

29 May 2014



## **ITV plc response (supported by STV and UTV) to Ofcom proposal to renew the co-regulatory arrangements for broadcast advertising**

ITV plc welcomes the opportunity to respond to Ofcom's proposal to renew the co-regulatory arrangements for broadcast advertising. ITV is responding in its capacity as a member of the Broadcast Committee of Advertising Practice (BCAP), a member of the Broadcast Advertising Standards Board of Finance (BASBOF) and as a broadcast licensee subject to the regulatory regime administered by the Advertising Standards Authority (ASA). This response is also supported by STV and UTV.

We agree with Ofcom's assessment that the co-regulatory regime in relation to broadcast advertising has worked very effectively in the ten years it has been in place. The ASA(B) and BCAP regime has proven itself to deliver outcomes in the interests of consumers and citizens, through an effective and proportionate working relationship involving the ASA, Ofcom and industry.

We therefore support Ofcom's proposal to renew the co-regulatory arrangements for a further ten years, subject to the matters set out in Ofcom's letter to Lord Smith. In particular, we support the proposed amendments to the Memorandum of Understanding (MOU) – which preserve the overall approach to the co-regulatory working relationship, but which seek to make the MOU less prescriptive in certain areas.