



annual report

European Advertising
Standards Alliance

Content



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This publication wouldn't
be possible without our
members, partners and
contributors.

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annual report

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Introduction

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Introduction

A word from EASA's Chairwoman

2025 marked another important step in EASA's journey towards its strategic ambitions, as we continued our mission to support and advocate for effective and collective advertising self-regulation, leaning into our strategic pillars of Digital, Development and Dissemination. We also built on EASA's Madrid Declaration, marking the 30th anniversary of proactive and effective advertising self-regulation and the promotion of socially responsible advertising in Europe.

With the largest share of ad spend online and the majority of complaints handled by our network having a digital element, we must weave digital priorities through the very fabric of our work, as advertising self-regulation is meant to reflect the reality of the environment in which it operates, including the digital age and its impact on our ecosystem. What we have achieved altogether in the traditional media sphere in the last 30 years needs to be replicated and adapted for this new digital era, whilst also continuing our strong focus and engagement with traditional media.

One of the key priorities for our Alliance is to reflect the full advertising value chain, including through stronger participation from digital pure-play companies. I am therefore delighted that, alongside Google, which has been an EASA member since 2020, both Meta, which joined in early 2025, and TikTok, which followed later in the year, have demonstrated their commitment to responsible advertising by becoming part of the EASA network.

Influencer marketing continues to receive focus from both the advertising self-regulatory network, national regulators and the EU Commission. In 2025, the implementation and promotion of EASA's AdEthics programme, a pioneering lighthouse for the industry and policymakers alike, continued, with programmes under AdEthics now available in 11 countries (with more to come). We are delighted to report that European Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection, Michael McGrath, has personally endorsed this impactful programme.

To enhance our network's capacity to strengthen responsible advertising, we launched two significant projects with the support of Google. Firstly, we began developing our own data-driven, AI-powered monitoring tool, which will enhance the ability for advertising self-regulatory bodies to monitor online ads at scale. This will be released in 2026. Secondly, six SROs received significant funding in support of their own digitalisation efforts, and more will follow in 2026.

We continued to support SROs at the national level, supporting our current members and emerging self-regulatory initiatives. Our priority remains the strengthening of existing SROs and their local operations, supporting them with intelligence, know-how, dialogue, or simply connecting them with like-minded peers in the Alliance.

We also supported coordinated EU and global approaches in the interest of all members, such as the EU Pledge enforcement activities, the setting-up of a working group on AI disclosure, and the active contribution to the work of the International Chamber of Commerce Advertising and Marketing Committee. These are all timely matters that focus our efforts to deliver lasting solutions.

Continuing to recognise the importance of partnership, we maintained our long-standing collaboration with the European Interactive Digital Advertising Alliance (EDAA) and the International Council for Advertising Self-Regulation (ICAS) to ensure that we tackle issues collectively,

recognising that their impact extends beyond specific industries or regions. We also continued to support the ICAS Global Think Tank and look forward to seeing its initiatives grow as an international platform for spreading both the values and the value of our advertising self-regulatory model.

Recognising the importance of ensuring that EASA is understood as the authoritative entity policymakers and others can refer to, we continued to foster and strengthen connections across EU institutions and authorities at multiple levels, showcasing advertising self-regulation and its unique strengths as key components in addressing regulatory needs.

Today, EASA serves as the central hub for decision-makers focused on advertising regulation and enforcement. Notable examples include EASA's partnership with the Coimisiún na Meán (Irish Media Commission) on applying the AVMSD, as well as joint efforts between SROs and Consumer Protection Cooperation (CPC) authorities within the European Commission's Green Claims Taskforce. Further collaborations with DG JUST have led to recognition of advertising self-regulation efforts in influencer marketing, complemented by ongoing work with DG CONNECT and Members of the European Parliament.



While there will of course be challenges and opportunities in the years to come, we are optimistic about what lies ahead. We are confident that our Alliance will continue to strengthen and believe EASA and its network of members are well prepared for forthcoming challenges. Regardless of changing environments, EASA's commitment is to support robust, unified and adaptable advertising self-regulation to protect consumers from harmful and misleading advertising content, wherever it appears, and to foster a responsible advertising ecosystem.

Finally, I thank all our Members and my fellow officers, Konrad Shek (Advertising Association), Conor Murray (egta) and Zsolt Gerendi (ÖRT) for their support and commitment in 2025. And thanks too to our wonderful EASA team, led by our new Director General, Ludovic Basset, for their continued dedication, professionalism and enthusiasm for EASA and its mission.

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Introduction

Looking back into 2025

2025 has been a pivotal year for advertising self-regulation in Europe - one marked by deep transformation, renewed collaboration, and strategic clarity. As the pace of technological change accelerates and regulatory expectations rise, our Alliance has continued to demonstrate why effective, futureproof self-regulation remains indispensable.

This year, our focus remained firmly on strengthening the foundations of trust in advertising, while equipping our network to navigate emerging challenges. Our AI Working Group, launched in 2025, advanced its work to define common principles on when and how AI-generated advertising should be disclosed, ensuring that the upcoming AI Act – entering into force in summer 2026 – can be implemented by SROs in a coherent, consumer-centric way. This collaborative effort reflects a core strength of our network: the ability to anticipate change and shape practical, ethical solutions together.

Digital transformation remained high on our agenda. In 2025, we continued scaling our monitoring capabilities, leveraging smarter tools and closer cooperation with digital players and the SR community. This work further strengthened the bridge between platforms and national SROs – essential to addressing misleading or harmful ads at speed and at scale. Our partnerships helped unlock access to key stakeholders, insights, and resources, reinforcing the network’s collective ability to protect consumers in an increasingly complex advertising ecosystem.

At the same time, supporting and empowering SROs across Europe remained a priority. Through coordinated enforcement frameworks, reflections on future updates to Best Practice Recommendations, capacity-building initiatives, and work on sustainable funding mechanisms for crossborder oversight, we ensured that each SRO is equipped to uphold the highest standards – locally and collectively.

Education and guidance were equally central to our approach. By promoting clearer standards, practical toolkits, and targeted outreach to advertisers, agencies, and new actors such as influencers and content creators, we strengthened compliance upstream. Encouraging responsible behaviour before issues arise remains one of the most effective ways to protect consumers and foster a culture of ethical advertising across the value chain.

This year also brought important progress on governance and long-term strategy. As we advanced discussions across all key advertising self-regulatory issues, we laid stronger organisational foundations for EASA’s future, in line with the reflections

feeding into our Horizon 2030 vision. These internal milestones ensure that our Alliance remains agile, well structured, and ready to deliver in an environment that continues to grow more demanding.

Throughout all these developments, one focus remained constant: the value of self-regulation as a public good. Across Europe, our members handled complaints, supported responsible advertising practices, engaged with policymakers, and delivered training and guidance. The adaptability of the system is what makes it resilient – and what ensures it continues to serve consumers, industry, and society alike.

None of this would be possible without the commitment of our network: the SROs, industry partners, digital players, committees and working groups participants, and the Secretariat. Their expertise, collaboration, and shared sense of purpose underpin every achievement presented in this report.

As we look ahead, EASA remains determined to lead responsibly – championing high ethical standards, shaping the future of advertising accountability, and ensuring that,



together, we continue strengthening trust where it matters most.

Thank you for your dedication and for the impact we create collectively. I hope you find this report both insightful and inspiring as we continue this journey together.

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Introduction

Our role and mission

Maintaining responsible advertising in an ever-evolving digital environment is no small task - but effective self-regulation makes it possible.

As the single voice for advertising self-regulation in Europe, EASA brings together national self-regulatory systems, industry and digital players to ensure that advertising across Europe is legal, decent, honest, truthful and socially responsible. By strengthening effective self-regulation, the Alliance helps build consumer trust while upholding high ethical standards across the advertising ecosystem.

At the heart of EASA is a collaborative network united by a shared commitment to responsible advertising. Working closely with our members, we provide expertise, guidance and practical support to reinforce robust self-regulatory frameworks that serve both consumers and industry. Today, the Alliance brings together 45 organisations - a broad coalition comprising 28 advertising self-regulatory organisations (SROs) from across Europe, 14 organisations representing advertisers, agencies and media, and 3 digital companies. This diverse membership reflects the collective determination of the advertising community to uphold high standards in practice.

EASA plays a central role in shaping and promoting best-in-class self-regulatory approaches. Through initiatives such as the Best Practice Model and EASA's Charter, we set clear benchmarks for effective and credible systems, while providing a platform for cooperation among stakeholders at both European and international levels. This collaborative model enables the network to respond to emerging challenges and ensure that advertising standards remain relevant in a rapidly changing environment.

In this annual report, you will discover how EASA's work over the past year has strengthened advertising self-regulation, responded to new developments, and reinforced trust - while laying the groundwork for the future of responsible advertising.

Why advertising self-regulation?

Because responsible advertising delivers value across society.

For businesses, it builds trust by contributing to brand reputation and ensuring a level playing field where all actors are held to the same standards. For consumers, it protects citizens by responding quickly and effectively to concerns. For policymakers, it complements the law by remaining flexible in the face of technological change while supporting innovation, jobs and economic growth.

