

icas



International Council
for Ad Self-Regulation

2022
2023

**GLOBAL
FACTBOOK**



OF ADVERTISING SELF-
REGULATORY ORGANIZATIONS

CONTENTS

03

Introduction

05

1. Self-Regulatory Organizations

Market Coverage of Advertising Self-Regulation

History and SRO governance

SRO Funding Models

10

2. The Self-Regulatory System

Advertising Standards

Scope of Self-Regulation

Complaints-Handling Body

16

3. SRO Services

Advisory Services

Complaints

Monitoring of Advertisements

Other Services

23

4. Outlook

24

Appendix: List of Advertising Self-Regulatory Organizations worldwide

INTRODUCTION

The Global Factbook of Advertising Self-Regulatory Organizations ('Global SRO Factbook') is a yearly publication of the International Council for Advertising Self-Regulation (ICAS). This edition is highlighting key facts and figures of the Ad Standards Bodies, or so called Self-Regulatory Organizations (SROs) belonging to the ICAS network in 2023.

The Global Factbook complements the Global SRO Database, an online tool available on the ICAS website at: <https://icas.global/srodatabase>. Based on a common methodology, the Global SRO Database aims to provide transparency on the way SROs operate. The data it contains is standardized as much as needed to allow for a high-level comparison between different markets around the world.

The present report, the Global SRO Factbook, provides an aggregate overview of the facts and figures listed in the Database and further information gathered from the SROs. It contains useful background clarifications highlighting some local specificities, while putting them in a broader international context. It also showcases how SROs have evolved to transform the way they regulate ads by investing in machine learning and artificial intelligence to grow their impact and operate at scale.

Both these tools intend to shed some light on the work carried out by SROs to ensure responsible advertising in their respective markets while facilitating the sharing of knowledge on different aspects of self-regulatory systems. The explanations provided in the Factbook should be understood in that context, keeping in mind that there is no such thing as the 'best way' to operate a self-regulatory system for advertising.

Differences in language, cultural sensitivities, business practices and legal provisions mean that a single model would be unlikely to achieve effective outcomes in all the markets covered by the ICAS membership. On the opposite, effective self-regulation requires the development of solutions tailored to local characteristics.

Despite differences in the way SROs operate around the globe, there are overarching principles all SROs in ICAS membership have committed to. These principles are enshrined in the [ICAS Charter](#) that was adopted by all ICAS members in May 2021.

The Charter sets out the goals for effective ad self-regulatory systems, including setting high standards, achieving comprehensive coverage, ensuring independent decision-making, providing industry advice and training, undertaking ad monitoring and delivering enforcement. Investment in technology is a thread that runs through the Charter's commitments, as are the crucial principles of openness, transparency and accountability. [1]

[1] The principles enshrined in the ICAS Charter correspond to the requirements of integrity pointed out by researchers and authorities. See the following documents for reference:

- “UNCTAD. Manual on consumer protection, 2018”. “Box. 5. Checklist for Self-regulation and corporate social responsibility”, Page 44. Available at: https://unctad.org/en/PublicationsLibrary/ditccplp2017d1_en.pdf .
- “OECD Report – alternatives to traditional regulation”. 2002. Pages 59 – 60 Available at: <https://www.oecd.org/gov/regulatory-policy/42245468.pdf>
- OECD. Industry self-regulation – role and use in supporting consumer interests. 2015, pp. 8, "Features or provisions of the Self-Regulation". <https://www.oecd-ilibrary.org/docserver/5js4k1fjqkwh-en.pdf?expires=1658438454&id=id&accname=guest&checksum=29D99884BF769D9826B1B7724EBE71D0>

