



PRESS RELEASE

For immediate release – 10th November 2009

Industry agrees basis to extend the ASA's remit to marketing on websites

The funding for extending the Advertising Standards Authority (ASA) remit to marketing on websites has been agreed. The funding will include vital seed capital from Google.

In addition, proposals have been formulated for the remaining two elements required to launch the extension: the ASA's remit and sanctions.

Full details of the proposals will be published once formally ratified by the Advertising Standards Board of Finance (ASBOF), the Advertising Standards Authority Council, the Committee of Advertising Practice (CAP) and by the Advertising Association, whose Digital Media Group undertook the original work on the remit extension. It is anticipated that the extended remit will come into operation during the second half of 2010.

Winston Fletcher, Chairman of ASBOF, said: "This stands to be an incredibly important development in effective self regulation by the advertising industry. It promises to strengthen significantly the reach and work of the ASA – which will be good for our industry and vital for consumers. The active role that Google has played has been essential."

Matt Brittin, Google's UK Managing Director, said: "If people have a complaint about a claim made on a website it's important that it is properly investigated. We support the ASA's aims of providing consumer protection and are happy to help get this up and running for the benefit of UK consumers and businesses."

Lord Smith of Finsbury, Chairman of the ASA, said: "We very much welcome the progress that has been made. I believe it's crucial that the ASA can deal with the already significant number of complaints about marketing on websites, which is not, currently, subject to the CAP Code. This landmark agreement, once agreed, will considerably enhance online consumer protection."

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