How does advertising self-regulation work in practice?

SROs typically have 5 methods at their disposal to help ensure advertising content served to European consumers is legal, decent, honest, and truthful.

Complaint handling

Handling of complaints from consumers, competitors, public authorities, and interest groups through the examination of adverts for compliance by an impartial and independent jury.

Industry training

Ensuring the advertising industry and the broader ecosystem are aware of the latest rules.

Monitoring

Voluntary or own-initiative examination of adverts for compliance with codes or laws.

Copy advice

Non-binding opinion as to whether an ad is compliant prior to its release.

Pre-clearance

Compulsory examination of adverts for compliance as a precondition before publication.

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The year at a glance

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The year at a glance

By the Numbers

Numbers don't tell the full story,
but they show the scale of our work.
Here's a snapshot, with a full overview
later in the report.

178

178 cross-border complaints were handled by EASA network of SROs in 2025.

Read more at page 31

10,000+

10,000+ creators trained across Europe in the framework of the AdEthics programme

Read more at page 32

60 million
& 2.16 million

60 million ads and 2.16 million influencer posts reviewed by SROs across Europe in 2025

Read more at page 33

The year at a glance

A year in pictures

March

Ludovic Basset is nominated Director General of EASA, marking the beginning of a new chapter for the Alliance.



EASA's Self-Regulation Development Manager, Tudor M. Manda, attends the International Council for Advertising Self-Regulation (ICAS) Global Meetings 2025 in Mumbai, joining advertising standards bodies and industry leaders from across the world to exchange expertise and help shape the future of advertising self-regulation.



April

EASA's flagship event, Biannual Meetings, takes place in Paris, hosted by L'Autorité de Régulation Professionnelle de la Publicité (ARPP). EASA's members and partners gathered for two days of insightful talks, big questions and bold ideas.

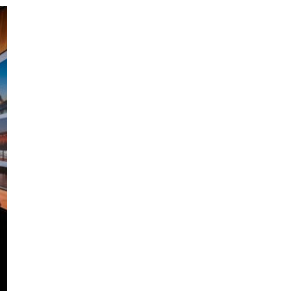


Meta joins the Alliance, becoming the second digital company member. This marks a new chapter of collaboration between EASA and key players in the digital ecosystem.



May

Google and EASA signed the third iteration of their partnership agreement, launching a new phase of their partnership and establishing a Fund for Digitalisation to support SROs and EASA in adopting digital tools and enhancing their impact.



At the ICON - International Conference about Influence, EASA's Digital Development and Project Manager Inés Ollero Candau spoke about the importance of doing things right to build trust in influencer marketing.

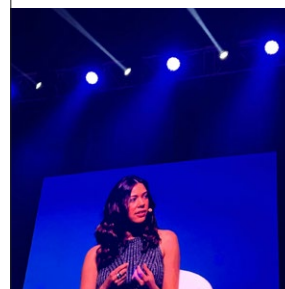


June

EASA goes to Cannes Lions 2025, the International Festival of Creativity. EASA's Director General Ludovic Basset discussed how advertising self-regulation can play a role in handling AI generated content, to protect both consumers and brand reputation.

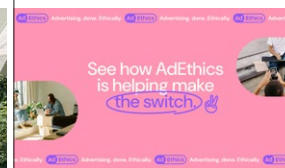


EASA held the first meeting of its AI Working Group to address emerging challenges in the use of artificial intelligence in advertising, focusing on both ethical and practical considerations.



July

AdEthics, the go-to initiative for responsible influencer marketing, equipping creators with the knowledge and tools to ensure transparency and trust in advertising, is officially launched. Started with seven countries, it has now come a long way since – flip the pages and learn more!



EASA held the first meeting of its AI Working Group to address emerging challenges in the use of artificial intelligence in advertising, focusing on both ethical and practical considerations.



August

The International Chamber of Commerce (ICC) announces its new leadership team for its Global Marketing and Advertising Commission. EASA's Director General Ludovic Basset, is appointed Vice-Chair.

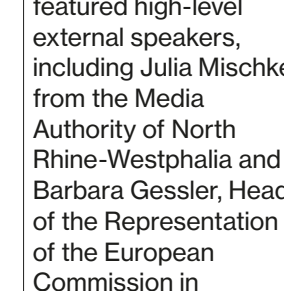


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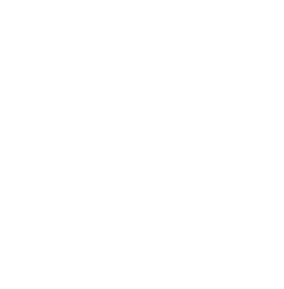


October

The EASA Biannual Meetings took place in Berlin, kindly hosted by Zentralverband der deutschen Werbewirtschaft (ZAW) / Deutscher Werberat. Over three days, members from across Europe came together to reconnect, exchange insights, and advance shared priorities. The programme also featured high-level external speakers, including Julia Mischke from the Media Authority of North Rhine-Westphalia and Barbara Gessler, Head of the Representation of the European Commission in Germany.

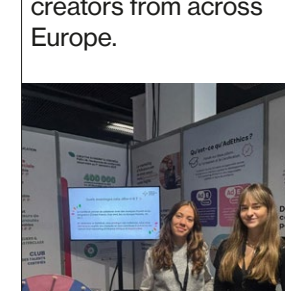


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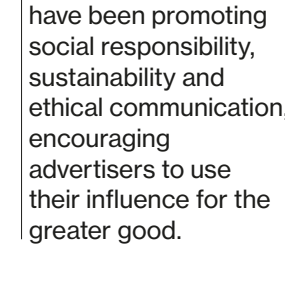


November

EASA attended FollowMe, the European Creators Fair, further strengthening its presence in the digital advertising space. With its own booth at the event, EASA's Inés Ollero Candau and Eloísa López Sánchez had the opportunity to present initiatives such as AdEthics and DiscloseMe, engaging directly with content creators from across Europe.



November was a busy month for EASA, as its Director General was also part of the ACT Responsible jury, to award campaigns that have been promoting social responsibility, sustainability and ethical communication, encouraging advertisers to use their influence for the greater good.



December

EASA received an exceptionally strong response to the first call of the Fund for Digitalisation. A total of 21 high-quality funding requests, representing more than €600,000 in requested support, were carefully assessed. Following this process, seven projects have been selected for funding.



EASA held the first meeting of its AI Working Group to address emerging challenges in the use of artificial intelligence in advertising, focusing on both ethical and practical considerations.



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How we work

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How we work

Governance and Leadership

At the core of EASA's work to advance responsible advertising across Europe is effective, forward-looking governance.

The Alliance operates under the supervision of a Board of Directors, whose members are elected by the General Assembly for renewable two-year mandates. This framework provides continuity, accountability and strategic direction, ensuring that EASA can respond effectively to developments in the advertising landscape.

The Board is supported in its oversight of responsibilities by the Executive Committee, which defines the Alliance's broader policy direction in the period between the two annual Board meetings. Executive Committee members are selected from among the Board and elected every two years, with a minimum of 50% representing self-regulatory organisations (SROs). This composition maintains an appropriate balance between industry perspectives and the priorities of self-regulatory bodies within EASA's strategic decisions.

The Board is chaired by Orla Twomey, Chief Executive of the Advertising Standards Authority Ireland, who serves as EASA Chairwoman. She is supported by three Officers: Zsolt Gerendi, Secretary General of the Ónszabályozó Reklám Testület (ÖRT), and Konrad Shek, Public Policy and Regulation Director at the Advertising Association/AIG, serve as Vice-Chairs, while Conor Murray of egta acts as Treasurer, overseeing financial stewardship and sustainability.

Together, the Board of Directors, the Executive Committee, and the Officers constitute the core of EASA's governance system, steering its strategic priorities and reinforcing its mission. Their leadership plays a key role in encouraging collaboration across the membership, maintaining high standards in advertising self-regulation and ensuring that industry practices continue to evolve in line with consumer expectations and regulatory change.