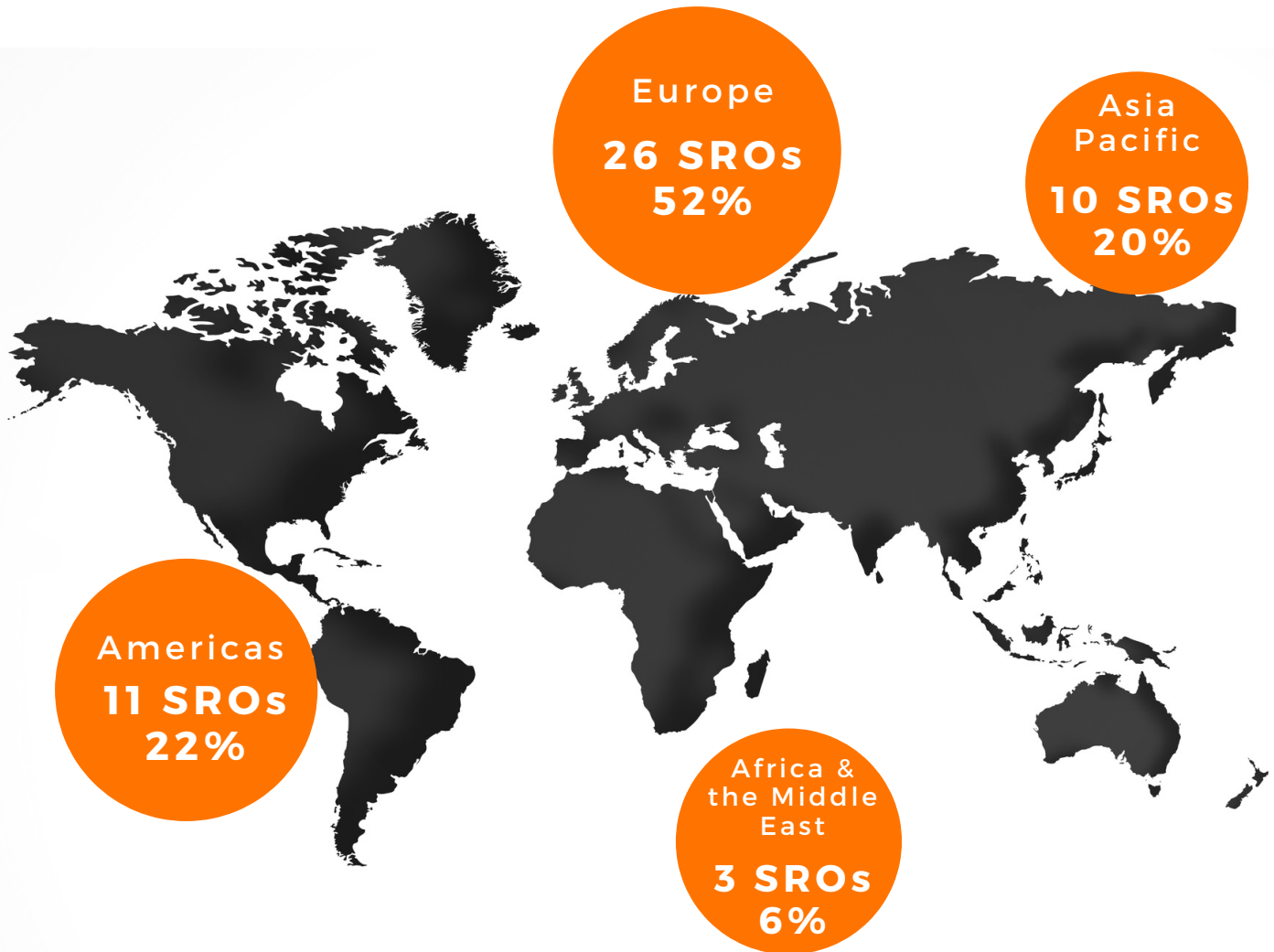
1 SELF-REGULATORY ORGANIZATIONS

The Advertising Standards Bodies / or so-called SROs are independent bodies [2] and play a key role in ensuring that advertising on all media is legal, decent, honest, and truthful. They do proactive work to avoid irresponsible advertising by providing advice and training to companies, and act on complaints to tackle harmful, misleading, or offensive ads. Their systems involve a wide range of stakeholders, not only the advertisers, but also advertising agencies and the media making this self-regulatory system an effective and 'collective' regulatory system for advertising, which is unparalleled when compared to other forms of industry self-regulation.

There are multiple checks and balances in place to ensure the system is transparent and accountable, which is why the benefits of the self-regulatory system for advertising have been recognized by public authorities, international organizations [3], as well as in legislative texts.

[2] SROs operate independently. They administer and enforce the codes and standards independently from the government, specific interest groups, and the advertising industry.

[3] The benefits of advertising self-regulation are recognized by international governmental organizations such as the Asia-Pacific Economic Cooperation (APEC), the European Union (EU), the Organization for Economic Cooperation and Development (OECD) and the United Nations Conference on Trade and Development (UNCTAD). See e.g. [Asia Pacific Economic Cooperation \(APEC\) Joint Ministerial Statement](#), APEC, 2017, Industry Self-Regulation: ROLE AND USE IN SUPPORTING CONSUMER INTERESTS, OECD (2015-03-01), OECD Digital Economy Papers, No. 247, OECD Publishing, Paris. <http://dx.doi.org/10.1787/5js4k1fjqkwh-en>. "Toolkit for protecting digital consumers". (OECD) 2018. The Report recognizes the benefits of effective Self-Regulation, "particularly relevant to the characteristics of the digital economy". Pages 59 and 60 <https://www.oecd.org/going-digital/topics/digital-consumers/toolkit-for-protecting-digital-consumers.pdf>



MARKET COVERAGE OF ADVERTISING SELF- REGULATION

Today, ICAS estimates that there are approximately 50 countries with advertising standards bodies around the world (see the full list in the Appendix)[4]. Among these, more than half are already direct members of the ICAS network, with SROs in another 14 countries being indirect members via the European Advertising Standards Alliance (EASA), ICAS' sister organization in Europe.

[4] For the purpose of this report, countries where more than one organization performs the functions of an SRO are only counted once.

For the map, Turkey is counted as part of the Africa & Middle East region, despite also being part of Asia and Europe, and Russia is counted as part of Asia-Pacific, despite being also part of Europe.

