



association of
television and radio
sales houses

egta guidelines on the ICC Food & Beverage Framework

*Outcomes of egta's commitment to
the EU Food Platform*



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EU Platform on Diet,
Physical Activity and Health

EU platform on Diet, Physical
Activity & Health



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
- 111 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"

New 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

Broadcast media & advertising self-regulation

- ✓ Essential partners in advertising self-regulation
 - 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

1. 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 urge sales house executives to engage with SR partners to strengthen advertising SR at a national level
 - To provide all information needed

2. To empower sales houses in their "last gatekeeper" role

- egta guidelines on the ICC Food & Beverage Framework

➤ *Commitment to the EU Food platform*



egta's guidelines on the ICC Framework

✓ The rationale

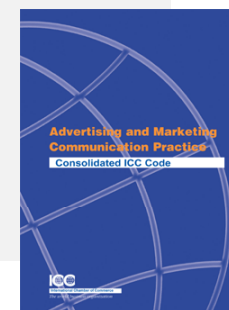
- Media service providers cannot develop advertising content codes by themselves
- ICC Framework as the best response to the policy/societal challenge for broadcasters

✓ 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 an internationally recognised code
- The most comprehensive set of safeguards on food advertising
- The most commonly used code (15 EU countries + 6 on the way)
- Focuses on efficiency in the implementation of standard
- Implemented through established self-regulatory systems



Producing egta's guidelines

- ✓ **Elaborated on the basis of an in depth assessment of SH working 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)
- ✓ **Practical guide for everyday consultation by sales houses traffic controllers**
 - They are not members of SR juries and have little time to take decisions
 - Review by experts in ad codes
- ✓ **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



The ICC Framework for Responsible Food and Beverage Marketing Communication



Promoting the guidelines in sales houses

- ✓ Within all 116 egta member sales houses
 - 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.)
- ✓ And beyond egta membership
 - ✓ Via other broadcast media associations
 - ✓ Interventions in broadcast conferences & advertising events all along 2010



Promoting the guidelines in sales houses

✓ Targeted, dedicated workshop (Jan 2010)

- 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 practices 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



Videos of the conference available to all members via the egta website



Impact assessments

✓ Report on improvements in SR one year on from egta's recommendations (Dec 09)

Developments in 9 EU countries covered by egta membership

- *Ad hoc* rules for children-targeted HFSS ads added to general code
- Strengthened application of existing codes on food advertising
- New initiatives to raise awareness on healthy habits among children (advertising campaigns & editorial content)

✓ Outcomes of the egta dedicated workshop

- Strong attendance by egta TV and radio sales houses
- Positive feedback from participants on hands-on learning session
- "High interactivity", "real opportunity to put my knowledge at trial"



✓ In depth impact assessment of egta's guidelines 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

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