Easa Board of Directors (As of 31/12/2025)

Self-Regulatory Organisations **Orla Twomey, ASA, Ireland, Chairwoman** **Zsolt Gerendi, ÖRT, Hungary, Vice-Chair**

Jennifer Beal, WBZ, Germany
Madalena Bettencourt, ARP, Portugal
Markus Deutsch, ÖWR, Austria
Eleni DONTA, SEE, Greece
Charo Fernando Magarzo, AUTOCONTROL, Spain
Marc Frederix, CC-JEP, Belgium
Vincenzo Guggino, IAP, Italy
Piotr Kwiecień, RR, Poland
Peter Knutsson, Ro, Sweden
Stéphane Martin, ARPP, France
Bernd Nauen, DWR, Germany
Paula Paloranta, LTL, Finland
Guy Parker, ASA, United Kingdom
Ana Predovic, SOZ, Slovenia
Eva Rajcakova, SRPR, Slovakia
Muge Tanil, RÖK, Turkey
Otto Van Der Harst, SRC, the Netherlands
Urška Ušaj, SOZ, Slovenia

Industry / Digital Pure Play Companies **Conor Murray, egta, Treasurer** **Konrad Shek, Advertising Association/AIG**

Sophie Cartwright, Meta
Robin De Wouters, FEDMA
Francesca Fabbri, AER
Townsend Feehan, IAB Europe
José Guimarães, EMMA/ENPA (Guest)
Stephan Loerke, WFA
Mónika Magyar, EACA
Angela Mills Wade, EPC
Rui DOS Santos, WFA (P&G)
Richard Saturley, WOO
Konrad Shek, AIG/AA
Charley Stoney, EACA
Dagmara Szulce, IAA
Michael Todd, Google
Wout Van Wijk, NME

Invited participating member for consultative purposes Laura Frunzeti, SR Development Council Vice-Chair Ildikó Fazekas, EASA delegate to ICAS' AGM

How we work

Governance and Leadership

Officers

(as of 31/12/2025)

Orla Twomey, Chairwoman, ASA Ireland
Zsolt Gerendi, Vice-Chair, ÖRT
Konrad Shek, Vice-Chair, Advertising Association/AIG
Conor Murray, Treasurer, egta



Executive Committee

(as of 31/12/2025)

Self-regulatory organisations members
Orla Twomey, Chairwoman, ASA Ireland
Zsolt Gerendi, Vice-Chair, ÖRT

Markus Deutsch, ÖWR
Charo Fernando Magarzo, AUTOCONTROL
Vincenzo Guggino, IAP
Stéphane Martin, ARPP
Bernd Nauen, DWR
Guy Parker, ASA UK
Otto Van Der Harst, SRC

Invited for consultative purposes
Anders Stenlund, Ro



Industry and digital pure-play company members
Conor Murray, Treasurer, egta
Konrad Shek, AIG/Advertising Association, Vice-Chair

Townsend Feehan, IAB Europe
Jose Guimaraes, EMMA/ENPA (Guest)
Angela Mills Wade, EPC
Gabrielle Robitaille, WFA
Charley Stoney, EACA
Wout Van Wijk, NME

Invited for consultative purposes
Michael Todd, Google



How we work

The Team

EASA's strength lies not only in its network, but in the team that powers it from Brussels.

EASA's Secretariat manages the Alliance's daily operations, ensuring it meets the objectives set by its members and governance. The Secretariat collaborates closely with members, representative of EU institutions and other key actors in the advertising ecosystem to promote advertising self-regulation as a key mechanism for fostering responsible practices. The EASA team plays a crucial role in the development and coordination of self-regulation across Europe through:

Advocacy & Policy

Strengthening the recognition and visibility of advertising self-regulation among European policymakers and authorities, advocating for its role as an essential part of the regulatory framework.

Self-Regulation Development & Coordination

Supporting a strong, cohesive European network by overseeing the cross-border complaints system, establishing task forces and committees to address shared challenges, and ensuring that advertising self-regulation evolves to remain effective. EASA also develops Best Practice Recommendations (BPRs) to provide guidance and support to its members on best practices in advertising self-regulation.

Projects & Services

Facilitating compliance with industry commitments by coordinating sector-specific monitoring initiatives.

Communications

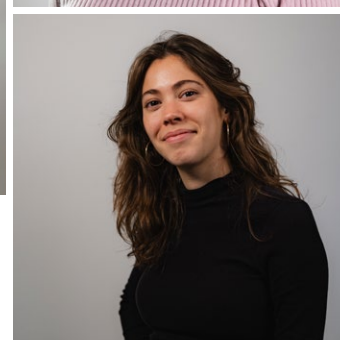
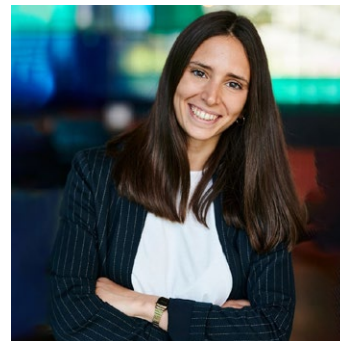
Showcasing the work of the Alliance and its members in advancing self-regulation through a strong digital presence (social media, campaigns, website).

Events

Organising online and face-to-face meetings, including the Biannual Meetings, where all members from different parts of Europe can come together to learn and share experiences.

In 2025, the Secretariat was supported in its communications and policy efforts by an intern, Gaëlle Bastien Gracia, and would like to thank her for her dedication and contribution to the team.

Staff Members (As of 31/12/2025)



Ludovic Basset,
Director General
Giulia Bazzano,
Senior Communications
Officer
Alexandre Dérobert,
Public Affairs and Policy
Manager

Eloisa López Sánchez,
Project Officer
Tudor Manda,
Deputy Head of Office, Self-
Regulation Development
Manager
Delphine Muller,
Finance and Operations
Manager
Inés Ollero Candau,
Digital Development and
Project Manager

The Members

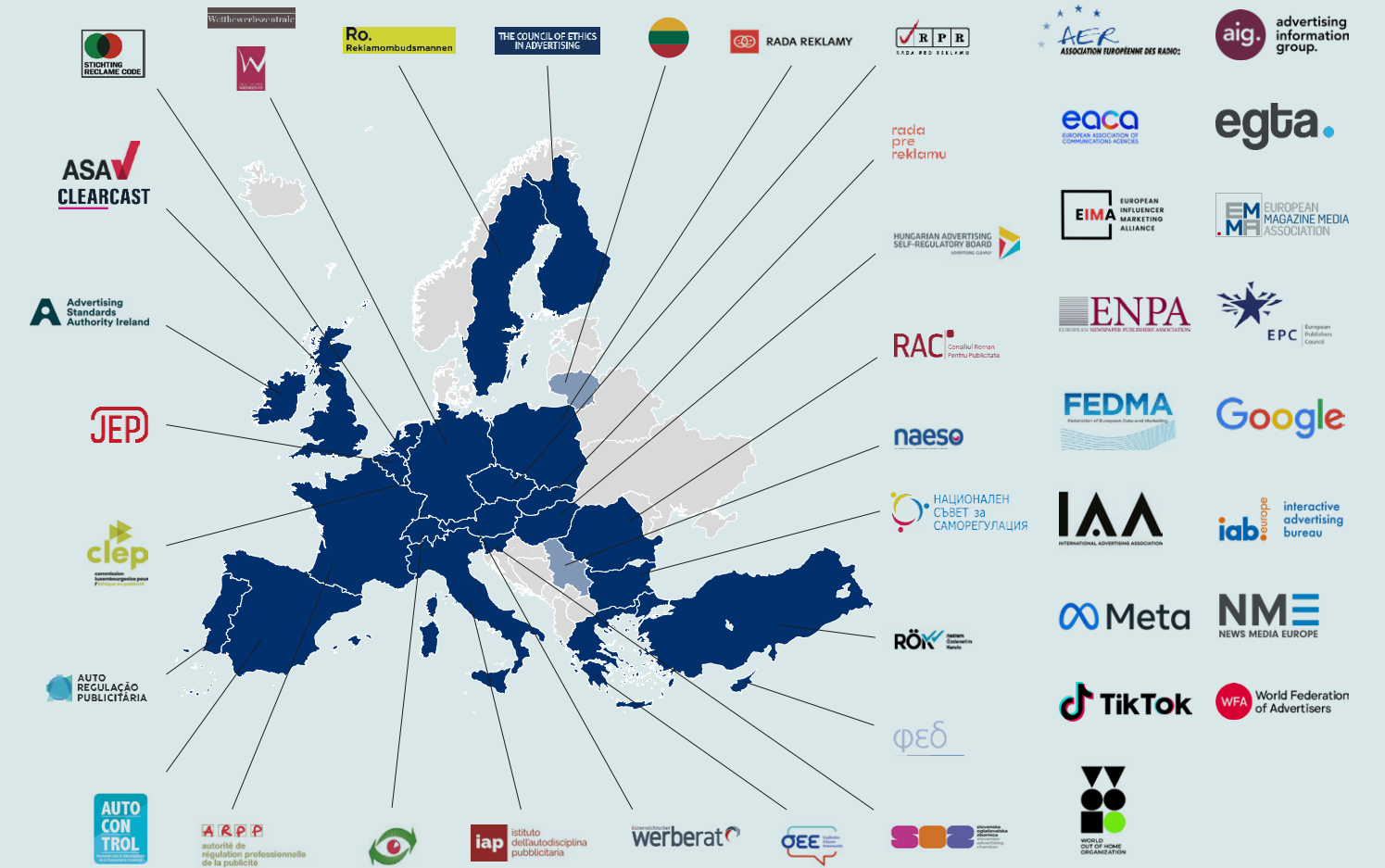
Today, EASA's network brings together 45 organisations, including 28 advertising self-regulatory organisations (SROs) from across Europe, 14 organisations representing the wider advertising ecosystem - advertisers, agencies and media - and three digital companies.

