertising industry.

New SRO launched in the United Arab Emirates

Through a successful collaboration between the advertising industry and the Advertising Business Group (ABG), a self-regulatory system was established in the United Arab Emirates.

The official launch took place on 29th November, in Dubai. Stéphane Martin, EASA's Chairman, participated in the launch and addressed in his presentation self-regulation best practices, the value of responsible advertising and the role of organisations such as EASA and the ABG.

ABG is joining forces with the other self-regulatory organisations around the globe - many of whom are a member of EASA or ICAS - providing consumers in the region with the right to challenge ads they find misleading or offensive.



FURTHER DEVELOPING MEMBERS' CAPACITY

Best Practice Sharing

Following the plan for review and revision of the Best Practice Recommendations (BPR), EASA updated the operational BPR on Jury Composition. Published along with a newly created database, it provides an overview of composition of national juries.

Furthermore, the EASA Board approved the revision of the blueprint OBA Best Practice Recommendation to cover the mobile environment. EASA team worked with the EDAA team on the review of the BPR and proposed changes that reflect numerous clarifications to the existing text, based on the realities of the Programme. The revised EASA BPR on OBA includes, for the first time, key information on the compliance process for businesses performing OBA across Europe, whilst also detailing the implications of the extension of OBA rules to the mobile environment. A final version of the amended EASA BPR on OBA has been approved by EASA Board and published on EASA's website.

EASA provides no less than 13 Best-Practice recommendations to provide guidance and support for its SRO members and therefore help build a stronger are more consistent network.

Knowledge sharing



In 2016, EASA offered to its members various opportunities to exchange knowledge on SR related topics and the challenges they are facing.



The number of information requests and exchanges coordinated by EASA reached an overall number of 57 in 2016. Based on the analysis of EASA's members' questions and most common topics, SROs and industry members most often used SR internal network to learn about SR operational activities, SR codes and national policy issues.

EASA's Biannual Meetings in Bucharest and Lisbon

EASA members met in Bucharest in April and in Lisbon at the end of October for the Biannual Meetings of 2016. The Bucharest Meetings were hosted by the Romanian SRO, RAC, and the Lisbon Meetings by the Portuguese SRO, ICAP. During the October Meetings, a new International Council on Ad Self-Regulation - ICAS, was launched. EASA was also proud to attend the celebration of the 25th anniversary of ICAP, who launched its new logo and a new name: Auto-Regulação Publicitária, ICAP!

EDU

During the Biannual Meetings, EASA has allowed for exchange on training programs at national level. SROs from France, Austria, Poland, Portugal, Sweden, Romania, Ireland and Bulgaria talked about their educational trainings providing insight and further expertise to all groups interested by advertising self-regulation: marketing & communication students, regulators, government officials, companies, vloggers & bloggers.

Learning opportunities during the SR Committees

In May 2016, the SROs had the opportunity to participate in an interactive learning discussion on Gender Awareness Raising, presented by keynote speaker Prof. Gunilla Jarlbro, Lund University (Sweden). Her presentation raised the topic of the importance of advertising in relation to freedom of speech, reflection of gender stereotypes and changes in societal perceptions, and was followed by lively discussions among SROs.

Another "hot" topic, addressed in depth during the Bucharest Biannual Meetings, was the Country of Origin Principle, which SROs revisited in the workshop session during the SR Committee. Assessment, investigation and enforcement issues, current and future challenges in the digital sphere, as well as operational aspects of dealing with cross-border complaints (CBC) were discussed in roundtable groups.

In October 2016, the SROs had a "deep dive" into digital advertising issues. During the Native Advertising seminar, guest speaker Laura Brett, Assisting Director of the National Advertising Division, Advertising Self-Regulatory Council (NAD, ASRC) talked about the development of the understanding of native advertising in the US and the approach regarding native advertising expressed by the Federal Trade Commission (FTC). Her presentation also showed some of the most interesting cases regarding the correct way of labelling native advertising.

The broad topic of changes in advertising ecosystem brought by digital media was continued by Dr. Nikolaos Laoutaris, a guest speaker from Telefonica, who introduced a new tool which effectively identifies the numerous players involved in the online ad delivery chain, for any given online ad, with a minor margin of error. It also identifies and measures the use of OBA.



Information sharing

Consumer Complaints Plug-In

2016 also saw the development of a first-of-its-kind Consumer Complaints Plug-In, which has been beta-tested by EASA SRO Members in France, Portugal and Spain and is ready for a full roll-out across 2017!

