



**Asia-Pacific
Economic Cooperation**

2014/SOM3/CTI/WKSP/012

Self-Regulation in the Philippines

Submitted by: Advertising Standards Council



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



Self Regulation in the Philippines

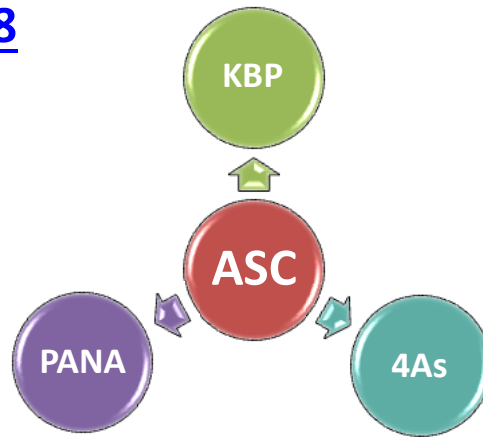
August 9 , 2014

Beijing



The Philippines has over 40 years of
Self Regulation

In 2008



Currently





A non stock , non profit organization that aims to promote
TRUTH and **FAIRNESS** in advertising through self regulation of
advertising content

The ASC Role is
CONTENT REGULATION
Towards
Responsible Advertising
for
Consumer Protection

Ads should
not mislead
Should be Honest
Decent
Legal
And more importantly
TRUTHFUL.

The Main Function of the ASC are:

1. Screening of advertisements with or without advertising claims.
2. Hearing disputes on advertisements which pertain to content of the advertisement
3. Resolutions of disputes on advertisements arising from procedures of the ASC.

Overriding Principles that guide the voluntary adoption of the ASC Rules

1. The paramount consideration is the consumer's interest .
2. The Advertising Industry can best be protected by espousing self –regulation.
3. Content Regulation serves to safeguard Truth In Advertising
4. The rules and procedures facilitate production and placement of advertisements.

In the interest of dynamism , continued relevance and service to the industry , the ASC rules are updated from time to time by competent and seasoned practitioners belonging to the stakeholder associations

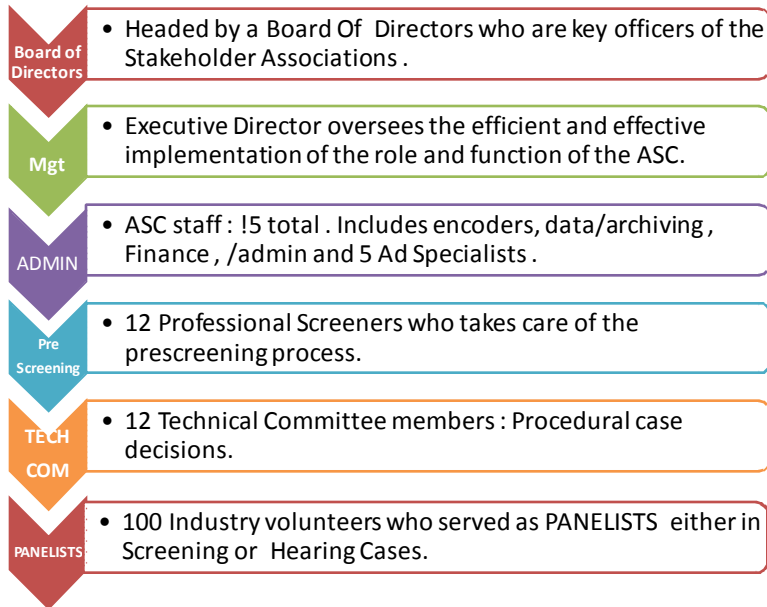
In all procedures the ASC is guided by :

- 1.Laws of the Land**
- 2. ASC Code of Ethics**
- 3. ASC precedents**

Scope of Coverage

1. All Broadcast Materials (TV/Radio) including edit downs .
Infomercials ,Interstitials , AOB scripts, portion buys, casual
plugs whether live or pre taped. Announcer on board,
OBB/CBBs, teasers, time checks, countdowns.
2. Cinema Ads.
3. Out of Home (Billboards , LEDs, digital displays, transit ads,
street marketing materials etc.
4. Merchandising Materials, Point of Sale (POS) Point of
Purchase including banners , streamers, flyers, wobblers
tent cards etc.
5. Internet and Mobile ads
6. Print Ads

The ASC Organizational Structure



Productivity Highlights

1. The ASC ended 2013 with a total of **25,281** applications .
2. YTD 2014 (January to June) is already at **12, 752** applications.
 1. This is an average of **2125** per month or roughly **110 applications per day**.
Release of decisions at the ASC is within the day from 4 till 6 p.m. with four (4) Professional Screeners on Board daily.
3. Breakdown per medium as follows:
 1. Television : 34%
 2. Radio : 28%
 3. Print : 9 %
 4. OOH : 20 %
 5. Collaterals : 9%
4. To date we have processed a total of 35 competitive complaints , 15 Post Screening cases which represents .003% of total applications filed.
 1. Prescription period of filing complaint is 60 calendar days from first airing of subject copy, claim .
 2. ASC turnaround time is maximum of 3 days to form a panel upon receipt of complaint , decision is released within 46 hours after the hearing .