SRO members, often referred to as advertising standards bodies, are responsible for applying and enforcing national advertising rules, while industry members represent the full advertising value chain, from brand owners to communication intermediaries and media operators. Digital players members are companies with a

significant commercial presence in Europe and globally, that host advertising on their owned and operated digital platforms. What connects this diverse membership is a **shared commitment to promoting responsible advertising** and maintaining high standards across the industry.

SRO members (as of 31 December 2025)

● Full Members
● Observer Members



Industry and Digital Pure Play company members (as of 31 December 2025)

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How we work

Committees and Working Groups

SR Committee

The Self-Regulatory Committee brings together all SRO members of the Alliance twice a year to address pressing matters and advance self-regulation with local solutions. SROs are able to learn from peers and scale solutions across the continent on issues ranging from gambling advertising, tackling bad ads, disclosing AI-made ads, to influencer marketing and sustainability claims. Though primarily a forum meant for SROs, is open to all members of the Alliance, industry and digital players alike, as it often leads to concrete solutions later developed by EASA into actionable recommendations for the ad ecosystem.

Madalena Bettencourt e Silveira, Chair, ARP (Portugal):

"The SRO network tackles every year the most pressing subjects, from disclosure of AI-made ads, responsible influencer marketing, evolution of representations in advertising, to gambling advertising and working with digital players to take down bad ads. And the Self-Regulatory Committee is the best placed forum for SROs but also industry to debate about these matters and innovate solutions to drive collectively towards helping deliver consumer protection, a level-playing field, and ultimately, trust."



Madalena Bettencourt e Silveira, Chair, ARP (Portugal)
Katja Heintschel von Heinegg, Vice-Chair, DWR (Germany)
Monica Davò, Vice-Chair, IAP (Italy)

SR Development Council

The Self-Regulation Development Council is a platform for nascent SROs or those that are still developing their operations locally. Through regular exchanges, it allows SROs to learn what worked in other countries when faced with similar challenges. The Council hopes to see SROs implemented in a number of key European markets, spearheaded as always by local advertising industry support and funding.

Piotr Kwiecień, Chair

"Developing self-regulatory solutions and sustaining them over time remains a challenge across several countries. But I'm happy to witness burgeoning conversations to set up SROs and consolidate their capacity in a couple of markets, and very much hope to see these come to fruition and join the Alliance. Our SRO network is a treasure trove for any marketing professional - at local or global levels - wanting to be responsible and stay ahead of the curve."



Piotr Kwiecień, Chair, Rada Reklamy (Poland)
Laura Frunzeti, Vice-Chair, RAC (Romania)
Guy Parker, Chair, ASA (UK)
Otto van der Harst, Chair, Stichting Reclame Code (Netherlands)

Working group on the collaboration with digital players

The aim of this working group is to engage with digital players and welcome them into the Alliance as equal partners. As the advertising ecosystem continues its digital and online transformation, it is imperative that EASA and the wider self-regulatory network reflect this priority by involving digital pure play companies in our work to promote responsible advertising. Having their voice in the Alliance is crucial to build a sustainable self-regulatory for the future.

Guy Parker, Chair, ASA (UK)

"2025 was a pivotal year as we welcomed Meta as the second digital player and TikTok as the third to join our Alliance. This is reflective of our ongoing focus on online advertising and the need to connect with important players of the online space so we can better navigate the transformational challenges impacting the whole ad SR ecosystem. Their informed views will contribute to shaping local self-regulatory solutions that address global problems - and EASA is in a unique position to facilitate this dialogue."

Data-Driven Self-Regulation Working Group

The DDSR Working Group drives EASA's collective push to support advertising self-regulation through data-driven tools, AI-supported workflows, and shared digital expertise. In 2025, the group expanded its membership to welcome all interested SROs, strengthening the community's capacity to exchange insights and scale innovation across markets. Members collaborated on national digitalisation projects and explored tech-supported monitoring approaches. The WG also aligned on priority topics, including LLM-based analysis, shared prompt libraries, and collective knowledge-sharing sessions with tech providers to maximise efficiencies and encourage cross-border learning. As digital advertising evolves and volumes rise, the DDSR WG remains essential to equipping SROs with shared knowledge, scalable tools, and a coordinated European approach to data-driven self-regulation.

Otto van der Harst, Chair, Stichting Reclame Code (Netherlands)

"No better way than to face the challenges of new tech in media and marketing together. Self-Regulatory Organisations are not rich in cash but they are rich in trust. Digital Driven SR is the way forward; conscious and cautious about the need to get a grip on an ever expanding ad eco system."

Working group tasked to discuss EASA and SRO actions in guiding industry towards responsible AI disclosure in advertising - the "AI working group"

Set up in April 2025, this working group explores EASA's role in developing guidance for its members to navigate the question of disclosing AI-made ads. The aim is to discuss ethical and practical considerations for disclosure when ads have been produced with AI tools in Europe, in light of the AI Act, coming into force in summer 2026.

The four meetings of the working group have delivered a first draft discussion paper that outlines the general agreed consensus of what type of advertisements made with AI tools are recommended to be disclosed towards the consumer. Members of the working group are also closely following the European Commission's own work to bring much needed clarity to the AI Act's interpretation - despite it not explicitly applying to advertisements - as it will inevitably impact the discussion paper's contents. The paper will still undergo many edits as the group will tackle the question of how to disclose. Through continued expert exchanges and informed brainstorming, the working group hopes to outline a clear harmonised way that disclosure is recommended for AI-made ads.

Katja Heintschel von Heinegg, Chair, DWR (Germany)

"EASA is leading the conversation of when and how to disclose AI-made ads in Europe. There are ethical positions that we want to reflect in a pan-European guidance that harmonises as much as possible the enforcement of such rules by SROs, all the while making sure it accounts for what the AI Act stipulates. For this second part, we're following very closely the European Commission's expected interpretative guidance - ad SR can only be built on a solid regulatory foundation, so this is vital."

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Key statistics

The impact of self-regulation becomes clearer when we look at the numbers.

The numbers below illustrate the main trends in complaints lodged with SROs against advertisements, the copy advice services provided, and the number of pre-cleared ads throughout 2024, and analysed in 2025. This overview is based on data collected by 28 SROs in 26 European countries.

52,715

52,715 complaints took issue with 32,099 ads

A complaint is defined as an expression of concern about an advertisement by a member of the general public, a competitor, an interest group, etc. which requires a response. One complaint is defined as one or several different concerns about one advertisement by the same complainant.

81%

The UK and German SROs accounted for 81% of all complaints handled in Europe

66%

66% of complaints took issue with purportedly misleading advertising, 13% with social responsibility, and 8% with taste & decency

77,059

77,059 ads were pre-cleared before broadcast by the SROs providing this service to the industry. Pre-clearance is an examination of an advertisement by a self-regulatory body or another body/institution as a compulsory precondition before publication or transmission.

90%

90% of complaints stemmed from consumers, 5% competitors, 4% interest groups

56%

56% of complaints were handled in under a week, 77% in under 2 weeks, 89% in under a month. The speed of complaints handling depends on case complexity and how quickly SROs can contact relevant parties. Simple cases are resolved in a few days, while more complex ones may take longer if additional information is needed.

98,209

98,209 pieces of advice were given by SROs: Copy advice is advice on (a) proposed advertisement(s) provided by a self-regulatory body, usually on a non-binding basis, as to whether or not it is compliant with the local advertising code.

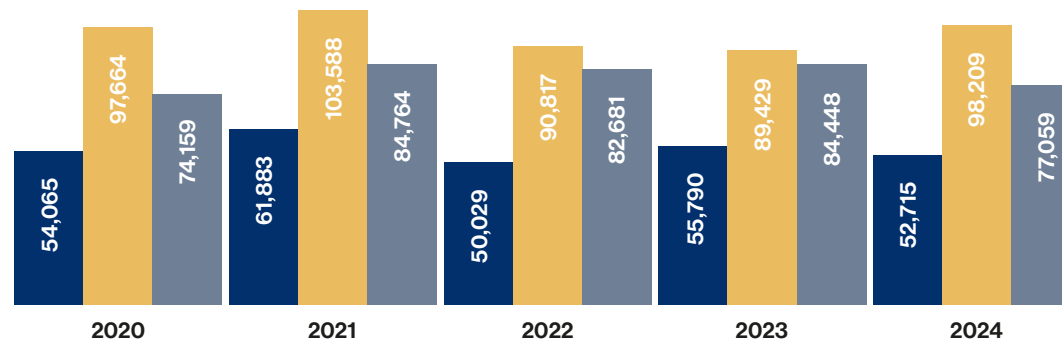
54%

Online advertising garnered the most complaints, at 54%, following a general upward trend over past 5 years, and surpassing 50% mark since 2023. Such complaints included marketers' websites, display ads, online games, social media pages, influencer marketing, native advertising, in-app advertising, and other digital and online media channels. Online advertising was followed by TV at 33%.

The graph shows the evolution of

- Complaints
- Copy Advice
- Pre-Clearance

over the years.



