

Confidential – N

The Institute of Practitioners in Advertising

We agree with Ofcom's proposal to renew the co-regulatory arrangements with the ASA for the regulation of broadcast, on demand programme service (ODPS) and video-sharing platform (VSP) advertising for ten years until 31 October 2034.

The ASA, together with CAP and BCAP, have a wealth of experience and expertise in advertising regulation and enforcement, generally.

That Ofcom has chosen to assess the ASA against statutory criteria relevant to ODPS and VSP for its broadcast responsibilities also, ensures consistency.