The plug-in enables real-time consumer complaints to be sent to SROs with actionable information, including web page and advertising coding, through which SROs are informed and empowered to initiate more effective complaint handling and adjudications over online advertising content and delivery.

A new Cross Border Complaints tool

Continuing with the theme of developing tools and resources for a modern age, EASA has also been beta-testing a new Cross Border Complaints tool (developed in collaboration with the EDAA), which will help to further digitise and enhance EASA's offering and pan-European complaints' coordination. The tool is expected to be fully operational in first half of 2017, further developing our capacity to support industry sectors and Programmes, such as that for OBA, with concrete statistics, figures and proof points around the efficacy of EASA's self-regulatory model.

What's next ?

Amongst relentless innovation in digital product developments, and amidst a backdrop of significant legislative change by means of the General Data Protection Regulation (GDPR) and proposed ePrivacy, EASA will be continuing with its ambitious agenda of developing effective, credible and accountable self-regulation in the digital space.

EASA will provide its SR network with opportunities to connect with the main players of the digital advertising ecosystem and to learn more about their operations and considerations.



OBA – programme and taskforce

In 2016, EASA continued its long-standing commitment to provide high quality support services for the European Interactive Digital Advertising Alliance (EDAA). It was founded by a European indus-

try coalition representing advertisers, the advertising agency sector, the direct marketing sector, the advertising network sector and the media sector, to licence the 'OBA Icon'. The OBA Icon is a consumer-facing, interactive symbol that links consumers to an online portal, www.youronlinechoices.eu, where they can find easy-to-understand information on the practice of OBA, as well as a mechanism for exercising informed choice.

EASA currently shares office space with the EDAA Secretariat and, in 2016, provided key support services regarding office administration and HR expertise to the EDAA, which continues to grow its footprint and promote greater recognition, awareness and understanding of the European Self-Regulatory Programme on Online Behavioural Advertising. More information about the work and activities of the EDAA can be found on www.edaa.eu or by emailing info@edaa.eu.



In 2016, EASA's commitment to pan-European standards for Online Behavioural Advertising (OBA) continued to strengthen alongside the growth of the OBA Programme. OBA now has over 160 participating companies, from the largest players to local SMEs, right across Europe – all providing greater transparency, choice and control to European internet users.

EASA has continued to encourage all European SRO members to adopt the new principles - the Romanian SRO, RAC extended their national remit to cover OBA in 2016 (the 13th EASA SRO member to do so)

In 2016, over 242 billion 'OBA icons' were delivered on online ads in Europe. www.youronlinechoices.eu saw an average monthly traffic of 1.9 million internet users and over 139,000 consumer choices were expressed on a monthly basis through the site.

and supported the launch of the EDAA's OBA Consumer Awareness Campaign in Romania, which successfully delivered over 43 million total impressions (over 10 million uniques), with over 71,000 clicks and a 63% verified viewability rate.

EDAA Summit

On 1st March 2016, the EDAA held the first-ever EDAA Summit, where the OBA extension to mobile was launched.

EASA was proud to play a key role in the Summit, which included high-level speakers from policy makers, trade associations, industry practitioners, privacy and consumer advocates, as well as students. Our own SRO member, Charo Fernando Magarzo of AUTOCONTROL, provided great insights from an SRO's perspective on the panel "Consumer Empowerment within the Digital Single Market".

SR FIGURES

Complaints and Copy Advice Statistics

EASA's 2015 Stats Report shows the main trends in advertising complaints filed by consumers, and requests for copy advice and pre-clearance, filed by advertisers or agencies before the campaigns are launched. Some of the key numbers are shown below.

IN 2015



53,446 complaints related to **31,898** advertisements were received in 2015 by EASA's **26** European SROs in **25** countries. **49** own-initiative investigations were conducted.

80,414 requests for copy advice were submitted - the highest number yet.

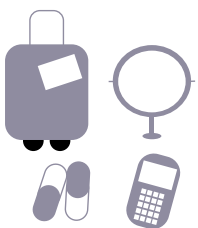


87,678 ads were pre-cleared by the **3** SROs providing this service before going live. The UK and Germany accounted for **76%** of all complaints received in Europe.

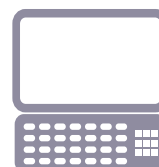


41% of complaints resolved were upheld, **28%** were not upheld, while **8%** were resolved informally.