A further 3 SROs, the SROs in Argentina, Uruguay and Paraguay, have joined the newly established ICAS Latin American Chapter, a regional ICAS chapter that was set up in October 2023.

This new chapter is functioning as a platform and gathering point for ICAS members and stakeholders in Latin America as well as the Spanish SRO, AUTOCONTROL, to exchange ideas and best practices and deliberate on global and regional issues. The platform will also facilitate collaborations and joint initiatives aimed at enhancing the capabilities and growth of advertising self-regulatory organizations in Latin America.

Europe is the continent counting the highest number of SROs (52%), followed by the Americas (22%) and Asia-Pacific (20%). In Africa and the Middle East, there are currently 3 SROs (6%).

In several markets, efforts are underway to establish fully-fledged independent SROs. ICAS and EASA work closely with these markets to support the promotion of advertising self-regulation.

Unless otherwise specified, the data provided later in this Factbook covers 25 of ICAS' 26 SRO members, and for the first-time data from the SRO in Turkey, that joined ICAS in 2023.

HISTORY AND SRO GOVERNANCE

ICAS members include the largest and oldest SROs in the world such as those in France, the UK, Spain, USA and Canada.

L'Autorité de régulation professionnelle de la publicité (ARPP) in France is the oldest SRO in the world. It was founded in 1935 and will thus celebrate its 90th anniversary in 2025.

The Canadian SRO, Ad Standards, was created in the 1950s, with three SROs following in the 1960s (the UK, the Netherlands and Italy). The trend then accelerated in the 1970s, 1980s, 1990s and 2000s.

A couple of SROs have been established recently, building on pre-existing structures and advertising codes already in existence at local level: the SRO in South Africa[5] was set up in 2018, and the newest SRO, the Colombian SRO Autocontrol[6], was created in 2019 and became fully operational in 2020.

SROs are typically created by representatives of the advertising industry committed to promoting self-regulatory standards. The organizational set-up of SROs however varies greatly from market to market. Statutes or Articles of Incorporation, as well as Annual Activity Reports, where available, can be accessed in the [Global SRO Database](#).

To support their governing bodies and provide services to the market (industry players, consumers and/or public authorities), SROs as a rule have permanent staff. The size of the Secretariat however varies greatly from market to market, depending on the financial resources of the SRO and on the scope of the services provided. The smallest SROs are operated by volunteers from the industry or by a single staff member.

In fact, more than half of ICAS SRO members (60%) employ less than 10 staff members. Only three SROs employ more than 50 staff members: BBB National Programs in the US[7] has 85, AUTOCONTROL in Spain more than 100 employees and the Advertising Standards Authority (ASA) in the UK, employs currently more than 110 people.

[5] The Advertising Regulatory Board (ARB) in South Africa was established in November 2018 following the closure of the former SRO. The Advertising Standards Authority (ASA) of South Africa had been created in 1969.

[6] In September 2019, the new SRO, Autocontrol Colombia was launched to replace the former Comisión Nacional de Autorregulación Publicitaria (CONARP), which was itself created in the 1980s.

[7] Not all of BBB National Programs' employees are engaged in advertising self-regulation. About a third of the staff are engaged in non-advertising dispute resolution.

SRO FUNDING MODELS

In 2022, more than half of ICAS members operated with an annual budget of less than USD 1 million, and only three SROs have annual expenses above USD 5 million. Overall, SROs can be grouped into three main categories in terms of how their activities are financed.

MEMBERSHIP FEES

A third of the SROs in ICAS membership (8 markets)[8] are primarily financed by membership fees. In this model, annual contributions from member firms and/or associations representing the advertising industry are used to finance the activities of the SRO.

Membership fees can take the form of a fixed amount or of proportional fees based on a gliding price scale (with larger members paying a higher fee than smaller members). In some cases there are also different levels of membership fees depending on the type of businesses members represent, and/or depending on the type of services provided.

LEVY SYSTEM

Six markets use a levy system. This means that a small percentage of advertising costs goes to finance the operation of the SRO. This amount is typically collected by advertising agencies before it is transferred to the SRO. These agencies act as intermediaries between advertisers and media owners (TV, radio, billboard sites, newspapers, online advertising...).

OTHER MODELS

The remaining SROs (11 markets) use other models, which are based on service fees, a combination of the membership and levy systems, voluntary contributions or grants.

[8] A report published in October 2018 that looked at SRO funding models across the globe for members and non-members alike found in 32 markets a membership model. Read more here: [ICAS Note How are Self-Regulatory Organizations financed?](#)

2 THE SELF-REGULATORY SYSTEM

ADVERTISING STANDARDS

The existence of a Self-Regulatory Code of Standards or a set of Guiding Principles governing the content of ads is typically a pre-requisite for establishing a Self-Regulatory System. Most self-regulatory standards and programs incorporate the basic principles that:

- All ads should be prepared with a due sense of social responsibility, notably in terms of being legal, decent, honest and truthful;
- All ads should conform to the principle of fair competition, as generally accepted in business, and consistent with competition laws;
- No ad should impair public confidence in advertising.

