

2014/SOM3/CTI/WKSP/004

APEC Advertising Standards Forum

Submitted by: Advertising Standards Bureau (ASB)



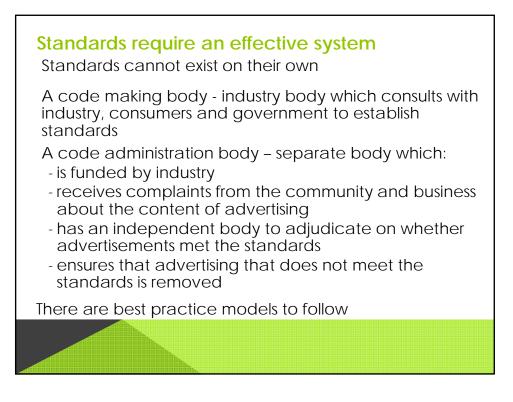
APEC Advertising Standards Forum and Mentoring Workshop Beijing, China 8-9 August 2014

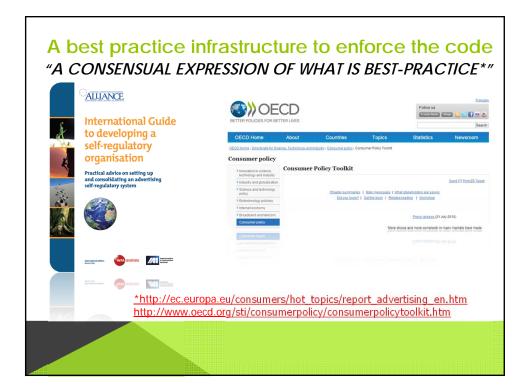






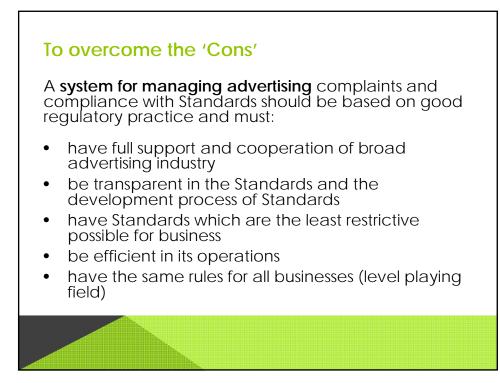






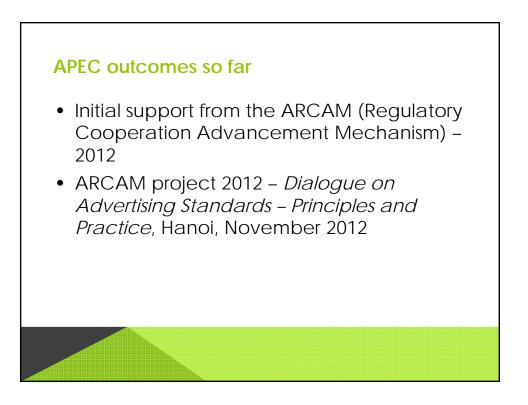


| Pros | Cons |
|--|---|
| Faster, cheaper and simpler way than legislation More flexible in responding to evolving environment Reduce the regulatory overload of government agencies Possible to avoid jurisdictional conflicts and legal limitations Stakeholders have higher tendency to abide by standards endorsed by their own industry | Exclusion of non-industry from code drafting process and adjudication bodies More reliant on complaints as monitoring policies may be under developed Usually do not have access to legally binding sanctions Digital/online media owners have yet to fully commit themselves to self-regulation Solid assessment to support the adoption of regulations are typically lacking – sometimes arbitrary or without basis |









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Leaders statement

"We recognized the work on regulatory approaches on reducing technical barriers to trade and fostering greater regulatory cooperation in the region including through the revised APEC Regulatory Cooperation Advancement Mechanism (ARCAM) ...we look forward to the progression of work on advertising standards in the region."

PSU Study - objectives

- Stocktake of voluntary advertising Standards and regulatory practices in APEC Economies to identify differences in Economies' regulatory and voluntary approaches to advertising
- Identify opportunities for both alignment of regulatory and voluntary approaches to advertising and capacity building for self-regulatory organisations (SROs)

