



25 October 2010

DG INFSO workshop on
audiovisual commercial
communications to children
regarding HFSS foods

**egta's initiatives on food
advertising**
**To enhance broadcasters' role in
self-regulation**



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What is egta?

Who?

Trade association of television and radio sales houses

Sales houses?

Commercial departments of TV channels & radio stations, or independent companies

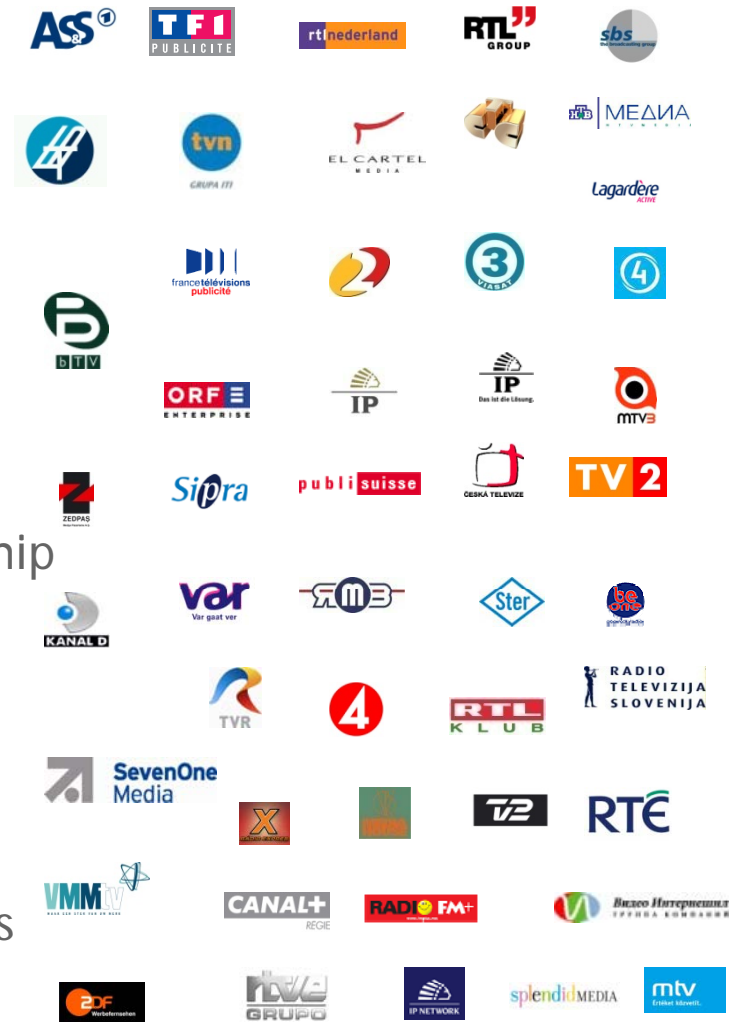
Commercialise advertising space & sponsorship to secure the financing of broadcasting activities

Representation

> 70% of TV investments in Europe

116 TV and radio sales houses in 36 countries

Both public & private broadcasters



Background for further actions

2007 White Paper on A strategy for Europe on Nutrition

“Advertising and marketing are powerful sectors that aim to influence consumer behaviours [...] standards should apply to the specific area of the advertising of food to children”

EU directive on Audiovisual Media Services

Call on *“media service providers to develop codes of conduct regarding inappropriate audiovisual commercial communications, accompanying or included in children’s programmes, of food and beverage...”* , i.e. HFSS

- Effective self-regulation has a role to play
- Focus on preventing irresponsible communications/content message of ads
- Broadcast sales houses, collectively with other advertising stakeholders, must engage in further actions



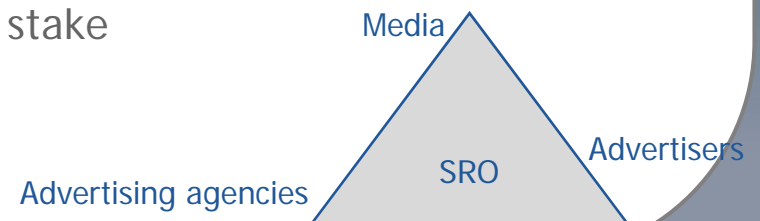
Broadcasters & advertising self-regulation

✓ Essential partners in advertising self-regulation

- TV sales houses cannot develop new advertising codes by themselves but they can play an active role alongside advertisers, agencies and other media
 - Involved in the financing & operations of national SR organisations
 - At EU level, egta is member of EASA

✓ Together with other SR partners to prevent irresponsible message content

- Ensure compliance with existing advertising rules
 - Broadcasters are potentially liable for infringing legislation
- Last SR partner to screen adverts before they are put on air
 - Little influence on design and content of ads, but not merely “distributors”
 - In sales houses, traffic controllers check the ads against SR codes
 - Reputation & brand of media providers at stake



Broadcast sales houses' response

✓ egta's two-fold approach that enhances broadcasters' role in advertising SR

→ To strengthen & spread best practise in advertising SR across the EU

- Along with EASA & all its industry members (EASA Charter, work on digital MKT, etc.)
- egta's official recommendations to sales houses on food advertising self-regulation