In most countries, local advertising standards are based on the [Advertising and Marketing Communications Code](#) of the International Chamber of Commerce (thereafter 'ICC Marketing Code'). This code is regularly reviewed and updated.

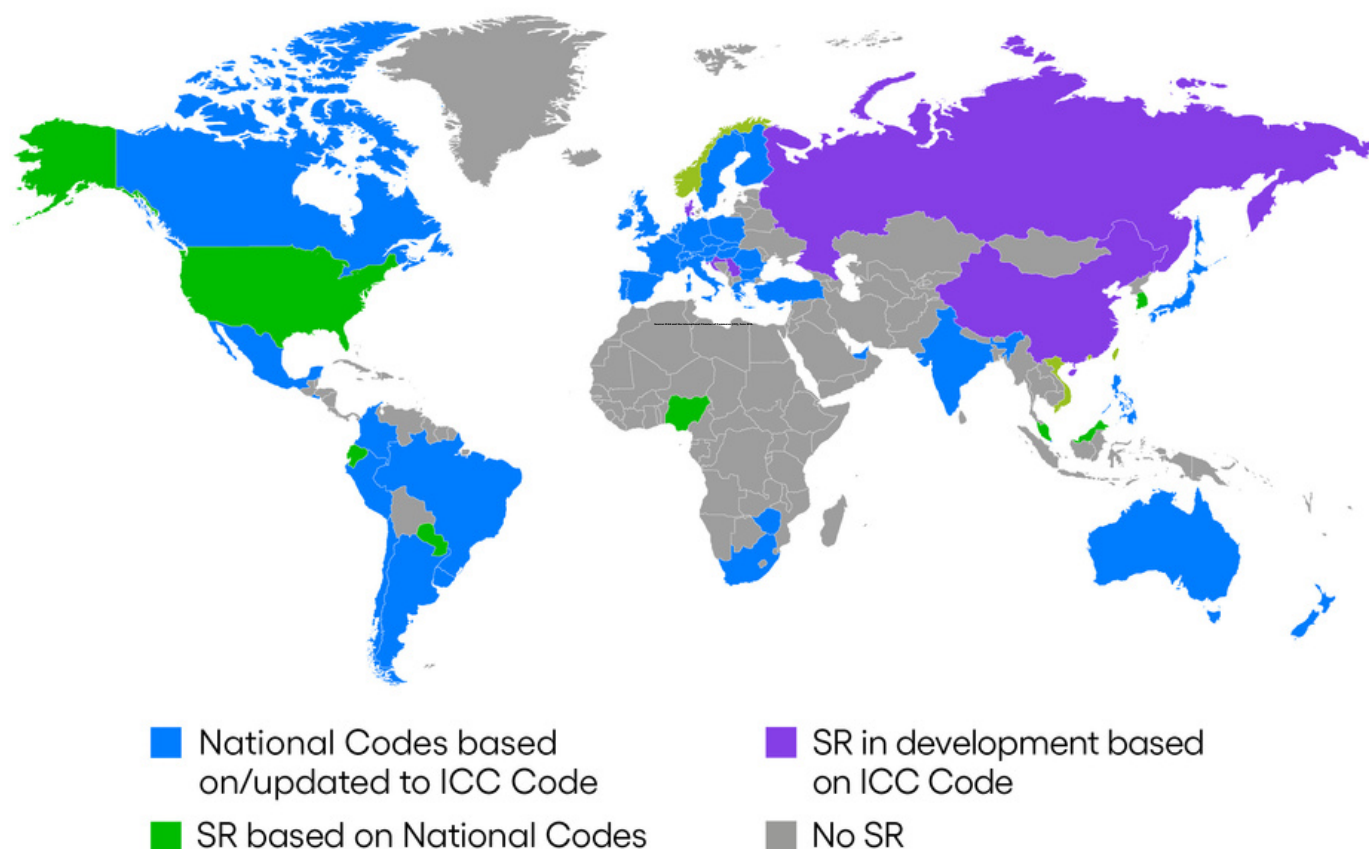
National adjustments are however often necessary to take into account legal, social, cultural and economic features.

Among ICAS markets:

- 3 markets (Belgium, Colombia and Sweden) use the ICC Marketing Code in its original version, having translated it into the local language(s);
- 1 market, the United States, implements self-regulatory standards based on the law and guidance of the U.S. Federal Trade Commission, the national government advertising regulator;
- The remaining markets use national self-regulatory standards which are in part inspired by the ICC Marketing Code.

Specific provisions contained in local standards are typically agreed upon by an independent standards-making body within the SRO, and subsequently updated on a regular basis. The main Standards are also often accompanied by sectoral guidelines addressing the marketing of specific products or services (e.g. alcohol, beauty products...) or by issue-specific guidelines (e.g. on interest-based advertising, on advertising to children, on influencer marketing, etc.).

USE OF THE ICC MARKETING CODE WORLDWIDE



SOURCE: ICAS AND THE INTERNATIONAL CHAMBER OF COMMERCE (ICC), 2023.

