



2018

**EASA
ANNUAL REVIEW**

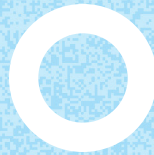


INDEX

1. FOREWORD	5
2. ABOUT EASA	11
3. DEVELOPING EASA's NETWORK	17
4. SERVING EASA's NETWORK	28
5. PROMOTING ADVERTISING SELF-REGULATION	33

1.

FOREWORD



— A WORD FROM OUR CHAIRMAN



The publication of the revised Audiovisual Media Services Directive (AVMSD) in November 2018 was undoubtedly a major milestone for advertising self-regulation. This piece of legislation is a significant step for EASA and its members as it reaffirms the recognition of self-regulation by the European Union in a context of an increasingly digital world. It calls upon Member States to recognise the role which effective self-regulation can play as a complement to the legislative mechanisms in place. This directive also adapts the regulatory framework to new technologies, such as video sharing platforms and audiovisual content shared on social media services.

Advertising self-regulation is the right response. As it has been designed from the start through its neutrality, it remains highly efficient, flexible to media and societal changes and, let us not forget, comes at no cost to the authorities and the tax payer.

The flexibility of self-regulation is clearly illustrated by another key milestone in 2018: the 10th Revision of the International Chamber of Commerce's (ICC) Marketing Code, which was made fit for the digital world. This latest version of the worldwide Code addresses technology enhanced marketing communications, tackling issues such as user-generated content and

digital platforms including social media, mobile, virtual and marketing communications using artificial intelligence.



IT HAS BEEN AN EVENTFUL YEAR FOR EASA AND ADVERTISING SELF-REGULATION!

To keep up with the pace of new digital developments, EASA has established its Best Practice Recommendation on Influencer marketing, building on the work done by its members and incorporating these new forms of commercial communication into its monitoring exercises. EASA and its network are also engaging in conversations with digital players and addressing issues such as artificial intelligence, connected devices and IoT to ensure advertising self-regulation always remains relevant. But let's not forget that the specific strength of advertising self-regulation is to define and manage a convergent framework for brands, agencies and the media, while respecting the culture, traditions and values of the society of each European country.

Whether it be the AVMSD or the ICC Code revision, EASA has been instrumental in ensuring that the new provisions are beneficial to its Members. These achievements would not have been possible without the full commitment of the advertising self-regulation family. I would like to thank the EASA secretariat in Brussels, whose extremely hard work has made this year

so fruitful. For a new 2-year term by my side since last April 2018, I would also like to thank EASA's Vice-Chairpersons Charo Fernando Magarzo (AUTOCONTROL) and Stephan Loerke (WFA), as well as EASA's Treasurer Mathilde

Fiquet (FEDMA) for their invaluable dedication and, of course, all of our Members for their continued and unfailing support.

Stepping into 2019, we shall of course not rest on our laurels as works remains to be done. We need to ensure a sound transposition of

the AVSMD and ensuring the new ICC Code and EASA's BPRs are considered at national level. Furthermore, 2019 will be a year of change for the EU institutions. A new Commission will take office in the wake of the European Parliament election held in May. I have no doubt that EASA and its network of members will proactively and successfully embrace these changes.

EASA will, as always, champion the advancement of advertising self-regulation with all stakeholders. EASA is ready.

STÉPHANE MARTIN
EASA Chairman

STEPHAN LOERKE
Vice-Chair (WFA)



“ At a time when trust is in short supply across society, it is more than ever incumbent on us, the European ad industry, to uphold robust standards for advertising to remain decent, honest, legal and truthful - whether offline or online. ”

CHARO FERNANDO MAGARZO
Vice-Chair (AUTOCONTROL)



“ Data protection and privacy are two of the main challenges for the ad industry in the forthcoming years. For EASA and the SROs as well. In order to remain valuable for the ad industry and increase public trust we must be able to provide the ad industry with SR tools and solutions in these areas, complementing the work done by EDAA and other industry organisations in Europe. ”

MATHILDE FIQUET
Treasurer (FEDMA)



“ EASA benefits from the support of its members and clients to constantly deliver on its key objectives year after year. Their trust is instrumental in ensuring EASA has the ability to consolidate and invest in the development of a strong secretariat for the future. ”



I am delighted to present to you EASA's 2018 Annual Review. It showcases the numerous activities and achievements of EASA in what has been a remarkably busy year.



OUR GOAL HAS REMAINED CLEAR: TO STRENGTHEN ADVERTISING SELF-REGULATION

EASA ensured that key EU legislation and initiatives accounted for advertising SR whether it be the AVMSD, the New Deal for Consumers or the Code of Practice on Disinformation Online. EASA remained committed in the growth and support of our members by responding to their requests, tailoring content of meetings to their requirements, and further developing our Digital Blue Book. EASA also fostered contacts, agreements, and effective collaboration in neighboring countries such as Belarus, Norway, Russia and Ukraine.

Digital has been a key word for 2018. We initiated conversations with digital players

including Google, Facebook and Amazon to promote our work and explored possible partnerships. EASA's policy work and our involvement in the ICC advertising and marketing code's 10th revision has focused on enabling self-regulation to address the advent of new technologies. We also drafted a best practice recommendation on influencer marketing and integrated this marketing technique, which is incrementally used, into the scope of our monitoring exercises.

Furthermore we also sought a proactive relationship with our members thanks to a dedicated and service-minded team. We strove to enhance EASA's coverage and raise its profile with an increased participation in

events in Brussels and abroad. This was made possible by a better staffed secretariat. Efforts were also put into revamping the Alliance's digital footprint through a more dynamic online presence.

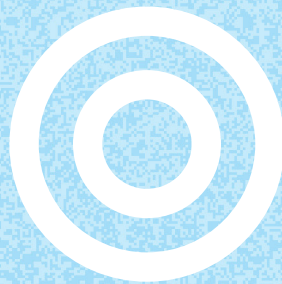
The achievements and strength of our Alliance comes down to our committed members and the excellent EASA staff, to whom I would like to express my deepest appreciation.

I wish you a pleasant reading. EASA remains by your side to help defend the interests of ad SR.

LUCAS BOUDET
Director General

2.

**ABOUT
EASA**



— EASA's MEMBERS

The European Advertising Standards Alliance (EASA) is the single authoritative voice on advertising self-regulation in Europe.

In 2018, EASA brought together 41 organisations committed to ensuring ads are legal, decent, honest and truthful.



27

**EUROPEAN
SELF-REGULATORY
ORGANISATIONS
(SROs) COVERING
25 COUNTRIES**



14

**INDUSTRY
ORGANISATIONS
REPRESENTING THE
ADVERTISING VALUE CHAIN**
(advertisers, agencies, various forms of
traditional and digital interactive media)

Advertising self-regulation protects expressive and artistic freedom, respects national differences in culture, law and commerce, and encourages high ethical standards.

EASA provides guidance on how to practice it, which thereby encourages responsible advertising to the benefit of both consumers and businesses.

