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CAP and BCAP response to the Audiovisual Media Services Directive consultation

The Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) are the bodies responsible for writing and maintaining the Advertising Codes, which are enforced by the Advertising Standards Authority (ASA). CAP is responsible for the non-broadcast Code and BCAP is responsible for the TV and radio Codes.¹

Currently, all advertisements in on-demand audiovisual services are covered by the self-regulatory non-broadcast CAP Code. This CAP/ASA system is recognised by the Government, the Office of Fair Trading (OFT) and the courts as one of the “established means” of consumer protection in non-broadcast marketing communications.

CAP and BCAP understand that, under the Audiovisual Media Services (AVMS) directive, the regulatory status for some “TV like” on-demand services will have to change.

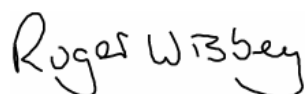
The Code-owning Committees are willing and able to accommodate any regulatory changes to VOD advertising.

As stated in the Advertising Association submission on behalf of the advertising industry, the Committees reserve their position on how to adapt the existing system until a final decision is taken on the regulatory structure and scope of advertising under AVMS.

¹ Information about CAP and BCAP and their Advertising Codes can be found at www.cap.org.uk

Members of both CAP and BCAP have been fully engaged in developing the Advertising Association response to this consultation and both Committees support the position outlined in the Advertising Association response.

If you would like to discuss the CAP position in relation to this consultation, or would like any information about the work we do, please do not hesitate to contact me.

A handwritten signature in black ink that reads "Roger Wisbey". The signature is written in a cursive, slightly informal style.

Roger Wisbey
Secretary