

Confidential – N

ITV

The ASA is well-respected and has an established track record as the competent regulator of advertising standards. ITV is therefore supportive of Ofcom's proposal to renew the co-regulatory arrangements with the ASA for the regulation of broadcast advertising, on demand programme service advertising, and video sharing platform advertising. We agree with Ofcom's view that the ASA meets the criteria for designation, and note that the ASA has written to Ofcom to support the proposals.