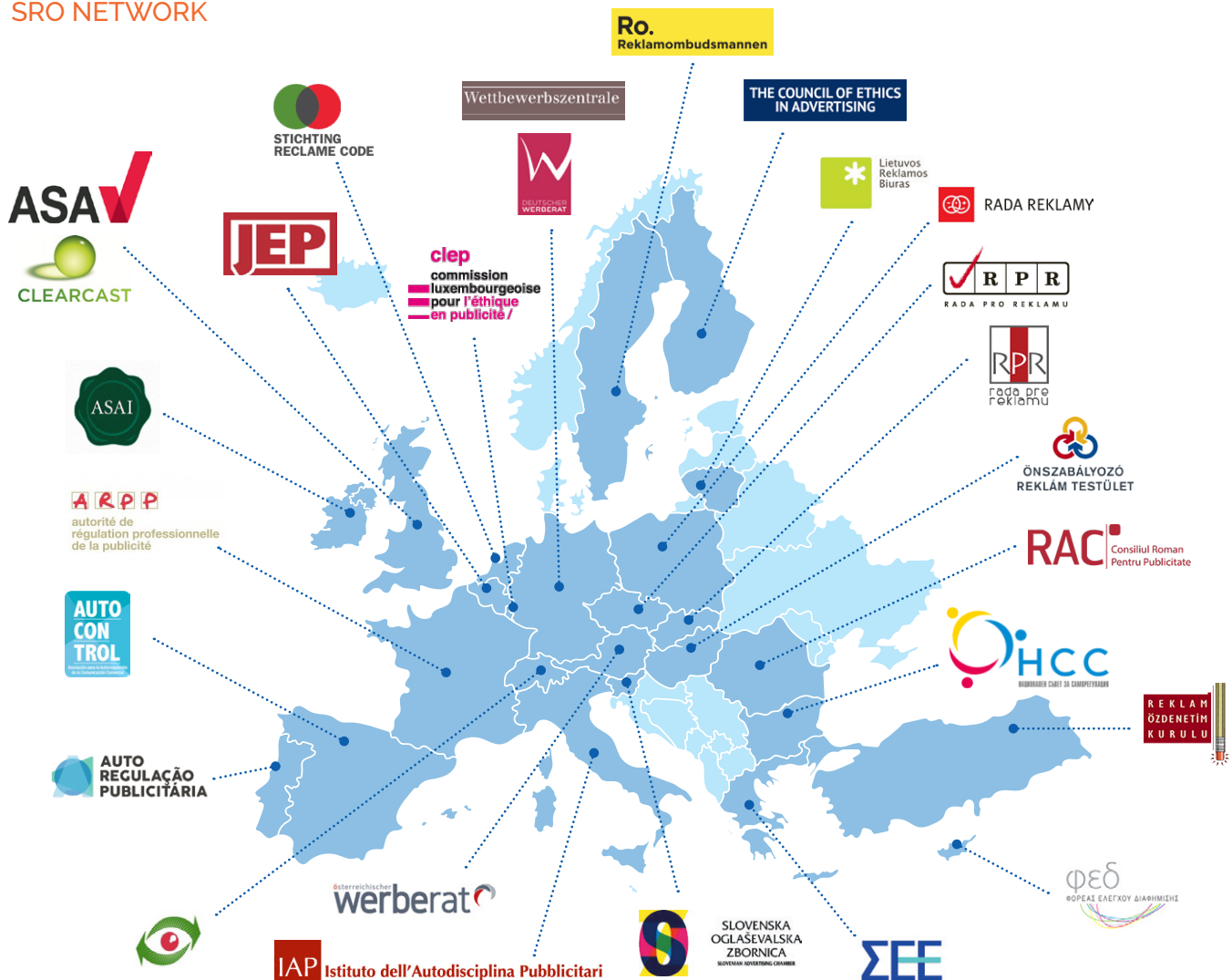
EASA's industry members represent the advertisers, agencies and media, which are actively engaged to ensure creative and responsible advertising.

EASA's SRO network is active in ensuring responsible advertising through the handling of consumer complaints but also through preventive work providing opinions on the compliance of ads before they are made public via 'copy advice' or 'preclearance' services.

INDUSTRY MEMBERS



SRO NETWORK



— THE SECRETARIAT

Based in Brussels, the Secretariat is responsible for the administrative work of EASA and acts as its voice to European and international institutions. EASA supports its members in advertising self-regulation matters, coordinates committees and taskforces, develops Best Practice Recommendations, engages in sectoral monitoring exercises, and monitors developments in advertising self-regulation.

STAFF MEMBERS AS OF 31/12/2018



LUCAS BOUDET
Director General



SIBYLLE STANCIU-LOECKX
Director of Operations and Policy



FRANCESCA FABBRI
Project Manager



TRISTAN GIJZENBERGH
Public Affairs and Policy Officer



MADELEINE KABEYA
Office Manager



JOSEPH MEADEN
Communications Officer



JUSTINA RAIŽYTĖ
Development and Policy Manager

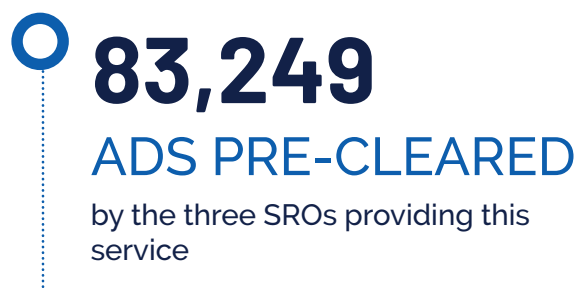
In 2018, EASA welcomed Joseph Meaden as its new Communications Officer.

In 2018, EASA also saw some staff departures. A special thanks to Ana-Maria Curca, in her service to EASA as Communications Manager and to Federico Nahuel Lazzari in his service as Project Assistant. EASA wish them well in their future endeavours.

— KEY STATISTICS

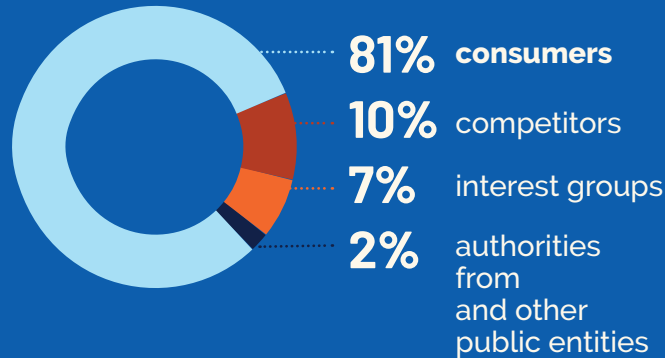
Every year, EASA collects statistical data from its advertising self-regulatory organisation (SRO) members in Europe and beyond. EASA publishes annual statistical reports which contain analyses of complaints, copy advice requests and pre-clearance data.