SCOPE OF SELF-REGULATION

When assessing whether an ad is compliant with applicable self-regulatory standards, SROs use slightly different criteria depending on their mandate and scope of activities. Most of them work to ensure that ads are legal, decent, honest, truthful, socially responsible and fair.

Almost half of the SROs also assess ads in terms of their regard for consumers' privacy and data protection rules. Other criteria, not listed in Table 1, may also be used by some SROs such as whether ads comply with the principle of environmental responsibility or with the protection of children's rights.

TABLE 1. CRITERIA USED TO ASSESS WHETHER AN AD IS COMPLIANT WITH LOCAL STANDARDS

Criterion	% of ICAS markets where the SRO assesses ads against this criterion
Legality: whether an ad is compliant with applicable laws	88% (all except Ireland, New Zealand and Singapore)
Decency: whether an ad is not offending standards of decency prevalent in the local culture	96% (all except the US)
Honesty: whether an ad is not abusing the trust of consumers or exploiting their lack of experience or knowledge	100%
Truthfulness: whether an ad is not including content that could mislead consumers (e.g. regarding the actual benefits/characteristics of the product or service)	100%

<p>(Social) responsibility: whether an ad respects human dignity and is free of any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation</p>	<p>96% (all except the US. The US has, however, a provision on social responsibility in its new children’s code and the US NAD is also monitoring ads for negative social stereotypes since September 2022) [9]</p>
<p>Fairness: ensuring that an ad is not derogatory to the competition and is free of plagiarism</p>	<p>92% (all except Belgium [10] and the US [11])</p>
<p>Right to privacy: ensuring that an ad complies with (self)-regulatory standards on data protection for consumers</p>	<p>64% (all except Belgium, Chile, France, India, Ireland, Italy, the Netherlands, the Philippines, Romania, Singapore, South Africa, Turkey, the UK and the US [12])</p>



[9] For the first time in its 50-year history, the National Advertising Division (NAD) is holding brands accountable for advertising that portrays or encourages harmful and misleading “social stereotyping, prejudice, or discrimination.” NAD, a division of BBB National Programs, is now monitoring not just the truth and accuracy of advertising claims about products and brands but explicit and implied social messaging.

[10] Because JEP in Belgium does not deal with competitors’ complaints, the principle of fair competition is rarely invoked in the complaints received by the Jury. This does not mean however that JEP cannot use the fairness criterion in its assessment of ads.

[11] For children’s advertising the US deals with fairness.; the US also deals with ads that are falsely derogatory.

[12] For children’s advertising the US deals with the right to privacy.

COMPLAINTS-HANDLING BODY

SROs may intervene before an ad is published or after an ad is published. All SROs offer mechanisms of some sort to handle complaints from consumers and/or competitors (see section 3). In most cases, these complaints are examined by an independent body within the SRO, often called the Jury or Complaints Committee. Separate from the standards-making body, the Jury is in charge of determining whether an individual ad is in breach of self-regulatory standards.

- In the vast majority of cases (68%), all eligible consumer and/or competitor complaints are examined by the Jury. The SRO staff may filter some complaints which are out of scope, but all decisions on individual ads are made by the Jury;
- In five cases (Ireland, Italy [13], the Netherlands, Sweden and the UK), some decisions on individual ads may be taken by the SRO Secretariat. The most complex cases or cases without a clear precedent are however always assessed by the Jury;
- In two cases (the US and South Africa), all first level decisions on individual complaints are taken by the SRO rather than by a Jury. In these countries a Jury can be assembled to examine first level decisions when these are appealed.

The size and composition of the Jury varies from market to market. In some markets, the Jury is composed of less than 10 members whereas in other markets, Jury members may be selected from a pool of more than 100 individuals. Since Jury members are often independent professionals supporting on a voluntary basis, the individuals taking part in Jury meetings are not necessarily the same from one meeting to the other.

[13] IAP in Italy has two independent bodies: the jury, which examines both competitor and consumer issues and the Review Board (or Complaints Committee) which is in charge of consumer issues. Both bodies are in charge of determining whether an individual ad is in breach of self-regulatory standards. The SRO Secretariat can take action on individual ads, but the outcome of each case needs to be formally approved by the Review Board.

Jury members typically include individuals with an experience of the advertising industry, but in many markets a significant percentage or even a majority of Jury members are independent lay experts or people representing interests other than those of the industry such as academics, retired judges or consumer advocates.

- In 5 markets, all Jury members are independent from the advertising sector (Australia, France, Italy, Portugal and Spain);
- In 7 markets, half or more than half of Jury members are independent from the advertising sector (Belgium, India, Ireland, Malaysia, New Zealand, Romania and the UK);
- In the remaining markets, advertising industry professionals represent a majority in the pool of Jury members, but independent experts, lawyers and representatives of civil society organizations are often also involved in Jury decisions.