Misleading advertising was the most complained about issue (**35%** of complaints), followed by concerns over taste and decency issues (**30%**) and social responsibility (**15%**).



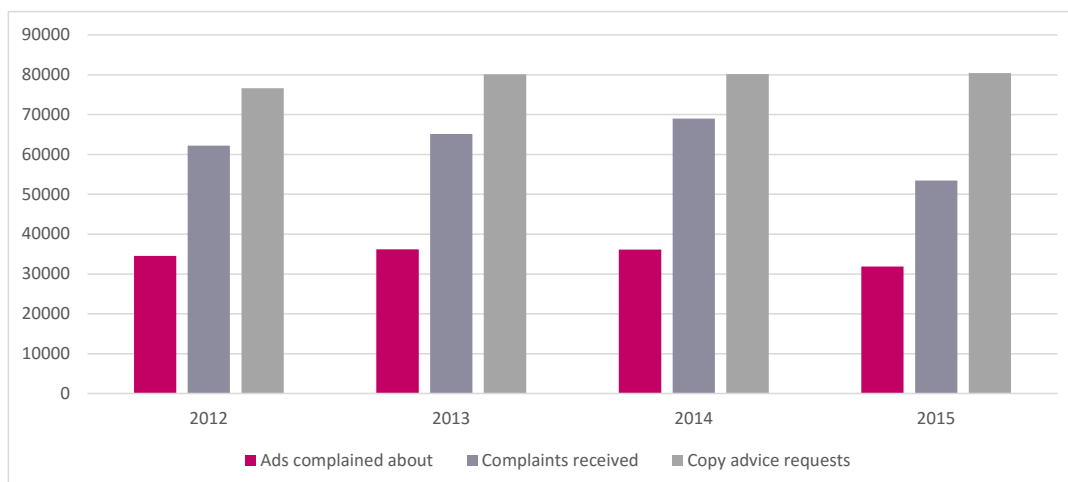
Advertisements for leisure services (**9%**) health and beauty products (**7%**), and electronic goods (**7%**) were the most complained about, but an overall steady increase in complaints over services was also observed.



The highest share of complaints was received in relation to Digital Marketing Communications.

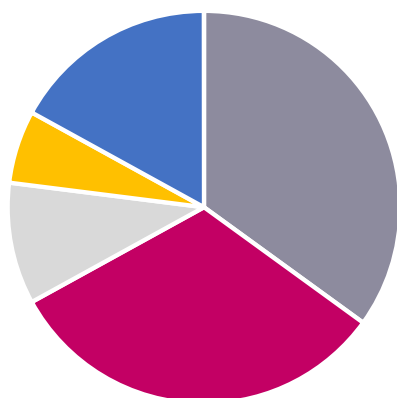


138 complaints were cross-border in nature.



Complaints received in relation to a specific media largely reflected the overall continuing transformation in the advertising ecosystem.

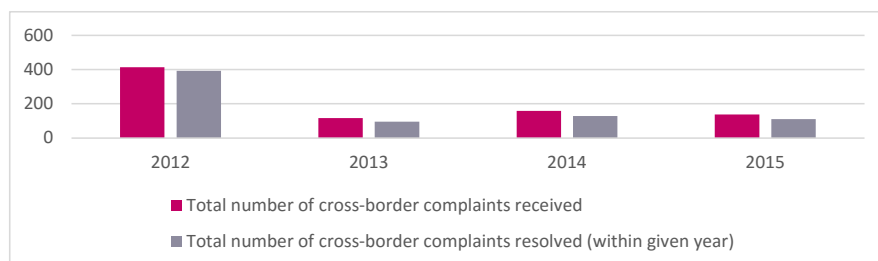
For the second year in a row, Digital Marketing Communications (DMC) accounted for the highest share of all complaints resolved in Europe in 2015. It was followed by complaints about ads in Audiovisual Media Services, press, outdoor marketing and other types of commercial communications.



- Digital Marketing Communications
- Audio-Visual Media Services
- Press/ magazines
- Outdoor
- Other

Copy Advice

In 2015, EASA registered a total of 138 cross-border complaints, 14% less than in 2014. Of all the cross-border complaints received, 111 were resolved over the course of 2015, and 27 were still under investigation at the end of 2015. The analysis of the annual statistics (depicted in figure on the right) suggests that over the past three years the number of cross-border complaints remained relatively stable, which suggests that European consumers continue to shop and use services cross-border.