In November 2018, EASA published its [European Advertising Complaints, Copy Advice and Pre-clearance Report](#) for 2017. Please find below the key findings:

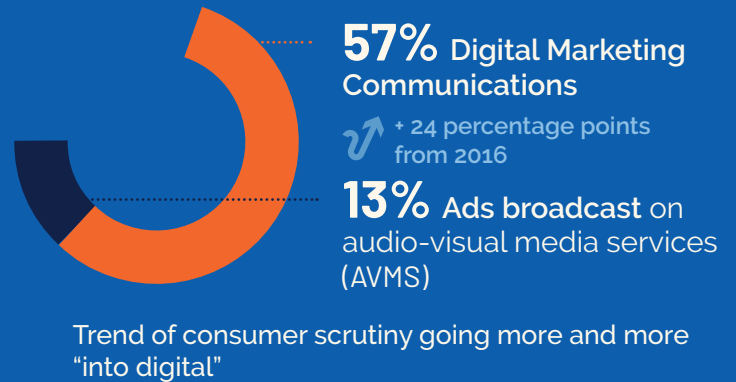


EUROPEAN AD COMPLAINTS - 2017 STATS

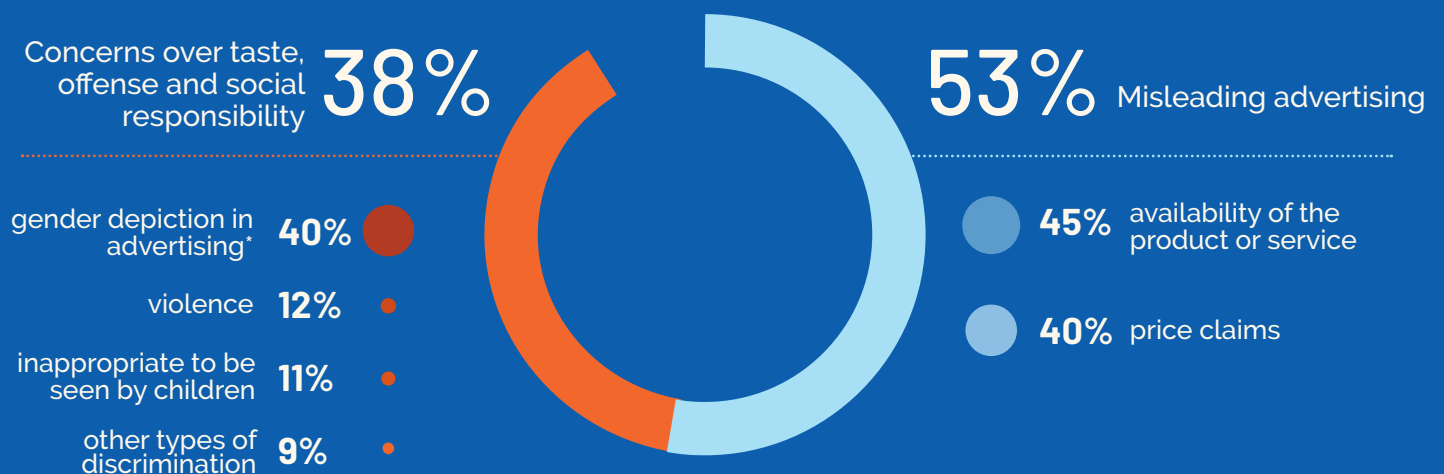
COMPLAINTS RECEIVED BY SROs WERE FROM...



OVERALL MOST COMPLAINED ABOUT MEDIUM WAS...



MOST COMPLAINED ABOUT ISSUES...



*(e.g. harmful stereotyping, discrimination, objectification, body image, etc.)

THE LARGEST SHARE OF CONSUMER COMPLAINTS IS ACCOUNTED BY...



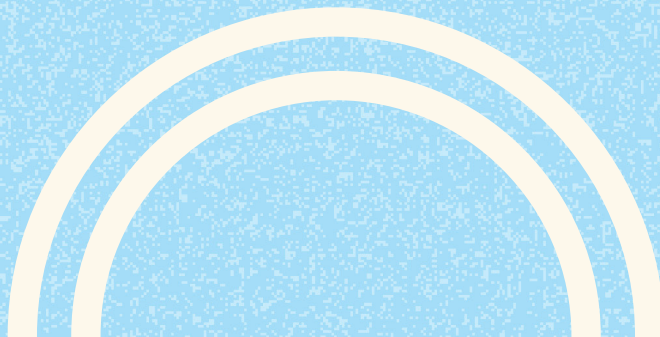
UK AND GERMANY ACCOUNTED FOR A TOTAL OF

72% OF ALL COMPLAINTS RECEIVED IN EUROPE

While the most complained about advertisement originated in France

3.

**DEVELOPING
EASA's NETWORK**



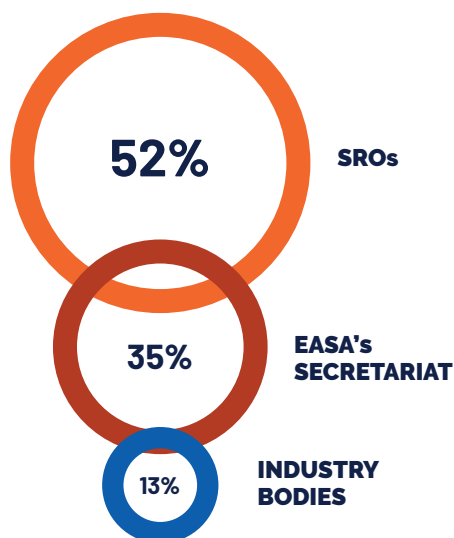
— STRENGTHENING THE NETWORK

EXCHANGING INFORMATION

Info requests

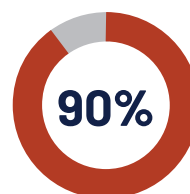
EASA promotes information sharing among its members by disseminating information requests across its network thus gathering relevant data on topics of high interest for its members.

Overall, in 2018, EASA sent out 46 information requests and surveys. They were sent by



EASA survey: cros'sr'oads with digital

Following conversations with members about the increased relevance of digital media, EASA launched a member-survey in December 2017 called Cros'SR'oads with Digital. SROs from all major European markets responded to the survey.



THE VAST MAJORITY OF SROs THOUGHT THAT INVOLVEMENT OF DIGITAL PLAYERS IN THE SR SYSTEMS IS INSUFFICIENT.

The majority of members selected as focus areas for 2018 the need for a Best Practice Recommendation on influencer marketing and spreading awareness of SR in meeting with individual digital companies. EASA has successfully followed up on these.



Helsinki (April 2018)



Budapest (October 2018)

Biannual Meetings

Helsinki

EASA members met in Helsinki on 19-20 April for the first Biannual Meetings of 2018. The event, hosted by the Finnish SRO, MEN, included meetings of all EASA Committees, with keynote presentations from important players in the advertising industry. At the General Assembly, Stéphane Martin (ARPP) was unanimously re-elected as EASA's Chairman, Stephan Loerke (WFA) and Charo Fernando Magarzo (AUTOCONTROL) were confirmed as EASA's Vice-Chairs and Mathilde Fiquet (FEDMA) was re-elected as Treasurer of the association. EASA's members and its secretariat emphasised

their appreciation for the excellent work done by the officers in the previous two years and welcomed that the team would continue to lead and support EASA for another term.

Budapest

The second Biannual Meetings of 2018 took place in Budapest on 16-17 October. Hosted by the Hungarian SRO, ÖRT, there were many fruitful and engaging discussions and workshops, with influencer marketing and gender depiction in advertising among the topics covered, as well as a dedicated session on AI with leading representatives of regional companies in the CEE region.

EASA's Digital Blue Book

EASA's Blue Book is a comprehensive guide on advertising self-regulation providing information on the European ad standard bodies and their network, as well as access to the national advertising codes.

