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| Question   | Your response   |
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| <p><b>Question 1:</b></p> <p>Do you consider Ofcom's proposed rule and the proposed definitions to be inserted into the BCAP Code reflect appropriately the requirements of Section 321A of the Communications Act? If not, please explain why.</p>  | <p>Yes, I believe that both the proposed rule and proposed definitions to be inserted into the BCAP Code appropriately reflect the requirements of Section 321A of the Communications Act.</p>  |
| <p><b>Question 2:</b></p> <p>Do you consider Ofcom's proposed Rule 9.17A and the associated meaning, to be inserted into the Broadcasting Code, reflect appropriately the requirements of Section 321A of the Communications Act? If not, please explain why.</p>  | <p>Yes, I believe that both the proposed rule 9.17A and the associated definitions to be inserted into the BCAP Code appropriately reflect the requirements of Section 321A of the Communications Act</p>   |
| <p><b>Question 3:</b></p> <p>a) Do you agree with Ofcom's proposal to designate the ASA as a co-regulator for the prohibition on online advertising for less healthy food and drink products?</p> <p>b) If you do not agree with the proposal to designate the ASA as a co-regulator, please explain why. If appropriate, please include any alternative approaches to regulating online advertising for less healthy food and drink products under the Communications Act 2003, explaining why such an approach would better fulfil the statutory requirements.</p> | <p>Yes, as the UK's regulator of advertising, it makes sense for the ASA to co-regulate with Ofcom on the prohibition of online advertising for less healthy food and drink products. I have recently been working as a research associate on a project that looks at the prevalence of food advertisements on social media and how they affect young people, and the results from focus groups with the young people and their parents make it clear that there is a desire for greater regulation in this area and more monitoring of online advertising. Some parents did, however, suggest that a new independent regulatory body be set up to focus solely on the online sphere as this is a growing area of concern, particularly with targeted advertisements, many of which are focused on unhealthy foods.</p> |

**Any additional comments on: Ofcom's proposed approach to enforcing the new prohibition on advertising for less healthy food and drink products online; and Ofcom's assessment of the impact of our proposed approach to implementing the new restrictions on advertising and sponsorship for these products on TV, ODPS and online.**

I welcome the proposed approach to prohibiting online advertising of less healthy food and drink as young people are particularly at risk from repeated exposure to such advertisements, and it is a growing concern for parents who already face many challenges managing their children's online activities.