→ To empower sales houses in their "last gatekeeper" role

- egta's guidelines on the ICC Food & Beverage Framework
- *Commitment to the EU Food platform*
- egta's workshop on food advertising & the obesity issue



egta's recommendations on food SR

- ✓ To strengthen food advertising SR across the EU along with industry partners
- ✓ Sent to senior executives of more than 100 sales houses in Oct 2008
 - To outline advertising industry's common vision of effective SR
 - To urge sales houses to engage with SR partners at national level in further improving best practice implementation and strengthening SR systems:
 - by enhancing the implementation of existing codes
 - by designing new sector-specific codes for food advertising to minors
 - To provide all the information needed to enter into dialogues with advertisers, agencies and SROs

egta association of
retailers and
sales houses



Recommendation Paper on Self-Regulation of Food and Beverage Advertising

Official recommendations from egta to all its member sales houses,
approved by the egta Board on 24 September 2008

The recommendation - current document

- The EU debate on food & beverage advertising and the role of broadcast media p. 2
- The concept of self-regulation in ruling the content of food & beverage advertising p. 3
- Self-regulation of food & beverage advertising across different EU countries p. 4
- Broadcast media and self-regulation: [the way forward](#) p. 5

Appendices - separate document

- Appendix I - Guidelines: Self-Regulatory Profile & Content Details p. 16
- Appendix II - ICC Code of advertising and Marketing Communication Practice p. 173
- Appendix III - ICC Framework for Responsible Food and Beverage Marketing Communication p. 301
- Appendix IV - Spanish Code of Self-Regulation of Advertising of Food Products directed at Minors p. 800iv
- Appendix V - ICAAP code on television advertising - IAR - Section on advertising to children p. 1000v

egta's recommendations on food SR

- ✓ Report on developments in 2 years' time in EU countries covered by egta membership
- Significant improvements in the effectiveness of food advertising SR
 - Ad hoc rules for children-targeted HFSS advertising beyond the ICC Framework added to the general code;
 - Strengthened application of existing codes on food advertising;
 - New initiatives to raise awareness on healthy habits among children (advertising campaigns & editorial content)
- But also general strengthening of SR mechanism across the EU
 - New self-regulatory organisations in place
 - EASA Charter, work on digital marketing communications, etc.
- And parallel initiatives by partners in the advertising industry



egta's guidelines on the ICC Framework

- ✓ Media service providers cannot develop advertising content codes by themselves

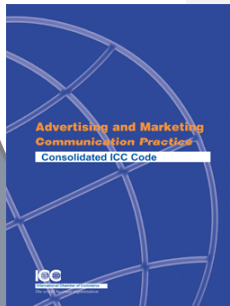
→ ICC Framework as the best response to the policy/societal challenge for broadcasters

- ✓ **The main objectives**

- To help professionals screening ads to better understand the Framework
- *Sustain high compliance level!*
- To educate professionals in country new to SRO and the ICC framework
- To raise sales houses awareness on the need to increase the watchfulness on child-targeted HFSS food advertising
- To recommend sales houses to call more frequently on the support of national SROs

- ❖ **The ICC Framework on food and beverage advertising**

- Based on a internationally recognised code
- The most comprehensive set of safeguards on food advertising
- The most commonly used code (19 EU countries + 6 on the way)
- Focuses on efficiency in the implementation of standard
- Implemented through established self-regulatory systems



egta's guidelines on the ICC Framework

- ✓ **Elaborated on the basis of an in depth assessment of SH practices**
 - Identification of most problematic issues in ads (WFA's compliance monitoring)
 - Identification of traffic controllers' understanding of the code & concrete difficulties (detailed survey and in-depth interviews)
 - They are not members of SR juries and have little time to take decisions
 - Review by experts in ad codes

- ✓ **Practical guide for everyday consultation by traffic controllers**
 - **Interpretative suggestions on grey areas**
 - Concrete examples and case studies
 - Checklist along with safeguards
 - Best practise recommendations

 - **List of issues to be careful about**
 - Nutrition claims, use of cartoon characters, over-consumption, etc.

 - **Recommendations to call on the support of SROs**
 - Countries' SR profile and contact details
 - Best practice recommendation to seek copy advice



egta's guidelines on the ICC Framework

- ✓ **Promoted within all egta member sales houses and beyond**
 - Sent to over 500 professionals in legal, sales, marketing and operations depts.
 - Promoted & distributed during egta general assembly (800+ copies)
 - Accessible via egta website
 - Tailored communication tools (newsflash, newsletter, etc.)
 - Interventions in broadcast conferences & advertising events all along 2010

- ✓ **In depth impact assessment to be conducted in 2011**
 - Based on survey among traffic controllers/egta members
 - To assess how awareness and knowledge of egta sales professionals has improved
 - To monitor possible follow-up/common initiative among SR partners
 - To identify potential further actions by sales houses



egta's workshop for sales houses professionals

- ✓ Jan 10, "How TV sales houses can better play their role in strengthening self-regulation of food advertising"
 - Detailed/practical presentation of the egta guidelines
 - Exercise by SR experts with case studies for traffic controllers
 - Presentations by SROs on national codes for child-targeted food advertising
 - Sharing/promotion of best practice among broadcasters
 - Initiatives to promote healthy lifestyle, participation in development of safeguards, etc.*
 - Dialogue with representatives of advertisers and agencies on common actions
 - Dialogue with representatives of EC on the legal background

- ✓ Overall outcomes
 - Good attendance by egta TV and radio sales houses
 - Videos of the conference available to all members via the website
 - Positive feedback from participants on hands-on learning session
 - "High interactivity", "real opportunity to put my knowledge on trial"



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