2018 saw the launch of our [Digital Blue Book, the first online edition of EASA's key publication.](#)

3 BLUE BOOK

THE ULTIMATE GUIDE ON ADVERTISING SELF-REGULATION



Resource center on AD standards, SR system and network



Platform available from **any internet access** point



Single location = gateway to **25 european markets**



Always Updated information at hand

COLLABORATING


Cross Border Complaints

EASA's cross-border complaint (CBC) system ensures that concerns and complaints of the European consumers are addressed no matter where the advertising campaign originates from. EASA has facilitated the handling of CBCs since 1992.

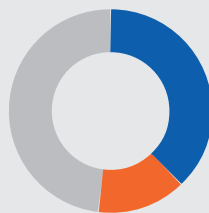
In 2018, EASA published its 2017 [Cross-Border Complaints Report](#) which highlights the activity with regard to the transfer and handling of cross-border complaints across EASA's network. Key findings were as follows:

In 2017, EASA's SRO network handled

135 cross-border complaints

 **10% less** than in 2016

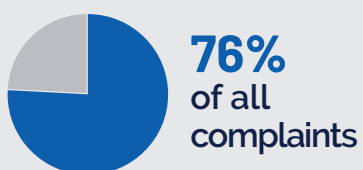
Advertisements from the Netherlands and France generated the **highest number of cross-border complaints**



38% the Netherlands

14% France

Most cross-border complaints were lodged by **UK complainants**



76% of all complaints

Misleading advertising was the main issue complained about

82%

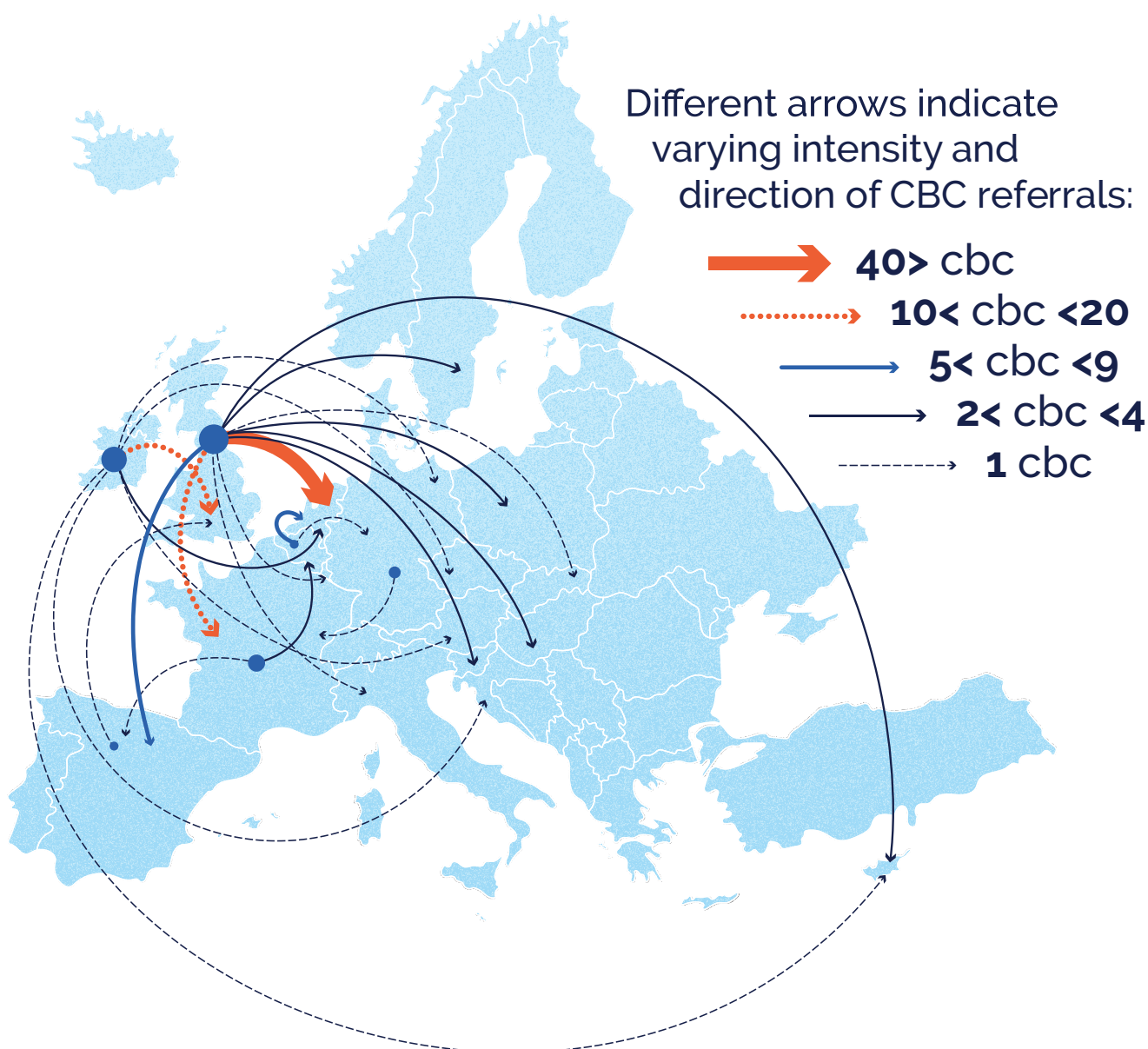
Digital Marketing Communications was the most complained about medium

81%

The majority of cross-border complaints were resolved within three months

77%


resolved in 3 MONTHS



Inter-member collaboration

The strength of EASA's network is the international collaboration it facilitates amongst its members. The following are just a handful of examples of EASA's highly active network.



 Spanish SRO member, [AUTOCONTROL](#) collaborated with other EASA members throughout 2018 on a range of issues.



AUTO
REGULAÇÃO
PUBLICITÁRIA

It responded to queries from

[Auto-regulacao](#)
[Publicitaria](#) in Portugal, the [Cyprus Advertising Regulation Organisation](#), and [Stitching Reclame Code](#) in the Netherlands on issues such as how to best adapt to the GDPR, the handling of complaints regarding social media platforms and the use of sensitive data, as well



as toy advertising. In November, Jose Domingo Gómez Castallo had an interview with ARPP for its online blog. AUTOCONTROL also responded to a WFA consultation on the announcement of the Spanish Government reviewing its policy on food advertising aimed at children.



In May 2018, the teams of the German SRO, [Deutscher Werberat \(DWR\)](#), and the Swedish SRO, [Ro](#), met in Berlin for a productive and informative exchange. They shared insights about the daily business of an SRO and how to effectively educate the industry to follow the rules. They also discussed the launch of DWR's new website which includes a digital guide for companies explaining what is and is not a breach of the German code.



In Autumn 2018, DWR Director, Julia Busse, travelled to Vienna to meet Lousia Boehringer, Markus Deutsch and Rosemarie Miklau from the Austrian SRO, [Österreichischer Werberat](#), as well as some of their members to exchange information and best practice on mutual SRO issues.



autorité de
régulation professionnelle
de la publicité



ÖNSZABÁLYOZÓ
EKLÁM TESTÜLET

The Romanian SRO, [RAC](#), collaborated with French SRO [ARPP](#) on its project of raising awareness on influencer marketing. Stéphane Martin was invited as a speaker to the event that followed in November. RAC also invited a representative from [ÖRT](#), the Hungarian SRO, to speak at the event.