3 SRO SERVICES

ADVISORY SERVICES

For the purpose of this report, we use the term 'advisory services' to describe those services provided by SROs to advertisers and their agents prior to the publication of an ad. Such services can be divided into two main categories:

PRE-CLEARANCE

whereby an ad must be assessed by the SRO as a compulsory pre-condition before it can be published. The obligation, where it exists, often covers specific media such as TV or radio, or particularly sensitive sectors such as medications and medical devices, ads directed at children, or ads for financial services.

COPY ADVICE

where the SRO issues an opinion as to whether an ad complies with advertising standards prior to the publication of the ad, at the request of the advertiser, agencies, or the media. The advice is provided on a confidential basis and is usually non-binding. It may include suggestions of amendments to ensure compliance with the rules. Copy advice can be a free service or a paid service, depending on the market and the type of ad/advertiser.

Pre-clearance is provided by SROs in four markets covered by ICAS' membership: Canada [14], France, the Philippines, and Portugal. The Advertising Standards Council (ASC) in the Philippines processed the highest number of pre-clearance requests in 2022, with 48 643 opinions. The French SRO, ARPP, handled 24 690 requests in 2022, Canada 8 066, and Portugal 152.

More than 81 500 ads were pre-cleared in total by these four SROs in 2022. [15]

Copy advice is a service frequently offered by SROs. 92% of ICAS members provide copy advice services. The Canadian SRO is currently developing this service. In 2022, these SROs processed almost 77 000 copy advice requests. Spain is the SRO that administers the highest number of copy advice requests every year, with 36 187 opinions issued in 2022, followed by France with 27 084 opinions and the Philippines with 10 000 opinions. In the majority of cases, copy advice is provided within three to four working days, and some SROs even offer an express service of same-day response.

[14] The Canadian SRO pre-clears advertisements for health products, cosmetics, food, alcohol, and ads directed to children.

[15] In Belgium, within the frame of the Alcohol Convention there is compulsory paid-for copy advice for members of the beer and wine & spirits federations with regard to certain types of campaigns (national audio/visual on tv, radio, cinema). JEP counts this as copy advice and not as pre-clearance.

92%

Of SROs in ICAS membership offer copy advice

≈ 77 000

Copy advice requests were processed by SROs in 2022

+81 500

ads were pre-cleared by SROs in 2022

COMPLAINTS

One of the main benefits of advertising self-regulation worldwide is that it provides a cost effective (typically free of charge), fast and efficient solution to address consumer complaints about individual ads. Among ICAS members, **three SROs currently do not handle consumer complaints** (ABG in the U.A.E, BBB National Programs in the US and Autocontrol, Colombia).

All SROs except two [16] handle competitor complaints. The process for handling competitor complaints is usually broadly similar to that in place for handling consumer complaints, except that, unlike consumers, companies are often required to pay a fee to file a complaint. Moreover, in some countries, special public hearings are organized to debate cases filed by competitors or, as in Spain, the composition of the jury might be different.

The number of consumer complaints handled by SROs varies from market to market and from one year to the other. If we consider the ICAS members offering the service and that reported the data for 2022, the average number of complaints processed was 2 100. There are however major differences in practice:

- 4 SROs handled fewer than 20 consumer complaints;
- 7 SROs handled up to 500 consumer complaints;
- 6 SROs handled between 500 and 1 000 consumer complaints;
- 5 SROs handled between 1 000 and 5 000 consumer complaints;
- 1 SROs handled more than 5 000 consumer complaints.

[16] JEP in Belgium and ABG in the U.A.E.

The ASA in the UK is the SRO handling the highest number of consumer complaints per year: with approximately 31 660 complaints in 2022. [17] In total, the SROs that are part of the ICAS network dealt with almost 48 200 consumer complaints in 2022.

On average 36% of these consumer complaints were upheld by the SROs and 25% were resolved informally.

The number of competitor complaints handled by SROs also varies from market to market but is understandably often lower than the number of consumer complaints. The 24 ICAS members which provided statistics on this service collectively processed 852 competitor complaints in 2022. In practice:

- 13 SROs handled fewer than 10 competitor complaints;
- 8 SROs handled between 10 and 50 competitor complaints;
- 3 SROs handled more than 50 competitor complaints.

As in the case of consumer complaints, the UK ASA is the SRO handling the highest number of competitor complaints per year: 310 in 2022.

48 200

consumer complaints have been handled by the ICAS network in 2022

852

competitor complaints were investigated by SROs in 2022

7 200

ads were investigated by SROs on their own initiative

[17] According to the ICAS methodology, consumer complaints include both complaints submitted by individuals and complaints submitted by organizations representing consumers' interests. In case several complaints are received on the same ad and handled as a single case, all underlying complaints are counted. A complaint is defined as an expression of concern about a particular ad which requires a response. It may include one or several concerns about the given ad by the same complainant.

In the majority of cases (72% of the SROs that deal with consumer complaints), decisions on consumer complaints are publicly available. The list of decisions (sometimes called 'rulings') is typically available on the SRO's website, and a list of links to such pages can be accessed via the ICAS [Global SRO Database](#). Those decisions may be published in full or in summary form, depending on the applicable rules of procedure. In two cases (Romania and Malaysia), decisions can be accessed upon request. The Romanian SRO makes decisions available for members via a secured extranet rather than via the public website. Most of the SROs which do not publish decisions on consumer complaints count among those SROs handling few consumer complaints per year.

