



Claudio Pollack  
Group Director,  
Content, Consumer and External Affairs  
Ofcom  
Riverside House  
2a Southwark Bridge Road  
London  
SE1 9HA

Advertising Standards Authority  
Mid City Place, 71 High Holborn  
London WC1V 6QT  
Telephone 020 7492 2222  
Textphone 020 7242 8159  
Email [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk)  
[www.asa.org.uk](http://www.asa.org.uk)

30 May 2014  
**By email**

Dear Mr Pollack,

**Re: Proposed renewal of the co-regulatory arrangements for the regulation of broadcast advertising**

Thank you for your letter of 1 May to ASA Chairman Lord Smith of Finsbury inviting formal comments on Ofcom's proposal to renew the co-regulatory arrangements for the regulation of broadcast advertising, which expire on 1 November 2014.

We note and welcome Ofcom's assessment that the current co-regulatory arrangements with ASA(B) and BCAP, as set out in the MoU and as implemented in practice, have satisfactorily met the requirements of good regulation and that ASA(B) and BCAP have proved to be effective in performing delegated functions.

We understand that Ofcom does not propose any substantive changes to existing arrangements, with proposals for limited changes intended to reflect how the operation of the co-regulatory system has evolved over the last ten years.

We have no detailed comments on Ofcom's proposals, and look forward to Ofcom's decision and next steps, expected in the summer.

Yours sincerely,

Rob Griggs  
**Public Affairs Advisor**

Email: [robertg@asa.org.uk](mailto:robertg@asa.org.uk) Tel: 020 2492 2145

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