Best Practice Recommendations

EASA's Best Practice Recommendations provide guidance and aim to achieve a consistency of remit and application throughout Europe, whilst recognising that the way to achieve this at national level may differ as a result of the national regulatory, cultural and societal context.

In 2018, EASA, working in close collaboration with its SRO members, updated the Best Practice Recommendation on Copy advice and the Confidentiality of Identity of the Complainant.

EASA also developed a new [Best Practice Recommendation on Influencer Marketing](#) because technologies are fast evolving and the rapid development of online platforms is facilitating new forms of digital advertising practices. This Best Practice Recommendation is aimed at identifying the key elements of influencer marketing techniques and assisting SROs in creating their own national guidance by showcasing already existing practices on this topic across the SR network.



BEYOND THE NETWORK

Building New Dialogues

In 2018, EASA initiated or pursued ties with several advertising self-regulation initiatives in various European countries which are not part of its network, sharing information and its long-standing experience. These connections ultimately aim to further develop the understanding and expansion of effective advertising self-regulation.

NORWAY

EASA continued dialogues with the Food and Drink Industry Professional Practices Committee (MFU) in Norway, which is an industry-led ad self-regulatory body established in 2013 and only working in the area of food and drink marketing aimed at children.

MFU's Secretary General Wenche Jacobsen, took part and presented at EASA's Biannual Meetings in Helsinki, and also joined EASA's annual data collection exercise.

In 2019, EASA will continue to liaise with the Norwegian SRO regarding possible future collaborations.

RUSSIA

Driven by the Federal Antimonopoly Service (FAS), the Russian regulator, and major local stakeholders, a significant leap has been taken toward the development of ad self-regulation in Russia.

The pilot Russian SRO, AMI RS, has been registered with the governmental institutions and benefits from the support of the advertising industry, including companies such as Unilever. AMI RS signed a MoU according to which EASA would provide its expertise and support for the SR initiative in Russia.

BELARUS

Ties between EASA and AKMA, the Association of Communication and Marketing Agencies of Belarus, increased in 2018 with the aim of fostering the creation of a local SRO. AKMA signed a MoU according to which EASA would provide its expertise and support for the SR initiative in Belarus.

SERBIA

EASA engaged with key Serbian stakeholders on self-regulation at IAA Serbia. The contacts will be further developed in 2019.

UKRAINE

Along with leading organisations from the Ukrainian advertising industry, EASA took part in a Forum on "Standards of Gender Non-Discriminatory Advertising" in Kiev. The event provided an opportunity to revive EASA's liaison with key advertising stakeholders in Ukraine and discuss potential future cooperation.



COLLABORATING WITH PARTNERS

To respond to new digital developments and self-regulatory initiatives across the globe, EASA has been heavily involved in the setting up of ICAS and EDAA which are now working on issues independently but alongside EASA.

EDAA



The [European Interactive Digital Advertising Alliance](#) (EDAA) is responsible for the administration of the pan industry self-regulatory programme on Online Behavioural Advertising (OBA), enabling users, through the display of an icon, to access transparency and choice with regard to OBA. EDAA provides technical means for consumers to exercise transparency and

control over OBA through the [youronlinechoices.eu](#) online consumer choice platform.

With GDPR having come into effect on 25 May 2018, EDAA has been looking closely at the user's online experience, and how it can improve this experience, and consequently the user's trust in the online digital advertising ecosystem. Indeed, 2018 has been a busy year for EDAA. To-date, over 178 companies are actively participating in the Programme, through the use of the OBA Icon and/or integration on the [YourOnlineChoices](#) Platform, which is available in 33 countries and 27 languages, averaging 2 Million monthly visitors in 2017.

EDAA organised its third Annual Summit on 27 November 2018 in London, under the theme "Reaching the Summit of Consumer Trust", during which it unveiled its plans to increase transparency measures and place consumer trust at the forefront of its efforts. Leveraging a truly cross-industry collaboration, EDAA outlined how self-regulatory tools can further promote and enhance industry best practice to

improve the consumer experience, by delivering meaningful information, transparency, choice and control.

Drawing on the success of the ubiquitous OBA icon, EDAA will reinforce real-time, contextual and meaningful information towards consumers as to how they can be empowered with choice and control. Through recognition and understanding, the EDAA is determined to bridge this trust gap by promoting greater consumer favourability through meaningful industry best practice.

From an operational perspective, EASA and its network continues to support EDAA through the carrying out of an annual OBA complaints report, highlighting the involvement of its 13 European SRO members which have extended remit to cover OBA as consumer facing entities addressing consumer enquiries and complaints.

ICAS



The [International Council for Advertising Self-Regulation](#) (ICAS), of which EASA is a founding member, continued to develop its activities in 2018. At its Annual Meeting, which was held in April alongside EASA's Spring Meeting in

Helsinki, ICAS adopted an action plan focusing on a few priorities which are complementary to the work carried out by EASA, such as developing reference materials on advertising self-regulation worldwide and promoting self-regulation in new markets.

In an effort to shed more light on the work of Self-Regulatory Organisations, ICAS published a short [study on SRO funding models](#) in October, followed by an [overview table](#) on social media influencer guidelines in November. An [online database](#) was also launched at the end of the year containing key facts and figures on SROs worldwide. Downloadable in Excel format, the database is accompanied by a printable [Factbook](#) which provides an aggregate overview of the global SRO landscape in 2017, together with some useful background explanations on local specificities.

ICAS further strengthened its network by welcoming two new members in 2018: Comisión Colombiana de Autorregulación de la Comunicación Comercial (CCACC), the newly established Advertising Self-Regulatory Organisation in Columbia, and the Global Advertising Lawyers Alliance (GALA), a global network of lawyers specialised in marketing issues. As of 31 December 2018, ICAS was composed of [30 members](#) from Europe, the Americas, Asia-Pacific and the Middle East.

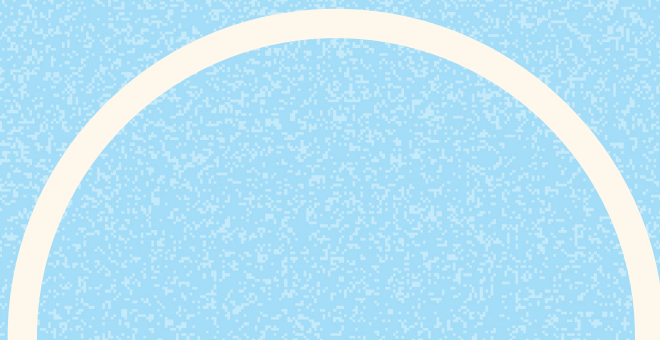
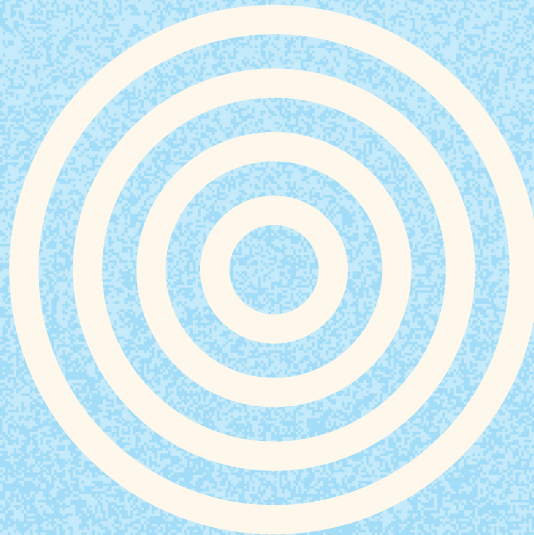


“ The creation of ICAS would not have been possible without the support and experience of EASA. By combining the global approach of ICAS with the regional approach of EASA, we are creating synergies in support of the same goal: promoting advertising self-regulation. ”

JOSÉ DOMINGO GÓMEZ CASTALLO
ICAS President (AUTOCONTROL)

4.

