

Confidential – N

STV Central Limited and STV North Limited

STV supports Ofcom's proposal to renew the co-regulatory arrangements for the regulation of broadcast, ODPS, and VSP advertising with the ASA for a further period of 10 years.

We agree with Ofcom's view, as set out in the consultation letter, that the ASA meets the statutory designation criteria.

We further agree that their governance and funding structure demonstrate they are sufficiently independent of industry, and that their extensive experience of regulating advertising under the self-regulatory system demonstrates they are fit and proper to be designated as Ofcom proposes.