

## Consultation response form

Please complete this form in full and return to [ofcomadvertisingteam@ofcom.org.uk](mailto:ofcomadvertisingteam@ofcom.org.uk)

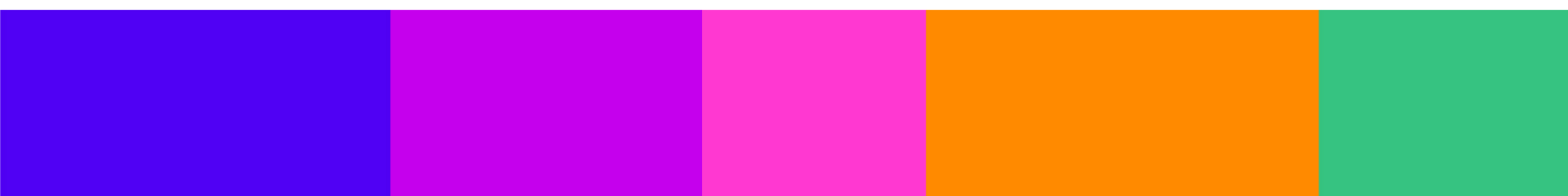
<b>Consultation title</b>	Proposed renewal of the co-regulatory arrangements for the regulation of broadcast advertising, on demand programme service advertising, and video-sharing platform advertising
<b>Full name</b>	Christie Dennehy-Neil
<b>Contact phone number</b>	020 70506969
<b>Representing (delete as appropriate)</b>	Organisation
<b>Organisation name</b>	Internet Advertising Bureau (IAB UK)
<b>Email address</b>	christie@iabuk.com

### Confidentiality

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We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom's General Privacy Statement](#).

<b>Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.</b>	Nothing
<b>Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.</b>	None



**For confidential responses, can Ofcom publish a reference to the contents of your response?**

Yes

## Your response

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### Your response

Confidential? – N

The Internet Advertising Bureau (IAB UK) is the industry body for digital advertising. Our purpose is to build a better future for digital advertising for the benefit of everyone. We represent and bring together all elements of the digital advertising supply chain through our 1,200 members, including media owners (which include VSPs), agencies and advertising technology companies.

In view of our remit, we are responding to Ofcom's proposal to renew the designation of the ASA as co-regulator for video-sharing platform (VSP) advertising.

We agree with Ofcom's assessment that the ASA continues to satisfy the statutory designation criteria based on the ASA's fitness and propriety, willingness to be designated, access to adequate financial resources for regulating VSP services, independence from VSP providers, and adherence to the relevant regulatory principles.

IAB UK therefore supports Ofcom's proposal to renew the ASA's designation as co-regulator for advertising content on VSPs.

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