2013- 2014 Year of the Big C s :

1.Co - operative

2.Collaborative

3.Co existense

Co-Operative

Inclusion /Membership of other Industry stakeholders in the ASC :

Media Specialists (AOR s)

Internet Mobile Marketing association (digital)

United Print Media Group

Industry recognition and Compliance to the sanctions and penalties imposed on violations. .

Compliance of even non- members to the rules and procedures. .

Collaborative

**Partnering with other Government Regulatory Bodies
and being recognized for content regulation :**

1. Department of Trade and Industries
2. Food and Drug Administration
3. Department of Health (DOH)
4. Department of Transportation and Communications:
 1. CAB
 2. LTFRB
5. Metro Manila Development Administration (MMDA)
6. National Telecommunications Commission

Co- existence

Creativity and Content Regulation



Co- existence

Government Rules Integration :

Generic Acts Law
Consumer Act of the Philippines
Milk Code
Passenger Bill of Rights
Food Supplement IRR
Health and Safety
Anti Tobacco Act
Magna Carta For Women
National Historic Commission
Department of Labor and Employment (Minors in Ads)

Trade Associations IRR

Philippine Medical Association
ASEAN Harmonization CODEX
International Chamber of Commerce

**Such Big Tasks
comes with the need to have :**

- 1.Competent Regulators**
- 2. Correct Decisions**
- 3. Compliance**

**In a March 14, 2014 Advertising
Standards and Regulatory Practice in
APEC Economies Report submitted to
Policy Support Unit**

Highlights of the Report

- 1 . The Main beneficiaries of Best Practice regulation are both consumers and Industry.**
- 2. If self regulatory regime is not high standard or non existent , then governments have no option but to regulate .**
- 3. The lack of capacity in SROs is hindering the development of Best Practice regulation and recommends capacity- building workshops and mentoring programs as a start.**

Highlights of Report:

Three recommendations :

-Sharing of best practices for both general and sectoral advertising regulations between economies. Special attention may be put on regulating internet advertising considering the exponential use of the medium.

-Initiate dialogues on sectoral advertising to generate better understanding among member economies on the rationale behind the regulation.

- Organize capacity building workshops to assist economies in improving capability of SROs particularly in :

- efficient compliance and monitoring
- effective consumer awareness and industry awareness
- efficient and resourced administration





Harmful.
Misleading.
Offensive.
Is your ad one of these?

Channel
Your
Creativity
To Better
Use.



Harmful.
Misleading.
Offensive.
Is your ad one of these?

Creativity
Is Always
Good
News.


**Harmful.
Misleading.
Offensive.**
Is your ad one of these?



**Raise
The Volume
Of Your
Creativity.
It Works.**




Kesa
Mambola,
Pagbutihin
Ang
Produkto.
Magsabi
Ng Totoo.
Para
Mamimili'y
Ma-Respeto.



Hindi bibilis ang paglinis ng pinggan sa magandang advertising.
Bibilis at llinis ang trabaho mo sa totoong advertising.
Yakityak. .Blahhhhhhhhhayayayaya
yakkk.Yakyak
Tyayayayanamamamamama
mamamammaam
Kakakakakmsmsmtmcmcm
cmcmcmMamaman.Naodulotma.
Yakityakyak-kakakakakakakaka
Akakakakakakakakakakakak

Respetuhin Ang Mamimili.
'Yong Totoo Lang Po.



Ad Standards Council
For Responsible Advertising



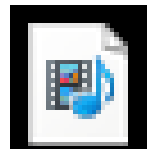
Ad Standards Council
For Responsible Advertising

Respetuhin Ang Mamimili.
'Yong Totoo Lang Po.

**Respect the Consumer .
Only The Truth Please .**



2015
Welcome APEC to the Philippines!



Manila 30s.mp4



sleepnessnights30.mp4

It's more fun in the
Philippines 

 **Ad
Standards
Council**
For Responsible Advertising

Thank You .