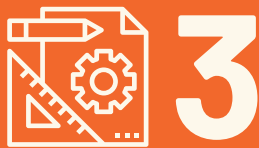
**SERVING EASA's
NETWORK**



— EASA's PROJECTS

EASA coordinates monitoring projects to assess sectoral compliance in different markets. Compliance monitoring projects are a proactive way to identify issues and imminent legislative threats and work as a learning exercise for advertising practitioners.

EASA's MONITORING ACTIVITIES



3

MONITORING EXERCISES

2 international and EU-wide monitoring exercises conducted



2400

PROFILES CHECKED

Incl. websites, social media profiles and apps checked and analysed across all sectors



25 SROs

WORLDWIDE



MONITORING OF NEW AD TECHNIQUES

Accountability Mechanism and focus on new advertising techniques i.e. influencer marketing



“ Company commitments can only build trust if they can be independently monitored. EASA provides an invaluable service to responsible market operators.

Through EASA's network and expertise, they measure compliance in a credible and transparent manner, identify gaps, allow companies to benchmark their performance and, critically, help provide the tools to enable companies to meet their responsibilities.

As marketing communications are increasingly scrutinised by policy-makers and society at large, EASA's role in conducting credible and independent monitoring will only become more important. **”**

WILL GILROY

Director of Policy and Communications at WFA

EU PLEDGE MONITORING EXERCISE

In 2018, EASA renewed its long-standing collaboration with the EU Pledge Secretariat and ran the 8th monitoring exercise to assess the compliance of digital marketing communications for food and non-alcoholic beverage products, as part of the industry's voluntary commitment, known as the [EU Pledge](#).

Accountability Mechanism

EASA has been contracted to design and implement an accountability mechanism allowing to handle complaints regarding alleged breaches of the EU Pledge Commitments.

The EU Pledge Accountability Mechanism was set-up in 2018 and now is fully operational, handling incoming complaints thanks to the Panel of Experts from European SROs.



WHAT

6-MONTHS PILOT TO ALLOW CONSUMERS AND CIVIL SOCIETY ORGANISATIONS TO QUESTION MEMBERS' MARKETING COMMUNICATIONS' **COMPLIANCE WITH EU PLEDGE COMMITMENT.**



WHY

FURTHER INCREASE EU PLEDGE ACCOUNTABILITY AND TRANSPARENCY IN LINE WITH DG SANTE'S REQUEST.



HOW

USING SROs' AND EASA's EXPERTISE IN CHECKING COMPLIANCE AGAINST THE CODES ADJUDICATING;

COMPLEMENTING AGGREGATE COMPLIANCE DATA WITH **ADDITIONAL EXTERNAL SCRUTINY/INSIGHT** ON COMPANY BREACHES;

OFFERING THE POSSIBILITY TO CHECK AND IMPROVE COMPLIANCE IN ALL COVERED MEDIA AND ALL MEMBER STATES, GOING **BEYOND THE COVERAGE OF THE ANNUAL MONITORING.**

WIKIREGS

Targeting marketers and those involved in the legal aspects of advertising, [Wikiregs](#) is a web platform making available in a single place a digest of all the regulations, statutory and self-regulatory, that affect marketing communications in nine countries in Europe for three product categories to start with



Alcohol



Cars



Food and Soft Drinks

Eight EASA SRO members in Belgium, France, Italy, Spain, Sweden, the Netherlands, Poland and the UK contributed to the initiative by reviewing the content of the sectoral profiles.



WHAT'S NEXT FOR 2019?



3

POTENTIAL NEW EXERCISES

International and
EU-wide monitoring
exercises in 2 sectors in
discussion



NEW SERVICES

Focus on new advertising
techniques i.e. influencer
marketing, to tailor-make new
services for potential interested
new clients



30

SROs
WORLDWIDE



>2500
ADS TO MONITOR

Incl. TV and online, websites, social media, profiles
and apps to be analysed across all sectors

5.

**PROMOTING ADVERTISING
SELF-REGULATION**



— POLICY & ADVOCACY

EASA has actively collaborated and interacted with European policy makers and institutions on several files throughout 2018. Numerous visits to the European Parliament, discussions with MEPs and their assistants, policy meetings with Permanent Representations, and frequent contacts with the European Commission were the reflection of a year throughout which EASA worked hard to improve its standing amongst EU stakeholders, and become the institutions' point of contact of choice when it comes to advertising self-regulation.

AVMSD

The revision of the [Audiovisual Media Services Directive](#) (AVMSD), initiated in May 2016, was concluded in November 2018. The AVMSD governs the EU-wide coordination of national legislation on all audiovisual media. The new version creates a fairer environment for all players, includes video-sharing platforms within its scope, promotes European productions, tackles hate speech more efficiently, and provides better protection to children. When it comes to self-regulation positive results were achieved. The text obliges Member States to "encourage co-regulation" and "foster self-regulation" in several areas, while providing a clear definition of both concepts. The implementation phase started in December and lasts for 21 months. EASA will continue monitoring developments and provide its members the guidance and tools to ensure the transposition at national level will enhance their own systems respectively.

NEW DEAL FOR CONSUMERS

In 2017, the European Commission launched a process to modernise and update EU consumer legislation and provide improved protection to European consumers. In April 2018, it published the two-part '[New Deal for Consumers](#)' package, with one part aimed at amending four other EU consumer directives, and the other to replace and repeal the Injunctions Directive.

This policy file has been one of EASA's priorities in 2018 and will continue to be so throughout 2019. EASA has actively approached EU legislators, conducted outreach activities with other stakeholders involved, and worked closely with allies and members to analyse the proposals and draft positions. Following the negotiations in European Parliament and Council, EASA's main priorities for 2019 will be to analyse the implications of the changes proposed and push for amendments which safeguard advertising self-regulation in the EU.

DISINFORMATION ONLINE

Throughout 2018, EASA worked actively on the topic of 'fake news and disinformation' in the EU. Brought to the foreground of the public debate due to its suspected influence on recent elections, 'fake news' has become a hot topic that the EU institutions have made a political priority of tackling, ahead of the 2019 European elections.

With the creation of a 'High Level Expert Group on Fake News' in December 2017, and followed by an European Commission communication, a 'Multistakeholder Forum on Disinformation' was tasked with drafting a [Code of Practice on Disinformation](#).

EASA, together with eight of its members, was involved in the Multistakeholder Forum. After a summer of intense discussions between the Forum, advertisers and online platforms, the Code of Practice was published on 26 September and endorsed by Commissioner for Digital Economy and Society, Mariya Gabriel.