Furthermore, advertisements from Ireland and the Netherlands generated the highest number of cross-border complaints (23 and 21, respectively) and the vast majority of cross-border complaints were lodged by UK complainants (85 complaints). In 2015, the largest share of cross-border complaints (65%) concerned misleading advertisements, followed by complaints related to taste and decency issues (20%), privacy and data protection (8%) and social responsibility issues (7%). Finally, similarly to national complaints, Digital Marketing Communications was the most complained about medium (83% of all CBC complaints).

For more information and publications regarding statistics on self-regulation in Europe, please visit EASA's dedicated webpage, which includes the latest annual reports on European Trends in Advertising Complaints, Copy Advice and Pre-clearance, EASA Annual Cross-Border Complaints Reports and in-depth quarterly reports for CBC cases.

ENSURING MEANINGFUL ADVOCACY AND SERVICES

ADVOCACY AND OUTREACH TOWARDS INSTITUTIONAL STAKEHOLDERS

Community of Practice for better self - and co - regulation

EASA continued to play an active role in the Community of Practice (CoP). Initiated by the European Commission, CoP brings together all the stakeholders interested in experiencing, improving and promoting the principles for better self- and co-regulation.

Through its participation in the 6th and 7th plenary sessions and steering group meetings of the CoP, held in January and June 2016, EASA has contributed to the debate paving the way to the future consideration of self and co-regulation. Notably, a reference to the CoP principles was inserted in the draft AVMS proposal.

EASA stressed that a strong link between the CoP and the European Commission needs to be maintained for the CoP to remain a credible forum, as the proposal is being discussed for it to be managed by the European Economic and Social Committee (EESC) and be owned by a wider group of stakeholders.

REFIT of EU's consumer and marketing laws

Having the main EU consumer and marketing laws under review could mean important changes for the SROs in terms of remit and responsibilities, therefore EASA answered extensively to the public consultation on this review, in September 2016. EASA's paper highlighted the SROs' role and efficiency in enforcing the rules of the Unfair Commercial Practices Directive (UCPD) and of the Misleading and Comparative Advertising Directive. EASA also pleaded for a better recognition of the value of self-regulation in enforcing advertising provisions

EU consumer and marketing law Public consultation: EASA has called for a better recognition of the value of self-regulation in enforcing advertising provisions and for sufficient scope for self-regulation to develop in the future.

and asked for sufficient scope for self-regulation to develop in the future.

In October 2016, at the EU Consumer Summit 2016 dedicated to the REFIT exercise, EASA defended the idea that

terms and conditions in advertising could be simplified. Through its member FEDMA, who is active in a platform discussing the details of the evaluation, EASA reiterated this objective, while also sharing more specific concerns with the European Commission on the extension of the blacklist of the UCPD or on consumer rights to compensation.

Audiovisual Media Services

Most of EASA's policy work in 2016 could be summed-up with one single acronym: AVMSD. And for a good reason: the Audiovisual Media Services Directive (AVMSD), one of the cornerstones of advertising self-regulation across Europe, has been reopened.

EASA's objective: maintain and even reinforce the recognition of the value of self- and co-regulation in the Directive and keep space for the development of SRO's work in a constantly changing audio-visual environment.

With this in mind, EASA engaged with the European Commission on a continuous basis ahead of the publication of the proposal. EASA underlined at various occasions the effectiveness of advertising self-regulation and the importance of self-regulatory organisations in the enforcement of the advertising provisions of the AVMSD.

Additionally, in January 2016, EASA met with Panteia, a Dutch research and consultancy firm, who wrote a study for the European Commission on the "effectiveness of self- and co-regulation in the context of implementing the AVMS Directive", and presented the SR system in March 2016, at the Westminster Media Forum.

The outcome of this outreach was positive: the new AVMSD proposal published in May was overall a success for EASA. It notably reiterated the idea that when designing policy options, the European Commission "will consider both regulatory and well-designed non-regulatory means", referred to the Community of practice and the Principles for Better Self- and Co-regulation, and acknowledged that a "number of codes set up in the areas coordinated by the Directive have proved to be well designed".

In June 2016, Stéphane Martin, EASA's Chairman represented EASA at a meeting with the rapporteurs of the Culture and Education Committee. In July 2016, EASA met the Unit of Lorena Boix Alonso from DG Connect, and September brought a meeting with Marlene Holzner, Communication Advisor for Günther Oettinger, EU Commissioner for Budget & Human Resources.