Cross-border complaints (CBCs)

Cross-border complaints (CBCs) are consumer or competitor complaints filed against advertisements that appear in media or originate from advertisers based in another country than that of the plaintiff. The EASA Secretariat coordinates these types of complaints through a system that has been in operation since 1992, when it was set up in response to the creation of the European Single Market. This mechanism was built to address issues whereby advertising originating from one EU Member State is circulating in media from another.

EASA's Self-Regulatory Organisation (SRO) members ensure that all CBCs are handled effectively and efficiently with a thoroughly developed mechanism based on a network of independent, impartial, and recognised SROs that exchange constant flows of information.

EASA's CBC system covers 28 EASA SRO members in 26 European countries that handle complaints. It also reaches out, on an ad hoc basis, to international SROs that are members of the International Council for Ad Self-Regulation (ICAS). EASA has members both inside and outside of the European Union who participate in the CBC mechanism. Each CBC is assessed based on the rules, laws, and regulations of the SRO in the country of origin of the medium or the advertiser, depending on the type of ad.



178 cross-border complaints were recorded, marking a 12.7% decrease compared to the previous year.



Most complaints targeted ads from the Netherlands (31.4%, 56 complaints) and Ireland (19.6%, 35 complaints), followed by Germany (11.2%, 20 complaints).



Online advertising accounted for the vast majority (85.3%) of complaints, showing consumers are more likely to challenge ads appearing on digital platforms.



UK complainants were the most active in 2025, submitting 147 complaints (82.5%) to the UK's Advertising Standards Authority.



Misleading advertising remained the dominant issue, accounting for 86% of complaints. Complaints about social responsibility (6%) - including discrimination and broader societal concerns - remained notable. Taste and decency issues also represented 6% of complaints, rising by 5 percentage points compared to 2024.



In 2025, the largest share of complaints (26.4%) concerned leisure services, including airlines, hotels, travel and rental services, entertainment, sports, gaming, and dating services. In second place, clothing, footwear, and accessories accounted for 10% of complaints, mainly related to alleged breaches of self-regulatory (SR) codes.

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Spotlight on... AdEthics

Ad Ethics



AdEthics, launched in July 2025 and now active in eleven European countries, is EASA's European programme dedicated to promoting transparency, responsibility, and trust in influencer marketing. Developed by SROs together with partners, the initiative has rapidly gained visibility across the advertising ecosystem and is supported by a broad coalition of stakeholders - including brands, platforms, agencies, and industry associations - reflecting a shared commitment to raising standards and strengthening trust across Europe. AdEthics has also received recognition from policymakers.

Built on two core pillars - Training and Certification - AdEthics equips creators with essential knowledge to understand and apply responsible marketing communications, while certification helps ensure compliance through ongoing content monitoring. By combining education with active oversight, the programme fosters a more accountable, credible, and trustworthy influencer marketing landscape.

10,000+
creators trained across Europe

80%
certification rate among participants

Active in
11
countries

Launch dates

- 9.2021 **France**
- 4.2024 **The Netherlands**
- 9.2024 **Germany**
- 11.2024 **Austria**
- 4.2025 **Sweden**
- 5.2025 **Hungary**
- 6.2025 **Spain**
- 9.2025 **Romania**
- 10.2025 **Belgium**
- 11.2025 **Greece**

European Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection, Michael McGrath, welcomed the initiative, stating:

"As digital communication continues to evolve, advertising transparency and responsibility have become more important than ever to sustain trust between creators, brands and audiences. That is why I welcome the launch of AdEthics, the renewed initiative of the European Advertising Standards Alliance. This is not only about strengthening consumer trust - it is about fostering a fair, transparent and sustainable digital ecosystem for everyone."

Spotlight on... Digital

Two new digital player members joined the Alliance in 2025: Meta and TikTok. The Working group on the collaboration with digital players was instrumental in guiding the discussions to fruition with both players and creating long-term partnerships with both of them. Their joining the Alliance of 28 SROs, 14 industry representatives, and Google, the first digital player to have joined back in 2020, is strengthening EASA's ability to tackle online-specific issues that require particular attention of the ad self-regulatory network. The three digital players' informed insights and perspectives will feed into EASA's robust collective self-regulatory framework that promotes responsible advertising practices and addresses tomorrow's challenges.

These partnerships also equip SROs with better communication channels and enhanced resources to apply the same high standards used for linear television, outdoor, and print advertising to online content. This ensures rules stay aligned with consumer expectations while anticipating emerging marketing trends. Such an approach is vital, as the advertising landscape undergoes deep transformations, including the rapid uptake of AI-driven creative technologies, new influencer-based marketing practices, and broader cultural changes that shape consumer perceptions.

Meeting this digital transformation requires scalable, future-proof tools. In this context, Google and EASA launched a Digitalisation Fund as part of their annual partnership, supporting SROs in adopting innovative solutions to strengthen oversight of responsible advertising. The funded projects enhance multiple areas of SRO work, including data-driven and AI-enabled monitoring of advertising, as well as tools to support the preliminary assessment of advertising measures — improving efficiency, consistency, and operational capacity across the network. In 2025, six projects received funding.

Zooming out to the SROs network as a whole, Europe's SROs demonstrated their outstanding reach and diligence, collectively monitoring 60 million posts and 2.16 million influencers in 2025. At the same time, EASA initiated the development of its own AI-powered tool, designed to help SRO experts analyse online advertising at scale while also supporting the assessment of individual ad copies, both online and offline.

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Industry Member's spotlight

Google

With Michael Todd,
Global Director, Industry Relations

Google joined the Alliance as the first digital player 6 years ago. What has stood out for you the most?

The main factor that drove Google into becoming the first Digital member to join the EASA's network is the relevance of advertising self-regulation in a world defined by rapid technological change.

Over the past six years, it has been impressive to see how EASA and its members have embraced new capabilities to enhance their impact - exemplified by the great work being done in areas like responsible influencer marketing with AdEthics and proactive ad sweeps. To build on this strong foundation and keep pace with the evolving scale of the advertising ecosystem, we believe the next step is to continue this journey of digital transformation. By further integrating technology into our collective monitoring and enforcement efforts, we can ensure the Alliance remains as robust and effective as ever, protecting consumers and upholding high standards across an increasingly complex digital landscape.

What are Google's priorities in trying to foster trust in the ad ecosystem?

Fostering trust begins with fighting bad actors, and combating scams and fraud remains a huge priority for us. As highlighted by the Value of Trust study in the UK, fraudulent ads severely erode consumer confidence and should be a shared concern for all actors in the advertising value chain. Our commitment is reflected in our enforcement actions: in 2024 alone, Google removed over 5.1 billion ads and suspended nearly 40 million advertiser accounts for policy violations. While these numbers are significant, we firmly believe that working together with the EASA network allows us to do even more to protect the ad ecosystem.

However, we recognize that no single player can solve this challenge in isolation. Collective effort is essential. This is where the EASA network and national SROs play a vital role. While Google provides the technological 'safety net' at a global level, SROs offer the local expertise and agility needed to identify emerging domestic trends and 'rogue traders' quickly. By working together, we can bridge the gap between automated detection and human-led standards, ensuring that we not only remove bad ads but proactively foster an ecosystem where responsible advertising can thrive.

Meta

With Christy Cooper,
Global Director Industry Relations

What are you most excited about to collaborate on?
We are very pleased to work closely with EASA and its members to build stronger bridges between digital platforms and self-regulatory organizations (SROs). This is a multi-faceted collaboration, uniting our efforts around a shared goal: increasing trust in digital advertising. By joining forces, we can tackle the challenge of low-quality ads more effectively and promote the highest standards of advertising integrity. Our partnership underscores the importance of enabling self-regulation to effectively mirror the evolving advertising landscape. We see tremendous value in leveraging EASA's expertise and local networks to ensure that digital advertising is not only engaging and innovative but also trustworthy and safe. The opportunity to collaborate on enhancing monitoring capabilities - especially through the use of AI technology - is particularly compelling. At Meta we leverage AI to help identify and address problematic ads at scale, supporting both proactive and reactive measures. Additionally, we are heavily invested in working with EASA to promote Ad Ethics, ensuring influencers maintain high compliance standards.

What are Meta's priorities in trying to foster trust in the ad ecosystem?

Meta's top priority is to foster transparency, accountability, and safety in the ad ecosystem. We strive to deliver value to people and advertisers, protect user data, and maintain transparency in how ads are delivered and measured. Creating a safe space for expression, minimizing harmful content, building transparency tools and AI powered solutions to help protect users and advertisers and supporting long-term sustainability are all central to our mission. We are committed to working with partners like EASA to uphold responsible advertising. This includes collaborating with SROs to share best practices and embarking on cross industry initiatives to share learnings and address the biggest challenges affecting our industry. Ultimately, we believe that trust is built through open dialogue, robust safeguards, and a shared commitment to ethical advertising. By working together, with EASA and the broader industry, we help users, advertisers, and organizations feel confident in the ads they see and support a vibrant, trustworthy digital advertising marketplace.

egta

With Conor Murray,
Director of Regulatory and Public Affairs at egta

Television is one of the broadcast media that has seen intense changes over the past years, with for example connected TV. What are some of the solutions your members implemented in the past that can be an inspiration to help address today's issues?