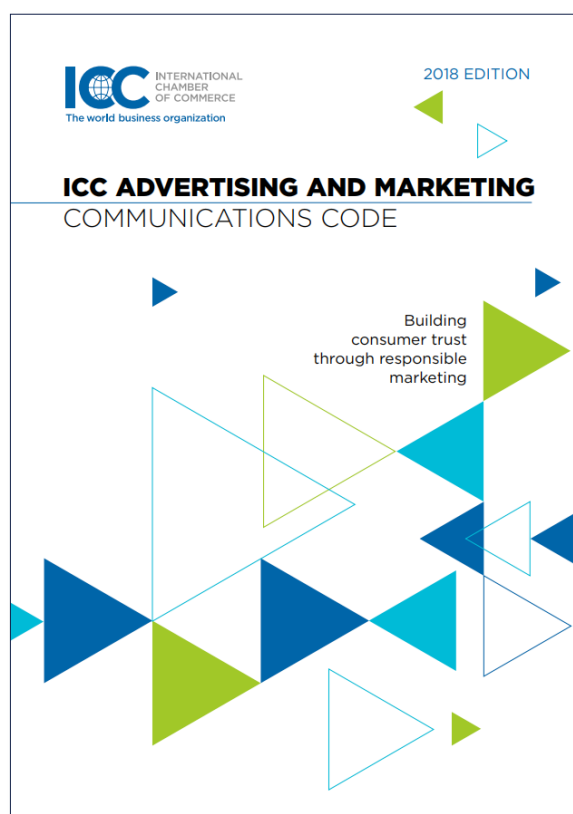
Throughout the drafting process, EASA ensured that the Code of Practice scope would not encroach upon that of advertising SROs, excludes misleading advertising and commercial advertising, and sought to back up its members wherever possible.

ICC CODE

In 2018, the ICC Code was revised, overseen by the code revision task force in which EASA played a key role and which was co-chaired by Anders Stenlund from Ro, the Swedish SRO. EASA members, especially SROs as practitioners of the ICC rules, provided their input to numerous consultations, and supported the code's translation process.

This 10th revision of the [ICC Advertising and Marketing Communications Code](#) ensures that the ICC Marketing Code is maintained as the global reference point for advertising self-regulation, fit for the digital world. The code is designed to be future proof, media neutral and to address the broader ecosystem for Digital Marketing Communications.

The principles of the ICC code are the gold standard on which the national advertising self-regulatory codes are based. In this respect, EASA acts as a bridge between the definition of those rules and the entities which adapt and implement them at national level.