After the summer break, the focus changed towards Members of the European Parliament. Thanks to a very involved membership, EASA developed a clear positioning and argumentation line. EASA sent out regularly letters to parliamentary committees involved in the process, with comments on their draft opinion reports and amendments, coordinated the work of EASA members, proposed amendments and requested meetings with MEPs.

On each occasion, EASA highlighted the role of self-regulation in ensuring a high level of consumer protection, and advocated for a national approach for advertising self- and co-regulation.

Consumer Protection Cooperation

Throughout the second semester, EASA has been working on the proposal revising the Regulation on cooperation between national authorities responsible for the enforcement of consumer protection laws. The proposal introduces minimum powers that authorities enforcing consumer protection laws should have, including suspending an infringing website, terminating a contract concluded by the consumer, or requiring monetary compensation.

EASA has contacted several MEPs to explain that, in some countries, this approach would require a complete change of the existing legal system and would heavily impact the functioning of the SROs. EASA has sent a letter to select MEPs, to remind them about the subsidiarity principle and explain how self-regulation works, while also highlighting EASA's cross-border complaints system. EASA also shared concrete suggestions for amendments, and was pleased to see that its efforts were fruitful, as the draft opinion of the Legal Affairs (JURI) committee included a positive provision: "This Regulation shall be without prejudice to the possibility of private enforcement actions and actions for damages under national law". Moreover, in the leading committee in charge of Internal Marketing and Consumer

Protection (IMCO), Mr. Andreas Schwab (EPP, Germany) has tabled many helpful amendments that are aligned with EASA's position, as he suggested to limit and adapt the minimum powers granted to the authorities.

International Chamber of Commerce developments

EASA was heavily involved in the ICC activities, particularly with regard to guidance on mobile digital advertising and native advertising and the refreshing of the International Chamber of Commerce Marketing Communication Practice Code for its 10th edition due out in 2018, and its upcoming 80th anniversary in 2017. EASA is fully represented within the code revision task force through its Chairman, Stéphane Martin, and former DG and consultant, Dr. Oliver Gray. We also regularly provided valuable input from our SRO members, as most of them are directly or indirectly involved in the daily implementation of the code. Updates will mostly regard provisions on direct marketing, as well as advertising and marketing communications using digital interactive media.



What's next ?

In 2017, we expect the Audiovisual Media Services Directive, the revision of the ePrivacy Directive and the evaluation of the consumer and marketing laws to remain the top priorities, with potentially important implications for the advertising sector and the self-regulatory system. On the industry side, discussions should continue on the best ways to address the phenomenon of ad-blocking and to deal with remaining policy and consumer concerns with regards to native advertising.

Aside from the following of these EU and international developments, EASA seized various opportunities to raise awareness of EASA and the SR system, whether they be the recognition of long-standing advocates of SR, or the launch of, or participation in, high-level seminars. Among many initiatives, we could mention the following:

Directors and Experts of Better Regulation Meeting in Bratislava

On 14th June, Ildikó Fazekas from the Hungarian SRO ÖRT represented EASA at the Directors and Experts of Better Regulation Meeting in Bratislava.

Her presentation showed how a self-regulatory system functions and demonstrated that advertising is a sector where self-regulation was and could continue to be a success story.



*Ildikó Fazekas
Director-General ÖRT*

Cartagena Inspira

Between 28th and 30th September, Colombia hosted in Cartagena, the Conference “Cartagena Inspira”. EASA was represented at the conference by the Chairman, Stéphane Martin, who, together with Stephan Loerke, WFA CEO delivered presentations and moderated panels. The event, organised by the unions and associations representing the advertising industry in Colombia, covered topics of Communication, Creativity, Innovation and Marketing and represented an opportunity to generate experiences and interactions for more than 2,300 participants from Latin America.



*Ximena Tapias Delporte
Chairperson CONARP Colombia*

Robert Madelin receives EASA's “Best Practice Award”



Robert Madelin receiving the EASA Best Practice Award.

At EASA's Executive Meeting, on 15th September 2016, EASA members came together to honour Robert Madelin with a “Best Practice Award” for his outstanding efforts and dedication to the development and promotion of the role and practice of effective self-regulation.

Robert Madelin has been a British Civil Servant since 1979 and has served the European Commission since 1993, as Director General of DG CONNECT and Director General for Health and Consumer Policies.

