

Internet Advertising Bureau

The Internet Advertising Bureau (IAB UK) is the industry body for digital advertising. Our purpose is to build a better future for digital advertising for the benefit of everyone. We represent and bring together all elements of the digital advertising supply chain through our 1,200 members, including media owners (which include VSPs), agencies and advertising technology companies.

In view of our remit, we are responding to Ofcom's proposal to renew the designation of the ASA as co-regulator for video-sharing platform (VSP) advertising.

We agree with Ofcom's assessment that the ASA continues to satisfy the statutory designation criteria based on the ASA's fitness and propriety, willingness to be designated, access to adequate financial resources for regulating VSP services, independence from VSP providers, and adherence to the relevant regulatory principles.

IAB UK therefore supports Ofcom's proposal to renew the ASA's designation as co-regulator for advertising content on VSPs.