Competitor complaints are also often publicly available (60% of cases), but the decisions may only be published in part or in an anonymized form due to the sensitivity of some aspects pertaining to competition law.

Finally, it should be noted that in 88% of the markets covered by the ICAS Global SRO database, complaints can also be received from other entities rather than consumers and competitors. Such entities include public authorities and NGOs. In 2022, SROs in ICAS membership dealt with 317 such complaints.

Thirteen SROs also undertake own initiative investigations to identify ads which are in potential breach of self-regulatory standards. Almost 7 200 advertisements were investigated following proactive action taken by the SRO in 2022, 1 000 more than in the previous year. One further SRO is currently developing this capacity.

MONITORING OF ADVERTISEMENTS

In addition to dealing with complaints, providing advice or pre-clearing ads, a growing number of SROs also actively monitor advertisements either per sector or per media. SROs monitor for example ads for food and beverages, especially when they target children, or ads for alcohol beverages. Increasingly, SROs also monitor online advertising, such as influencer marketing to identify unlabeled influencer ads.

64% of SROs in the ICAS network have conducted monitoring exercises in 2022. 20% more than in 2021. And three further SROs are currently developing this capacity.

Out of these, nine SROs already use advanced technology, such as machine learning algorithms, avatars or scheduled web crawlers to monitor various platforms, including company owned websites and social media platforms Facebook, Instagram, YouTube, TikTok and many more.

Two further SROs are currently investing in data-driven monitoring tools, which will further increase the number of SROs using advanced technology. Machine learning algorithms coupled with state-of-the-art image recognition and natural language processing techniques help the SROs to act at pace and scale in identifying problems and take action especially in areas where influencers or advertisers cause most harm to consumers.

64%

of SROs belonging to the ICAS network conduct monitoring projects

9

SROs already use advanced technology such as AI to monitor ads

OTHER SERVICES

In addition to advisory services and complaints handling, almost all SROs provide other services to attend to the needs of consumers and of the advertising industry locally. Educational services are especially important to raise awareness about ad standards and enhance compliance. Such services include online and in-person courses, certification programs, conferences, as well as partnerships with universities and other educational institutions.

A total of 347 training programs were provided by SROs in 2022.

A few SROs also offer mediation services (e.g. in the telecoms sector) and specialized services to address privacy and data protection concerns around marketing practices.

4 OUTLOOK

SROs are constantly evolving to keep pace with technological innovations or societal expectations. With the rapid shift in advertising expenditure to digital and online media with now well over half of the global advertising ad spent being online, SROs invest more time and resources in regulating advertising online and addressing the issue of scale.

To achieve this, SROs are expanding their membership to digital platforms and work together with them on specific projects. Examples of successful initiatives between platforms and SROs can be found on the [ICAS website](#).

Other focus points are key issues such as sustainability, and in particular the issue of “greenwashing”, advertising to children, diversity and inclusion, advertising of crypto assets, influencer marketing and dark patterns.

A number of SROs are also considering establishing guidelines addressing when the use of AI in advertising needs to be disclosed; how to make effective disclosures that are understandable and accessible, including to consumers with disabilities and how to ensure that the disclosures travel with the ad when it is shared on other platforms.

SROs will continue to innovate and adapt their services to protect consumers from irresponsible ads, to create a level playing field for businesses and to complement the legal framework at local level for the benefit of society.

To find out more about the activities of SROs in all the ICAS markets, you can download their activity reports from the [Global SRO Database](#) or visit their websites, listed on the [Members](#) page of the ICAS website.

APPENDIX

LIST OF ADVERTISING SELF-REGULATORY ORGANIZATIONS WORLDWIDE

The below list includes organizations which can largely be described as SROs, i.e. independent bodies set up and/or funded by the advertising industry to apply self-regulatory standards aimed at ensuring that advertisements are ethical.

In several markets not listed here, efforts are underway to establish fully-fledged independent SROs. ICAS and its European sister organization EASA work closely with these markets to support the promotion of advertising self-regulation.

Please note that the data included in the ICAS Global SRO Database and in this Factbook only include members of ICAS..