For more than 12 years he has been in close contact with EASA and its members, supporting and encouraging us in our journey to foster a successful and efficient self-regulatory system in the field of advertising.

“Properly organised, self- and co-regulation work faster and sometimes better, and definitely more cheaply than mere law making. [...] It's not all about regulation, a lot of it is about collective action.” Robert Madelin

► What's next ?

EASA will continue striving to ensure a prominent and credible profile for the ad self-regulation network, by building links with high-ranking officials within the EU institutions, and through the organisation of a high-level event in Brussels, on the occasion of its 25th anniversary.

SERVICES FOR INDUSTRY STAKEHOLDERS

Monitoring projects

EASA coordinates monitoring exercises to assess sectoral compliance in different markets. In 2016, EASA monitored industry compliance with voluntary commitments for 3 different sectors: cosmetics, food and alcohol.



Cosmetics project

In January 2016, EASA completed the 2015 Cosmetics Advertising Audit commissioned by Cosmetics Europe to monitor cosmetics advertisements on television and print, in media across six European countries.

The exercise aimed at checking the compliance of advertisements against the national SR advertising codes and laws and also included an assessment of these advertisements against the Commission Regulation (EU) No 655/2013 and its guidelines. Another objective of the exercise was to assess the level of implementation of the Cosmetics Europe Charter and Guiding Principles on Responsible Advertising and Marketing Communication through the national SROs in Europe, which are responsible for the enforcement and monitoring of advertising codes. The European Commission published a Report on product claims in the field of cosmetics including a positive reference to SR and mentions to EASA monitoring. In March 2016, EASA participated in the Good Practice of

The Charter and Guiding Principles are part of a voluntary self-regulatory initiative created by Cosmetics Europe in June 2012.

Cosmetics' Advertising's seminar held in Warsaw by the Polish Union of Cosmetics Industry. In an interactive session, EASA presented the methodology and the results of the 2015 Cosmetics Advertising Audit.

Food project



EASA ran the 6th monitoring exercise to assess the compliance of marketing communications for food and non-alcoholic beverage products, as part of the industry's voluntary commitment to the European Union Platform for Action on Diet, Physical Activity and Health, known as the 'EU Pledge'.

As signatories, leading food and drink companies have committed to change the way they advertise to children in the EU.

The 2016 monitoring project focused on digital marketing communications belonging to the EU Pledge member companies.



Alcohol project

In 2016, EASA launched the first public Responsible Marketing Pact (RMP) monitoring project. The exercise was intended to provide RMP members with an overview of how they position themselves in light of the new standards set by the RMP, which is aimed at limiting underage access to, and appeal of, alcohol marketing communications.

Under the RMP, global leading alcohol producers have agreed to set up new common standards for responsible marketing communications, in order to substantially reinforce existing self-regulation schemes.

In November 2016, EASA started a new monitoring project assessing the compliance of the 'Standard Alcohol Profile' for companies on social media, websites and mobile apps.

For the first time, EASA has extended the scope of this exercise internationally, by verifying the compliance with the Digital Guiding Principles (DGPs) of digital marketing communications related to alcohol beverages on social media, websites and mobile apps, of global leading alcohol producers beyond Europe.

G-Regs

The G-Regs initiative is an on-line platform presenting advertising regulatory and self-regulatory rules via a user-friendly web interface.

G-Regs have contracted EASA to coordinate the review of texts that summarise national self-regulatory rules in several key product sectors, initially including alcohol, automotive, food and drink, channel rules, children, comparative advertising, cosmetics, financial services, pharmaceuticals and gambling sectors. The project will start by presenting data on 8 countries (Belgium, France, Italy, the Netherlands, Poland, Spain, Sweden and the UK), but aims at further expanding its geographical scope.

The G-Regs aims at becoming the reference for agencies and marketing teams seeking accurate and authoritative information on the legal and self-regulatory provisions which are applicable to the advertising sector.



What's next ?

EASA will continue its monitoring services for the food and alcohol sectors, while at the same time, approaching other industries which might be interested in EASA's expertise, starting with the Toys sector.



Contacts

European Advertising Standards Alliance
Rue des Deux Eglises, 26
1000 Brussels, Belgium

www.easa-alliance.org

info@easa-alliance.org

[@AdvertisingEASA](https://twitter.com/AdvertisingEASA)



[european-advertisingstandards-alliance](https://www.linkedin.com/company/european-advertisingstandards-alliance)