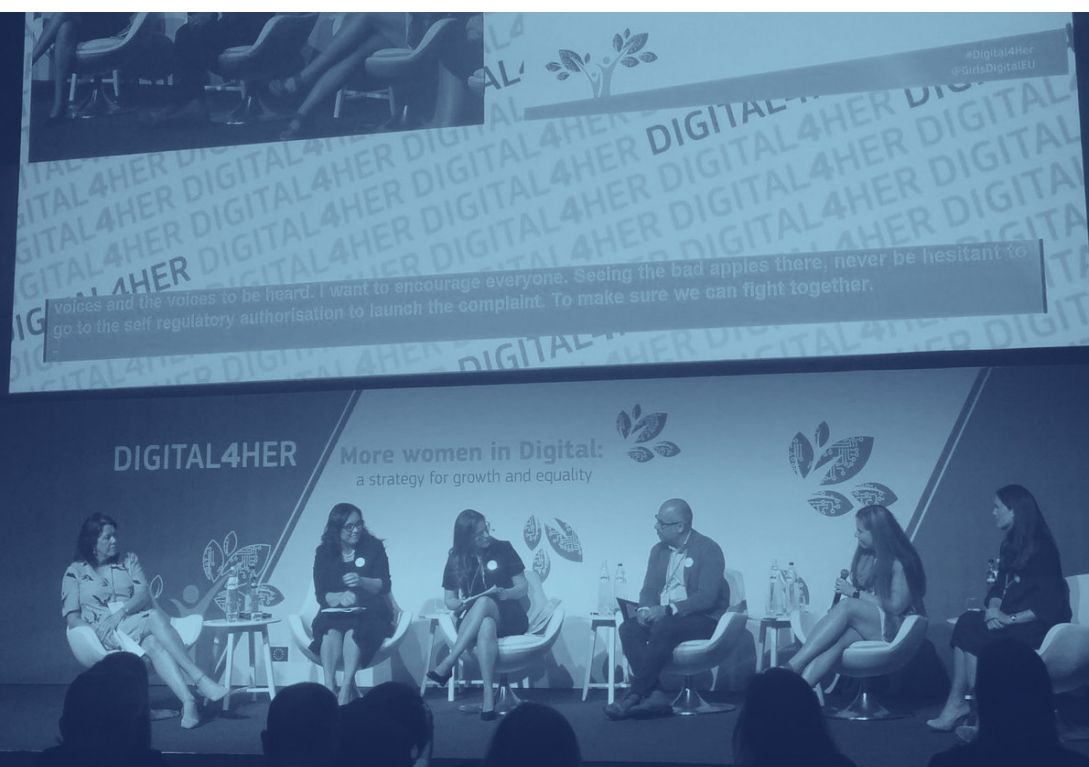


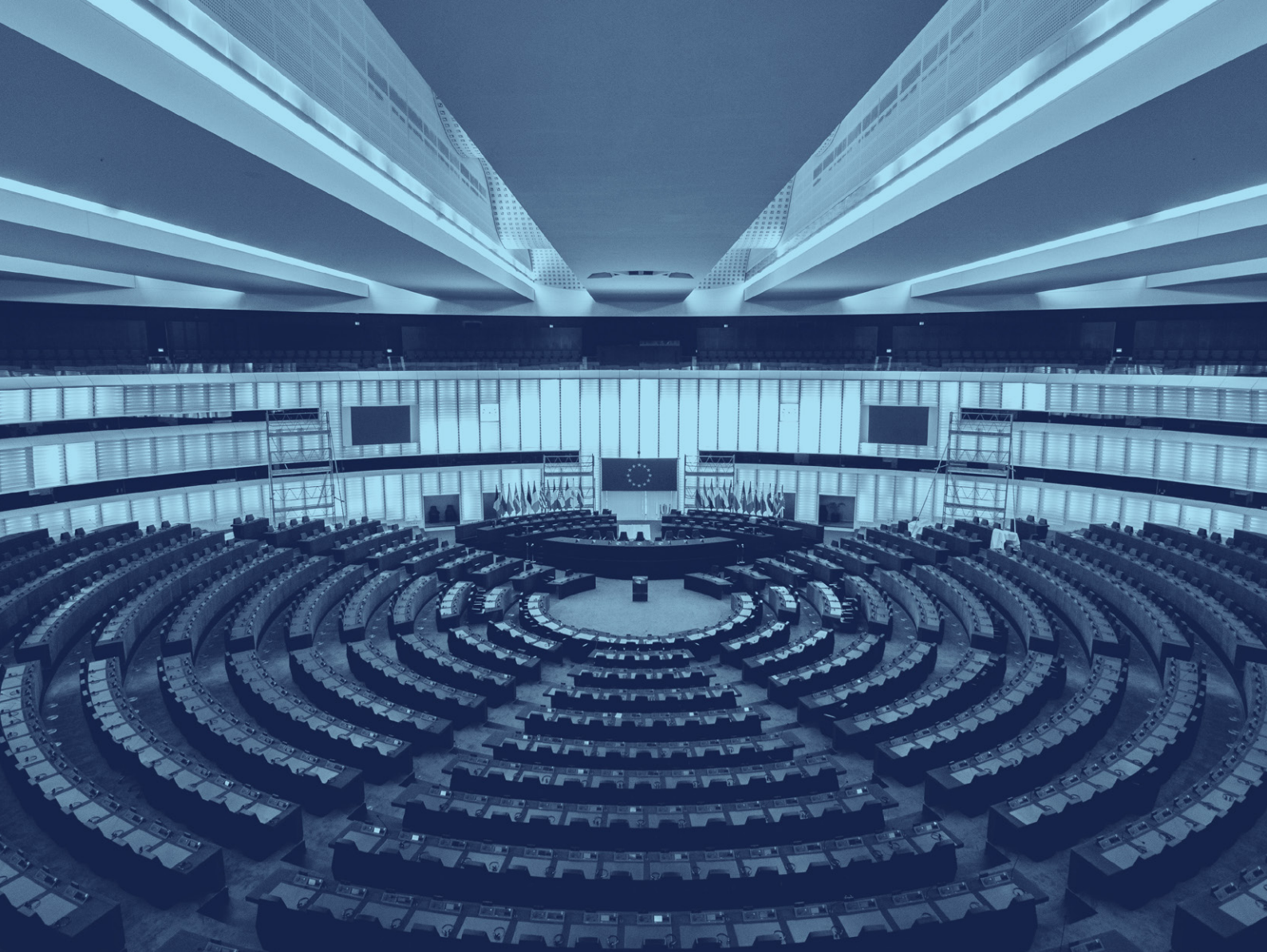
GENDER

The topic of gender stereotyping in advertising was a key focus for EASA throughout 2018. It perfectly exemplifies the great work being done by EASA and its membership in ensuring that ads are always legal, decent, honest and truthful, and the surge of discussions on gender surrounding the #metoo movement provided the ideal platform for EASA to showcase these efforts.

EASA attended a variety of events, spoke to numerous stakeholders, and participated in conferences and debates in the European

Parliament where it engaged with policy-makers and stakeholders to create awareness and promote the work of its membership. EASA was rapidly identified as an important element of the debate and was invited to speak at various workshops and conferences, such as the European Commission's Digital4Her event in Brussels and the European Audiovisual Observatory (EAO) workshop on "Gender imbalances in the audiovisual industries" in Strasbourg.





EASA ran a survey among its member SROs to gather key information regarding the topic of gender depiction in advertising and its national regulation and self-regulation, perceptions regarding gender portrayal of the local industry and civil sector, as well as gender representation in EASA's SRO network. EASA also organised a workshop on Gender depiction in ads during its biannual meetings in Budapest, where an interactive simulated judging session took place. It allowed participants to see issues regarding gender portrayal in other markets and compare differences of SR rules regarding gender depiction across Europe.

DIGITAL PLAYERS

With a significantly growing share of digital ad spending worldwide, a call for greater

responsibility of the online platforms and the outcome of EASA's digital survey, EASA has fostered ties with digital players in order to raise the profile of advertising self-regulation and ultimately ensure that these companies take part in the industry-wide advertising self-regulatory ecosystem.

EASA worked with Facebook, Google, Twitter, Mozilla and EDiMA on the 'disinformation' file, shared perspectives on a variety of policy files, attended a large number of networking events organised by digital players, and held talks with Facebook, Google and Amazon on the perspectives of future collaboration. All in all, ties have been reinforced and a solid basis has been laid for continued possible cooperation in 2019.

— OUTREACH AND COMMUNICATION

OUTREACH TO DIFFERENT STAKEHOLDERS

More generally speaking, EASA's external presence and visibility throughout Brussels was higher than ever in 2018. EASA staff attended roughly 70 networking events, 20 conferences, 15 workshops or seminars, and 15 industry meetings. This is to be added to dozens of bilateral meetings with industry representations, NGOs, consultancies, law firms and trade associations, and hundreds of informal talks in which EASA's work and relevance were promoted.

PARTICIPATION IN EVENTS

A few notable events which showcase the diverse opportunities EASA took to promote advertising self-regulation:

Social media influencers

The growing involvement of social media influencers in advertising has been a hot topic in 2018. In addition to this being covered at EASA's biannual meetings in Budapest, EASA took part in several events on the topic.

Gender stereotypes

The issue of gender stereotypes in advertising has been at the forefront of the agenda throughout 2018, with EASA participating in numerous events on the topic.

European Regulators Group for Audiovisual Media Services – Subgroup

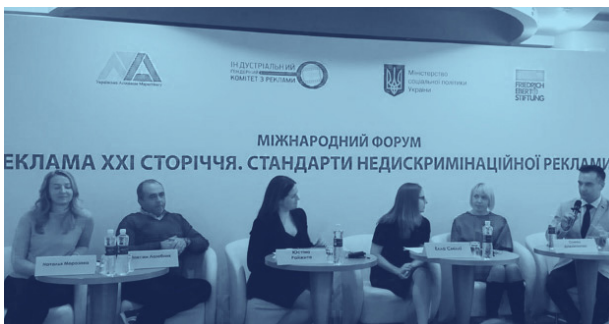
In March 2018, EASA was invited to speak at a subcommittee meeting of the European Regulators Group for Audiovisual Media Services (ERGA) "Preparing ERGA and NRAs for Self- and Co-Regulation" subgroup. EASA's Lucas Boudet and Justina Raižytė had the opportunity to address the subgroup and present the advertising self-regulatory network as a case study.

Password 2018, Estonia

EASA took part in Password 2018, a 2-day digital marketing event in Tallinn, Estonia, organised by Best Marketing Estonia. Lucas Boudet addressed the local marketing community and made a Presentation on "Advertising Self-Regulation: Responsibility & Creativity" touching upon topics relating to good practices, sexism, gender stereotypes, and current trends in advertising self-regulation.

SIINDA LOCALCOMM, London

On the occasion of SIINDA's annual LOCAL COMM conference in April 2018, EASA organised and moderated a panel on privacy & the impact on online advertising, to which some EASA's members took part. It tackled the issue of how the advertising industry foresees the ePrivacy revision impact on business.



AND BEYOND

In 2018, EASA's communications efforts saw a fresher look with the arrival of its new communications officer, Joseph Meaden. New video content saw YouTube subscribers more than double. Regular and relevant tweeting ensured Twitter followers grew by 11%, surpassing 1000 followers! And engaging with professional audiences delivered 18% growth in LinkedIn followers.

In November 2018, Director General Lucas Boudet, was invited on to EuroNews's flagship show, Raw Politics. Joined by Finnish MEP Sirpa Pietikäinen and PR guru Laura Shields,

Lucas discussed the 'advert politics' and the emergence of Black Friday in Europe. During the programme, Lucas emphasised that self-regulation is beneficial for consumers, businesses and society. He told viewers

"THE AD INDUSTRY IS COMMITTED TO ENSURING RESPONSIBLE ADVERTISING AND THE SELF-REGULATORY SYSTEM IN PLACE IS HIGHLY EFFICIENT."



European Advertising Standards Alliance

Rue de Deux Eglises 26

1000 Brussels, Belgium



www.easa-alliance.org

info@easa-alliance.org

 @AdvertisingEASA

 european-advertising-standards-alliance