The TV industry has never transformed as fast as it has in the last couple of years - and 2026 is shaping up to be faster still. Sales house portfolios now all include multi-platform video and data-driven solutions, with CTV taking a big share of the conversation. Even so, CTV itself remains a moving target: in some markets it simply means a connected screen, in others it encompasses the entire over-the-top (OTT) ecosystem delivered through the TV set - and what we once called "addressable TV" has often been absorbed into it.

The bigger opportunity, though, lies in data. Brands have never had access to more of it, but volume alone doesn't equal better business decisions. The real value sales houses can offer today is helping clients cut through the noise and identify what their total video investment is actually delivering for their business. Across Europe, the shift is unmistakable - from optimising reach and frequency to demonstrating genuine business outcomes.

Looking ahead, how do you see the Alliance moving forward, in trying to address the myriad challenges the advertising ecosystem faces today?

EASA needs to remain nimble and ready to adapt to an evolving advertising landscape. Increasing regulatory scrutiny is placing digital advertising firmly under the spotlight. Nonetheless EASA's core values will always be applicable - advertising SR can continue to ensure that all ads are legal, decent, honest and truthful building consumer trust in turbulent times. It is vital that this system is underpinned with a legal backstop and that society and policy makers see the rich value in advertising. EASA continues to play a pivotal role in maintaining the integrity and trust of the entire advertising ecosystem with agile solutions for a dynamic sector.



Services for industry

In 2025, EASA continued to strengthen responsible marketing across Europe through its core services for industry and external stakeholders.

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EASA, with the support of SROs, upholds the industry by:

Strengthening self-regulation, providing strategic advice on key advertising standards matters.

Conducting independent monitoring projects to assess compliance with voluntary commitments and support marketing teams in aligning with evolving rules.

Operating independent complaint resolution mechanisms to uphold industry commitments and enhance transparency.

Services are grounded in research and innovation. In 2025, EASA tested the use of **AI tools for influencer marketing monitoring**, exploring solutions capable of detecting branded content, assessing child-directed appeal, and identifying disclosure issues across large volumes of social media posts. This showed AI's potential to expand monitoring capacity while keeping final assessments in the hands of expert reviewers.

EU Pledge Monitoring

As part of its long-standing cooperation with the EU Pledge Secretariat, EASA carried out the 17th monitoring exercise assessing whether member companies respected their commitment not to advertise food and beverage products that do not meet nutritional criteria to children under 13.

The review also examined alignment with the International Chamber of Commerce (ICC) Advertising and Marketing Communications Code and the ICC Framework for Responsible Food and Beverage Marketing Communications.

310 profiles were reviewed by experts from 6 SROs
— 43 company websites
— 151 company-managed social media profiles
— 116 influencer profiles

UNESDA Monitoring

In parallel to the EU Pledge monitoring project, EASA conducted monitoring for seven members of UNESDA Soft Drinks Europe, applying the same criteria and methodology.

96 profiles were assessed:
— 20 company websites
— 40 company-managed social media profiles
— 36 influencer profiles

EU Pledge Accountability Mechanism

Designed by EASA in 2018, the EU Pledge Accountability Mechanism handles complaints concerning alleged breaches of EU Pledge commitments.

A panel of eight SRO experts supports the process, with three independent experts assessing each case in cooperation with EASA and the EU Pledge Secretariat. The mechanism strengthens accountability and trust in voluntary commitments.

EGBA Pledge on responsible influencer marketing

In 2025, EASA supported the European Gaming and Betting Association (EGBA) in developing enhanced influencer marketing standards for its members. Building on EGBA's 2020 Code of Conduct, the initiative integrates best practices from SROs, industry, digital platforms and the ICC Code to further enhance transparency, responsibility and compliance in influencer marketing.

Looking Ahead

Across monitoring, advisory work, accountability mechanisms, and innovation, 2025 reaffirmed EASA's role as a trusted partner to industry. By combining independent oversight, expertise, and technological experimentation - including AI-driven monitoring - EASA continues to strengthen responsible advertising practices across Europe.

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Promoting Advertising Self-Regulation

Sensitive implementation: Political advertising, AI Act

On 8th October 2025, a couple of days before the full entry into application of the Regulation on the transparency and targeting of political advertising (TTPA), the European Commission adopted the guidelines supporting the TTPA interpretation and implementation. EASA engaged actively in the process, emphasizing the importance of clearly excluding commercial advertising and cautioning that some draft criteria risked blurring the line between political and issue-based campaigns. The final Guidelines reflect key EASA recommendations, including a neutral, case-by-case approach to assessing political intent and clearer wording to reduce ambiguity.

EASA's contribution mainly focused on the scope of the definition of political advertising, nonetheless it continues to closely follow developments, including the activities of the newly established Expert Group and the Commission's planned implementation dialogue in 2026.

Furthermore, the implementation of the AI Act became a major challenge throughout the course of 2025. EASA flagged very early the risks incurred by Gen AI deep fake transparency obligations on the

advertising ecosystem. Mindful that the interpretation of the AI Act's "deep fake" definition varied greatly among stakeholders, EASA gave its members the opportunity to exchange directly with the AI Office in a dedicated webinar. Paris Biannuals' roundtable provided space for a more internal exchange of views, which served as foundations for building EASA's official stance on the matter. EASA's position took shape through the submission to the Apply AI Strategy consultation, before being adjusted and complemented in the EASA contribution to the AI Office' Guidelines. EASA took onboard substantial input from its members at every stage of the process. Continuing its outreach efforts, EASA was able to hold a direct dialogue with the Head of Unit 'Artificial Intelligence Regulation and Compliance'.

Towards the end of 2025, EASA was selected to take part in the Working Groups involved in the drafting of the Gen AI Transparency Code of Practice. The first draft gave rise to concerns from EASA and across the entire advertising ecosystem, due to a material scope inconsistent with the AI Act's provisions. At the time of writing of these lines, the process is ongoing and EASA remains involved.



Preparing the ground for key upcoming policy files

Throughout 2025, the protection of minors remained a key EU priority. Under the Danish Presidency and through the Commission's work - including the summer publication of the DSA Guidelines on the Protection of Minors, the Consumer Agenda, discussions on the AVMSD evaluation, and the upcoming Digital Fairness Act - child protection featured prominently. In the European Parliament, multiple committees and political groups engaged through reports, hearings, and events, covering topics such as age verification, digital majority, addictive design, media literacy, and influencer marketing targeting minors.

In this context, EASA engaged proactively with policymakers to highlight the added value of advertising self-regulation in promoting responsible marketing communications directed at minors. Through targeted outreach to MEPs and close monitoring of parliamentary developments, EASA actively fed into the debate, including in the own-initiative report on the Protection of Minors, where the importance of responsible collaboration between brands and certified influencers was acknowledged. EASA continues to engage with policymakers and is following the CULT Committee's ongoing work on the report addressing the impact of social media and the online environment on young people.

2025 was also marked by the preliminary steps towards a Digital Fairness Act (DFA). From the DFA study call for tender, to the DFA public consultation and the feedback opportunity regarding the call for evidence, the European Commission started collecting input ahead of the drafting process. After collecting input from its members, EASA contributed to the consultation. This initiative is expected to deal with unfair personalisation practices and harmful practices by social media influencers, while also touching on the protection of minors, dark patterns, addictive design and digital products such as video games. EASA also established contact

with a dozen relevant officials from the Commission, its contractors and the EU co-legislators, who will have a direct impact on the file.

In parallel, over the course of 2025, EU institutions began preparing for the evaluation and review of the AVMSD, exchanging views, expectations, and recommendations. The Council adopted its AVMSD Council Conclusions on 13th May, inviting the Commission to examine the adequacy of existing rules to ensure the protection to minors from potentially harmful audiovisual content, including commercial communications, while also calling for clarification on whether influencers on VSPs are covered by the scope of the AVMSD. 2025 also marked the formal launch of the Media Board, ERGA's successor. EASA's input found itself reflected in the Media Board multiannual strategy and in its 2025 Work Programme, citing self- and co-regulatory bodies as relevant stakeholders for the Board's network.

On 5 November, EASA participated in the workshop on the study supporting the AVMSD evaluation, organised for DG CONNECT by Intellera Consulting. EASA stressed that the Directive remained effective without the need for a reopening, highlighting the strong performance of its self-regulatory system in addressing harmful content in commercial communications. It also presented the AdEthics initiative and the observed improvements in influencer compliance in participating markets. Subsequently, EASA contributed to the AVMSD survey prepared by the Commission's contractor and to the Commission's call for evidence. Last but not least, EASA was pleased to take part, along with two EASA members, in the workshop on Audiovisual Commercial Communications organised by the European Audiovisual Observatory, a highly respected knowledge hub on the European audiovisual regulatory landscape.