Country code	Country	Short name of the SRO	Full name of the SRO	Association membership
AE	United Arab Emirates	ABG	Advertising Business Group	ICAS
AR	Argentina	CONARP	Consejo de Autorregulación Publicitaria	ICAS Latin American Chapter*
AT	Austria	ÖWR	Österreichischer Werberat (Austrian Advertising Council)	EASA
AU	Australia	Ad Standards	Ad Standards	ICAS
BE	Belgium	JEP	Jury d'Ethique Publicitaire / Jury voor Ethische Praktijken inzake reclame	EASA, ICAS
BG	Bulgaria	NCSR	National Council for Self-regulation	EASA
BR	Brazil	CONAR	Conselho Nacional de Autorregulamentação Publicitária	ICAS

CA	Canada	Ad Standards	Ad Standards	ICAS
CH	Switzerland	CSL	Schweizerische Lauterkeitskommission/ Commission Suisse pour la Loyauté	EASA
CL	Chile	CONAR	Consejo de Autorregulación y Ética Publicitaria	ICAS
CO	Colombia	Autocontrol	Autocontrol Colombia	ICAS
CY	Cyprus	CARO	Cyprus Advertising Regulation Organisation	EASA
CZ	Czech Republic	RPR	Rada Pro Reklamu	EASA
DE	Germany	DW / WBZ	Deutscher Werberat & Zentrale zur Bekämpfung unlauteren Wettbewerbs e.V.	EASA
EC	Ecuador	SAC	Special Advertisement Committee	n/a
ES	Spain	AUTOCONTROL	Asociación para la Autorregulación de la Comunicación Comercial	EASA, ICAS
FI	Finland	MEN LTL	Mainonnan eettinen neuvosto / The Council of Ethics in Advertising FinlandLiiketapalautakunta / The Board of Business Practice Finland	EASA
FR	France	ARPP	Autorité de régulation professionnelle de la publicité	EASA, ICAS
GR	Greece	SEE	Advertising Self-Regulation Council	EASA, ICAS
HU	Hungary	ÖRT	Önszabályozó Reklám Testület/ Hungarian Advertising Self- Regulatory Board	EASA
ID	Indonesia	DPI	Dewan Periklanan Indonesia/ Indonesian Advertising Council	n/a
IE	Ireland	ASAI	The Advertising Standards Authority for Ireland	EASA, ICAS
IN	India	ASCI	The Advertising Standards Council of India	ICAS

IT	Italy	IAP	Istituto dell'Autodisciplina Pubblicitaria	EASA, ICAS
JP	Japan	JARO	Japan Advertising Review Organization	n/a
KR	Korea	KARB	Korea Advertising Review Board	n/a
LU	Luxembourg	CLEP	Commission Luxembourgeoise pour l'Éthique en Publicité	EASA
MX	Mexico	CONAR	Consejo de Autorregulación y Ética Publicitaria	ICAS
MY	Malaysia	ASA	Advertising Standards Advisory Malaysia	n/a
MY	Malaysia	Content Forum/CMCF	The Communications and Multimedia Content Forum of Malaysia	ICAS
NL	The Netherlands	SRC	Stichting Reclame Code	EASA, ICAS
NZ	New Zealand	ASA	Advertising Standards Authority	ICAS
NO	Norway	MFU	Matbransjens Faglige Utvalg (the Food and Drink Industry Professional Practices Committee)	n/a
PE	Peru	CONAR	Consejo Nacional de Autorregulación Publicitaria	ICAS
PH	The Philippines	ASC	Advertising Standards Council	ICAS
PL	Poland	RR	Związek Stowarzyszeń Rada Reklamy	EASA
PT	Portugal	ARP	Auto Regulação Publicitaria	EASA, ICAS
PY	Paraguay	CERNECO	Centro de Regulacion, Normas y Estudios de la Comunicacion	ICAS Latin American Chapter*
RO	Romania	RAC	Romanian Advertising Council	EASA, ICAS
RU	Russia	AMI	Advertising Council	n/a
RS	Serbia	NAESO	National Association for Ethical Standards in Advertising	EASA
SE	Sweden	RO	Reklamombudsmannen	EASA, ICAS

SG	Singapore	ASAS	Advertising Standards Authority of Singapore	ICAS
SI	Slovenia	SOZ	Slovenian Advertising Chamber	EASA
SK	Slovakia	RPR	Rada Pre Reklamu	EASA
TR	Turkey	ROK	The Advertising Self-Regulatory Board	EASA, ICAS
UK	United Kingdom	ASA Clearcast	The Advertising Standards Authority Clearcast	EASA, ICAS
US	USA	BBB National Programs	BBB National Programs	ICAS
UY	Uruguay	CONARP	Consejo Nacional de Autorregulación Publicitaria	ICAS Latin American Chapter*
ZA	South Africa	ARB	The Advertising Regulatory Board	ICAS

* the ICAS Latin American Chapter was set up in October 2023, to bring together the Latin American SROs. This chapter will function as a platform and gathering point for ICAS members and stakeholders in Latin America as well as the Spanish SRO, AUTOCONTROL, to exchange ideas and best practices and deliberate on global and regional issues. The platform will also facilitate collaborations and joint initiatives aimed at enhancing the capabilities and growth of advertising self-regulatory organizations in Latin America.

DECEMBER 2023 EDITION

Copyright © 2023 ICAS

Excerpts may be reproduced and translated provided the source is stated.
ICAS shall not be liable for any errors or omissions nor for the use of the
information contained in this document.



The International Council for Advertising Self-Regulation (ICAS)
c/o EASA, Rue des Deux Eglises 26, 1000 Brussels, Belgium
Contact person: Sibylle Stanciu-Loeckx, ICAS Director
<https://icas.global>
info@icas.global