

The Responsible Advertising and Children Programme – a Summary

The RAC programme represents advertisers, agencies and media throughout Europe

OUR RESPONSIBILITY

We recognise the important role advertising plays in society. Our freedom to advertise brings with it special responsibilities, especially concerning children. These

responsibilities include protecting and helping children to understand and interpret advertising in the context of their daily lives.

STAKEHOLDER DIALOGUE

Advertising messages to children should be seen in the context of parental guidance. We recognise that parents are concerned about the increasing levels of media exposure to children. We actively seek constructive and transparent dialogue with parents and teachers to best

identify and address these concerns and to maintain our high standards. We are committed to working with all stakeholders to ensure that the role of advertising meets society's expectations in terms of the protection of children.

ENSURING RESPONSIBLE ADVERTISING

Advertising is strictly regulated across Europe. Responsible advertising to children is reinforced not only by regulatory measures (Television Without Frontiers Directive and the Member States laws implementing the Directive), and also by self-regulatory systems and the International Chamber of Commerce (ICC) codes. The ICC codes and the TWF Directive include specific provisions on advertising and children. National self-regulatory codes, based on the ICC codes, are established, policed and enforced by local self-

regulatory organisations and industry in over 100 countries. The ICC and national codes are reviewed regularly to ensure that they remain relevant to local, cultural and consumer concerns and that they promote best practice. The industry-supported European Advertising Standards Alliance (EASA) – <http://www.easa-alliance.org> - runs an effective system of cross-border complaints resolution while developing and extending the implementation of best practice and codes.

ENCOURAGING CHILDREN TO BE MEDIA LITERATE

We have a special responsibility to help children understand and interpret advertising in the context of their daily lives. Therefore, we are strong supporters of the development of a European wide programme encouraging media literacy. Advertising is a feature of the world in which we live. We believe that educating

children to understand the purpose and context of advertising is crucial. Initiatives like the UK 'Media Smart' programme (www.mediasmart.org.uk), play an important role in helping children develop the skills to critically interpret commercial communications in the world around them.

THE BENEFITS OF ADVERTISING

In addition to aiding competition in the wider economy and enhancing consumer choice for goods and services, advertising revenue makes a significant contribution to the wide range of children's programming made in the EU. Advertising finances children's programming on free-to-air television. A study conducted by the European Group of Television Associations (EGTA) among 15 media sales houses, representing 12

countries within the European Union, reveals that 94% of the net revenues coming from advertising aimed at children is reinvested in children's programmes – that equates to around 241 million Euros. In the digital economy, there is no alternative regulatory method to ensure investment in original children's programming and in the acquisition of programme rights.



Advertising Information Group