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SR Codes

Advertising self-regulatory organisations have been helping protect consumers from irresponsible advertising for decades – since 1935 in some countries!

This promotes responsible advertising making sure it is legal, decent, honest, and truthful. SROs cover all advertising content appearing across all types of media – from television, radio, outdoor to the many online formats including influencer marketing and direct marketing – against the highest standards, that go well beyond legal requirements. They are funded by the advertising industry, directly via membership fees or indirectly via a levy on ad spend.

Essentially, SROs serve as platforms that unite the entire local ad ecosystem to define agreed upon standards going far beyond the law and embed them into national codes that are applicable to any business communicating about its products or services. SROs enforce rules through four main operations:

- First, they offer training to ensure marketers are aware of the rules during the inception process all the way from the brief to the creative execution.
- Then, through voluntary or mandatory compliance checks against the provisions of the code, SROs service the industry advice before dissemination, such as ‘copy advice’ (if it’s voluntary) and ‘pre-clearance’ (if it’s mandatory). These checks are done before the ad is seen by the general public.
- SROs also conduct regular monitoring of advertisements to check for compliance with general or sectoral rules. From manual check to increasingly more AI-boostered reviews of swathes of advertisements – especially online and for influencer marketing material – to ensure consistent compliance with evolving standards reflecting consumers and policymakers’ expectations.
- Then, as a last resort, SROs’ juries impartially handle consumer complaints cost-free and can resolve disputes lodged as competitor complaints.

EASA’s Charter on the principles for self-regulation, to which all its members have signed up, establishes a common foundation across all 28 SROs on the continent. Its related guidance, named Best Practice Recommendations (BPRs), helps SROs reach the same high operational standards across the Single Market and beyond.

Spotlight: ARPP’s 90-year legacy: a testament to responsible advertising

With Stéphane Martin, Director General, ARPP

ARPP celebrated 90 years this year! Its position within the French advertising and media landscape is by now far established and unavoidable for anyone wanting to be seen a responsible stakeholder. What are the three main high points of ARPP’s history? In 2025, the ARPP proudly celebrated its 90th anniversary - a milestone that underscores its enduring role as the cornerstone of responsible advertising in France. Founded in 1935, the ARPP has evolved from a pioneering initiative into - we like to think so! - indispensable institution, shaping the French advertising landscape with unwavering commitment to responsibility and innovation.

Three defining moments stand out in our history. First, the post-war era, when the ARPP (the BVP at the time) played a pivotal role in rebuilding trust in advertising, ensuring it served as a force for economic recovery and social cohesion. Second, in the 1980s and 1990s, the era more socially accepted creativity, and of new private TV channels and the arrival of the digital revolution, saw the ARPP adapt swiftly, establishing guidelines for emerging media and setting global benchmarks for self-regulation. Third, the first quarter of the 21st century saw environmental transition issues come to the fore, as well as the challenges of dominant digital advertising, reinforcing our position as a trusted arbiter in an increasingly complex media environment.

What do you think was the recipe for ARPP’s success in being seen as the focal point for all things advertising content?

The recipe for ARPP’s success lies in three pillars: collaboration, agility, and credibility. By fostering dialogue among advertisers, agencies, media, and civil society, we’ve created a shared framework for Ads standards. Our ability to anticipate change -whether technological or societal- has allowed us to remain relevant. Above all, our independence and transparency have cemented our reputation as the focal point for advertising content (e.g., influencers), ensuring that responsibility is not just a principle, but a practice embedded in every campaign.

As we reflect on nine decades of progress, the ARPP remains steadfast in its mission: to champion advertising that respects consumers, empowers brands, and upholds the values of a democratic society. Here’s to the next 90 years of shaping a responsible future, together.



Member’s spotlight: Clearcast

With Samantha Smith, Managing Director, Clearcast

Clearcast is a unique SRO in the Alliance, specialising in vetting every TV ad before broadcast in the UK. What are the current challenges that you are facing?

The UK media landscape is evolving fast, and while rapid change is not new for our industry, the speed and scale of it certainly are. We’re seeing significant shifts in advertising spend, creative approaches, and distribution models, alongside rapid technological change. Clearcast has been clearing TV advertising for over 60 years, so agility is very much part of our DNA, but the current environment demands faster adaptation than ever.

One notable development is the consolidation of the television market, moving from a wide range of franchises to a much smaller number of major players. While this hasn’t affected industry support for Clearcast, it does represent a different operating reality. Alongside this, we’re actively looking to broaden the footprint of our work beyond traditional broadcasters, particularly engaging with newer players operating in connected TV and online environments. Our work is evolving beyond compliance, contributing to a wider effort to strengthen trust and champion responsible advertising.

At the same time, the regulatory landscape continues to evolve. Recent changes, such as the introduction of the UK’s Less Healthy Foods rules, have had a significant impact on both when ads can be aired and how creative content is developed. These changes affect advertisers in different ways, and navigating them effectively requires clarity, consistency, and trust, and they turn to Clearcast for guidance.

Against this backdrop, our focus is on reinforcing Clearcast’s role as an independent, trusted clearing body - one that sustains confidence between competitors and provides reliable, expert guidance in an increasingly complex environment.

Looking ahead, what are you most excited about? Any new projects on the horizon?

Unsurprisingly, artificial intelligence is a major area of focus for us. We’re currently working with specialist partners to develop AI-based tools that can take on some of the more repetitive and administrative aspects of our workflow. This includes tasks such as case management support, flagging missing or inconsistent information, and automatically prompting users when key details haven’t been provided - all of which can significantly improve efficiency.

Looking ahead to 2026, we’re also exploring how AI could help address some of the more straightforward assessment work, particularly around restrictions on advertising content or scheduling. I’d like to make the point that AI at Clearcast is designed to assist, not replace, human judgement, and every ad continues to be reviewed by an experienced, professional member of the team.

Advertising clearance relies on nuance, context, cultural awareness and judgement - areas where human expertise is essential.

That said, AI has real potential to support our teams by handling lower-complexity cases, allowing our people to focus their expertise where it matters most: on ads involving humour, stereotypes, cultural sensitivity, and more complex regulatory interpretation. We’re excited about how this technology can support our people, improve service for our stakeholders, and help futureproof the organisation in the years ahead.

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Collaboration with partners

European Interactive Digital Advertising Alliance (EDAA)

With David Barron, Director of Operations

Looking ahead, what are you most excited about? Any new projects on the horizon?

What excites me most is that we are entering a phase where transparency, control, trust, and innovation can reinforce each other rather than being treated as trade-offs. Over the coming period, we are invested in making our tools more intuitive, visible, and embedded in people's everyday digital experiences. A key priority is evolving the AdChoices Programme for new environments and ad formats. This work will be grounded in both consumer research and our own direct experience engaging with internet users across Europe. We want our standards to reflect how people actually experience data-driven advertising, not be based on assumptions alone. In parallel, we are deepening collaboration with platforms, adtech providers, publishers, agencies, and advertisers to ensure self-regulation remains practical in a fast-moving ecosystem. Our goal is not just compliance, but transparency that people genuinely recognise and value.

Finally, the Commission's current focus on simplification - including initiatives like the Digital Fairness Act and the Digital Omnibus - offers a critical opportunity to align industry self-regulation with EU policy goals in a way that is credible, future-proof, and supportive of both consumer empowerment and business investment in Europe. I'm excited that our association, EDAA, stands ready and well positioned to embrace the challenge ahead.

The advertising world is going through intense transformations at the moment, due to technological advances, EU regulatory intensity, and general high expectations about what adverts can deliver. What is your view on how the ecosystem can navigate this transformation?

In truth, "digital transformation" has been with us for decades - innovation moves fast, markets adapt first, and regulation typically follows. Nevertheless, with the pace of change heating up, the geopolitical context creating more uncertainty and even volatility from a business environment, and the intensity of public and political scrutiny increasing, trust and responsible business practices are more critical than ever. To navigate this evolving landscape, we anchor our approach in a number of core principles. First and foremost, it is essential to remain true to our moral compass - our mission, values, and

identity - as these provide the foundation for credible and trustworthy action. At the same time, we must stay closely connected to the broader policy and societal debates taking place in Brussels and beyond. Our global network of Digital Advertising Alliances, together with our strong partnership with EASA and national self-regulatory organisations, plays a vital role in ensuring that we remain informed, relevant, and aligned with international developments.

We also believe it is important to move beyond the often-framed opposition between regulation and innovation. In reality, both are enduring forces that will continue to shape the future of the digital economy. Robust and credible self-regulation -supported by independent oversight- must therefore be recognised as an integral part of both the regulatory framework and the business toolkit. Alongside this, clearer communication with consumers is critical. Discussions around data and advertising frequently remain too technical and inaccessible; when people do not fully understand what is happening, mistrust can easily arise. Improving transparency and accessibility is therefore essential to helping individuals appreciate not only the safeguards in place but also the benefits they receive. Finally, strengthening collaboration remains a central priority. Meaningful progress requires industry, regulators, and civil society to work together. In this context, European Interactive Digital Advertising Alliance (EDAA) sees itself as a bridge -helping to translate public concerns and regulatory objectives into practical, workable solutions for industry, while also conveying industry realities back to policymakers and stakeholders.

