



CHANNEL 5 BROADCASTING LIMITED

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Friday 30 May 2014

By e-mail

Daniel Maher
Ofcom
Riverside House
2a Southwark Bridge Road
London SE1 9HA

Dear Daniel

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

I am writing in response to Ofcom's invitation to comment on its proposals to renew the contracting out of some of its advertising regulation functions to the Advertising Standards Authority.

Channel 5 strongly supported contracting out when it was introduced in 2004. We believed it made sense to pull together the long-established system of advertising self-regulation embodied in the ASA with the statutory responsibility for broadcast advertising that had lain historically with the regulator(s) of television and radio. This enabled advertisers and broadcasters to have greater ownership of the regulatory rules within which they operated; presented consumers with a single brand for dealing with complaints; and facilitated a more consistent approach to advertising regulation across all media.

We believe the co-regulatory system established in 2004 has proved a success. Through the three co-regulatory bodies, the broadcasting and advertising industries have proved effective at maintaining and developing a sophisticated and coherent system for advertising regulation, while recognising the Ofcom's backstop powers and responsibilities.

Channel 5 has played a full and constructive role in the co-regulatory system, both through its membership of BCAP and its co-operation with the ASA executive in responding promptly and fully to enquiries and complaints.

We believe the current arrangements have proved their value over the last decade and we look forward to Ofcom renewing them for a further ten years. We have no specific comments on the proposals for modest changes to the Memorandum of Understanding, which seem broadly sensible and appropriate to ensuring the system works well into the future.

Best Wishes

Martin Stott
Head of Corporate & Regulatory Affairs

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