How do you see the Alliance moving forward into the future? What are some of the areas you'd prioritise?

Looking ahead, two priorities will guide us: consumer benefit and technological adaptability. If we remain genuinely consumer-centric, we will make a lasting difference. If we stay technology-neutral, we can evolve alongside innovation rather than chasing it. Both are essential to keeping EDAA relevant and impactful. We will also continue to bring the ecosystem together despite diverse interests, with the shared goal of building a trusted advertising environment that delivers real value to Europeans. Trust must be earned, and persistently re-earned, through action, accountability, and collaboration. Ultimately, our ambition is simple: to help build and maintain a digital advertising ecosystem that is transparent, fair, and sustainable - one that serves both businesses and citizens, and strengthens Europe's digital future.

International Council for Advertising Self-Regulation (ICAS)

With Sibylle Stanciu, Director

Looking ahead, what are you most excited about? Any new projects on the horizon?

What excites me most is the opportunity to ensure that self-regulation not only keeps up with change, but helps shape it. As a global association, ICAS aims to identify emerging challenges early and develop credible, practical solutions for industry and our SRO network.

A major focus for 2026 will be the further development of the ICAS Global Think Tank, where we plan to launch two important new workstreams. The first will explore Generation Alpha and how they engage with media and advertising in an increasingly immersive digital environment. Understanding how kids today interpret and create content is essential if responsible advertising frameworks are to remain relevant and effective.

The second workstream will examine the economic value of self-regulation. In a period of growing regulatory pressure and rising societal expectations, it is important to explain not only the ethical case for self-regulation, but also its economic contribution. By providing evidence of the benefits of strong self-regulatory systems, we want to strengthen the policy debate and demonstrate that robust self-regulation is an efficient and effective form of governance that supports responsible growth.

We are also finalizing AI labelling guidance together with WFA, with valuable input from EASA and ICAS members. As AI-generated and -enhanced content becomes more common, transparency is essential to maintaining consumer trust. Practical and globally aligned guidance can help avoid fragmentation and provide clarity for businesses.

Beyond research and global guidance, I look very much forward to meeting with our members, including during our

joint ICAS-EASA meetings in Milan and our joint event in Cannes, as well as to the regional meetings we aim to host in Korea and Guatemala.

The advertising ecosystem is going through intense transformation. How can it navigate this change?

In this challenging environment, the advertising ecosystem and self-regulation should build on three core strengths: agility, credibility and collaboration.

Agility: Self-regulation can update standards faster than statutory regulation in response to technological change and new risks. We must continue strengthening systems globally so they can fully use this advantage.

Credibility is equally important. Self-regulation has proven over many years that it can be independent and effective. To maintain trust, we need strong, evidence-based standards, measurable impact and being able to operate at scale.

Collaboration remains essential. Self-regulation works best when a broad part of the ecosystem supports independent SROs and regulators allow them space to operate. In times of rapid transformation more cooperation at local, regional and global level is necessary to avoid fragmentation.

How do you see the Alliance moving forward?

I think that cooperation between EASA and ICAS is more important than ever. EASA's expertise and ICAS's global reach are complementary strengths.

Priorities should include closer coordination on emerging issues, alignment and joint advocacy, where appropriate, to demonstrate the effectiveness of self-regulation.

Trust will define the future of advertising. By working together across markets, grounding our work in evidence and continuously improving our frameworks, we can ensure that self-regulation becomes a cornerstone of responsible advertising worldwide.





International Chamber of Commerce (ICC)

By Georgiana Degeratu,
Policy Manager – Marketing and Advertising

Looking ahead, what are you most excited about?

Any new projects on the horizon?

Looking ahead, one development stands out above all: the profound integration of artificial intelligence across the marketing value chain. AI is reshaping creativity, production, targeting and optimisation, enabling levels of personalisation and efficiency that were unimaginable just a few years ago. At the same time, this technological leap brings renewed scrutiny. Around the world, consumers increasingly expect transparency around AI use in marketing - and they place greater trust in companies that demonstrate clear and ethical governance.

This is precisely why ICC has developed new guidance on Responsible AI in Marketing Communications. The guidance is designed to help brands interpret and apply the ICC Advertising and Marketing Communications Code in AI-driven environments. It reinforces a principle that has anchored our work since 1937: technologies may evolve, but responsibility does not. Marketers remain accountable for ensuring that all communications - whether human-crafted or machine-assisted - are truthful, transparent, respectful of audiences and aligned with self-regulatory standards. In this new era, ethical advertising is not only a regulatory expectation; it is good business.

Looking further ahead, 2026 will mark an exciting milestone in ICC's collaboration with EASA, as we join forces for the first time at Cannes Lions under the shared banner of the Self-Regulation Day "Cannes Rules!". This reflects a broader ambition to showcase the relevance, adaptability and collective strength of the self-regulatory community, and we see it as the beginning of a long series of joint initiatives demonstrating how responsible advertising can thrive - even, and especially, in a fast-moving technological landscape.

The advertising world is undergoing intense transformations. How can the ecosystem navigate this change?

The advertising ecosystem is experiencing one of the most significant transformations in its history. In this context, ethical frameworks and trusted partnerships have never been more

important. For ICC, 2025 represents both reflection and acceleration - a year in which the fundamentals of responsible advertising remain constant, even as the tools, technologies and expectations surrounding them evolve at record speed.

At the heart of this continuity stands the ICC Advertising and Marketing Communications Code, which has served as the global backbone of advertising self-regulation for nearly nine decades. Today, the ICC Code is available in 13 languages, marking its broadest global footprint and underscoring the universal relevance of its principles. Its continued expansion reflects a simple truth: wherever advertising travels, the values of legality, decency, honesty and truthfulness must travel with it.

As regulatory intensity - particularly in the EU - reaches unprecedented levels, embracing the ICC Code, its AI guidance and the broader self-regulatory system is not merely a compliance exercise. It is a forward-looking commitment to trust, innovation and sustainability - the foundations on which the future of advertising must be built.

How do you see the Alliance moving forward into the future? What should be prioritised?

The ICC-EASA partnership plays a central role in helping the ecosystem navigate this transition. Our collaboration demonstrates that self-regulation can be both agile and future-focused, offering practical solutions at a time of heightened regulatory scrutiny.

By combining ICC's global policy leadership with the operational excellence of Europe's SROs, we are able to reinforce consistency, elevate standards and consolidate trust among regulators, industry and consumers alike. This alignment between global principles and local implementation is essential to ensuring that self-regulation remains credible, effective and adaptable.

As the industry continues to evolve, the priority is clear: to strengthen and promote a self-regulatory system that keeps pace with technological change while remaining firmly anchored in enduring principles of responsibility. Trust, innovation and sustainability must continue to guide our collective efforts, ensuring that responsible advertising remains both relevant and resilient in the years ahead.



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A year in action

Looking ahead...

A few quick words to wrap up this year's activity report.

Taking a bit of height, 2025 reinforced an important truth: resilience is not simply about withstanding disruption or handling imposed challenges, but about using moments of uncertainty to sharpen focus, strengthen capabilities, and reaffirm purpose. In 2025, we deployed our last activities under the EASA 2020-2025 Action Plan, with discipline - investing in our core strengths, improving operational performance, and laying the groundwork for sustainable, long-term value creation for the Members.

As we look ahead, to 2026 and beyond, we do so with clarity, confidence, and ambition.

What Lies Ahead

2026 marks the start of a new chapter in the life of the Alliance. It will be a year of deliberate progress. The foundations we have built position us to move faster, think bigger, and deliver consistently for all our membership.

- Our objectives for the coming years are well-defined, with 2030 marking our new horizon. Together, we will:
- Enhance the profile of EASA and the advertising Self-regulation model
 - Strengthen current Self-Regulatory Organisations and promote the establishment of new ones
 - Mitigate any potential negative effects from current and future regulations
 - Invest in digitalisation and tackle emerging technological challenges
 - Unify the advertising ecosystem under the Self-regulation banner
 - Ensure long-term resource sustainability for EASA and its network

Ultimately, we aim for advertising Self-regulation to be recognised as a strong, worthwhile option in European policy-making, for the EASA network to be strengthened across Europe, and for Self-regulation to adapt effectively to new advertising trends and technologies.

A Shared Journey

While strategies and plans are essential, our advancement is fundamentally shaped by the effectiveness of our service to Members, our engagement with policymakers, the strengthening of relationships with external stakeholders, and our commitment to responsible advertising practices for citizens. The coming years are set to present fresh regulatory and policy challenges, but it will also offer opportunities to elevate the profile of advertising Self-regulation to new heights.

EASA enters 2026 with a strong sense of purpose and a clear direction. We know who we are, what we stand for, and where we are going. With your continued support, we are well positioned not only to navigate the future, but to shape it.

Thank you for your support on this journey. I look forward to what we will achieve together in 2026 and beyond.





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