



2025 Global Factbook

of Advertising Self-Regulatory Organizations

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INTRODUCTION

The Global Factbook of Advertising Self-Regulatory Organizations (Global SRO Factbook) is published annually by the International Council for Advertising Self-Regulation (ICAS).

This 2025 edition highlights the critical work of Advertising Standards Bodies, commonly referred to as Self-Regulatory Organizations (SROs), throughout the ICAS network, presenting essential data and insights from 2024. The report examines worldwide industry developments, regulatory shifts, and the changing face of advertising self-regulation.

A particular emphasis is placed on how SROs are harnessing artificial intelligence and machine learning capabilities to refine their

operations, boost efficiency, and broaden their reach.

The Global Factbook complements the **Global SRO Database**, an online tool that provides detailed information on SRO activities and is accessible through the **ICAS website**. Developed using a consistent methodology, the database promotes transparency and allows for meaningful cross-market comparisons of SRO operations while respecting local variations.

The Global SRO Factbook delivers a thorough overview of key data from the Global SRO Database, along with additional insights from SROs themselves. It contextualizes local market distinctions while maintaining a comprehensive international perspective.

Combined, the Factbook and Database equip stakeholders with essential insights into advertising self-regulation frameworks around the world.

The effectiveness of self-regulation is shaped by the legal, cultural, and economic characteristics specific to each region and nation.

While a one-size-fits-all approach doesn't exist, customized frameworks ensure meaningful and relevant impact across diverse regulatory landscapes. Despite the variety in operational models worldwide, all ICAS members commit to shared principles detailed in the **ICAS Charter** (adopted in May 2021).

These principles^[1] promote transparency, accountability, and rigorous standards for responsible advertising. Key commitments include extensive market reach, independent decision-making, industry education and guidance, proactive advertisement monitoring, and robust enforcement tools.

Technology serves as a fundamental enabler in meeting the **ICAS Charter's** objectives. Strategic investments in AI, machine learning, and digital oversight strengthen enforcement capabilities, cultivating an ethical, transparent, and accountable advertising environment that adapts alongside the digital landscape.

[1] The principles enshrined in the ICAS Charter correspond to the requirements of integrity pointed out by researchers and authorities. See the following documents for reference:

"UNCTAD. Manual on consumer protection, 2018". "Box. 5. Checklist for Self-regulation and corporate social responsibility", Page 44
Available [here](#)

"OECD Report – alternatives to traditional regulation". 2002. Pages 59 – 60
Available [here](#)

OECD. Industry self-regulation – role and use in supporting consumer interests. 2015, pp. 8, "Features or provisions of the Self-Regulation".
Available [here](#)

1.

SELF-REGULATORY ORGANIZATIONS

Advertising Standards Bodies, known as Self-Regulatory Organizations (SROs), are independent entities^[2] that ensure that advertising across all media channels is legal, decent, honest, and truthful.

These organizations actively promote responsible advertising through guidance, advice, training, and industry support while addressing complaints regarding misleading, harmful, or offensive advertisements.

Through their work, SROs help to maintain consumer trust and industry credibility, supporting a transparent and accountable advertising ecosystem.

[2] SROs operate independently.

They administer and enforce the codes and standards independently from the government, specific interest groups, and the advertising industry.

Their frameworks engage a broad spectrum of stakeholders, not just advertisers, but advertising agencies and media outlets as well, making this self-regulatory approach an effective and collective oversight system for advertising that stands apart from other forms of industry self-regulation.

Numerous checks and balances guarantee transparency and accountability, which explains why the value of advertising self-regulation has gained recognition from public authorities, international organizations^[3], and within legislative frameworks.

In many markets, SROs also work in close cooperation with competent national authorities in the control of advertising and, where applicable, in enforcement and sanctioning processes. Examples of such cooperation arrangements exist in a number of jurisdictions (including the UK, France and Spain, among others).

[3] Many SROs also cooperate with competent national authorities in the monitoring, control and enforcement of advertising (e.g., through formal cooperation agreements, referral mechanisms, and information-sharing arrangements).

The benefits of advertising self-regulation are recognized by international governmental organizations such as the Asia-Pacific Economic Cooperation (APEC), the European Union (EU), the Organization for Economic Cooperation and Development (OECD) and the United Nations Conference on Trade and Development (UNCTAD).

See e.g. **ASIA PACIFIC ECONOMIC COOPERATION (APED), JOINT MINISTERIAL STATEMENT**, APEC, 2017, Industry Self-Regulation: **ROLE AND USE IN SUPPORTING CONSUMER INTERESTS**, OECD (2015-03-01), OECD Digital Economy Papers, No. 247, OECD Publishing, Paris.

"TOOLKIT FOR PROTECTING DIGITAL CONSUMERS". (OECD) 2018. The Report recognizes the benefits of effective Self-Regulation, "particularly relevant to the characteristics of the digital economy". Pages 59 and 60

1.1. MARKET COVERAGE OF ADVERTISING SELF-REGULATION

ICAS currently estimates that roughly 50 countries worldwide have established advertising standards bodies/SROs (the complete list appears in the Appendix)^[4].

Over half of these organizations are direct ICAS network members, while SROs in an additional 14 countries are linked to ICAS through the European Advertising Standards Alliance (EASA), ICAS' sister organization in Europe which is an ICAS member.

The ICAS Latin American Chapter, launched in October 2023, brings together SROs and stakeholders across Latin America and serves as a

50

**Countries
Worldwide
have
established
advertising
standards
bodies**

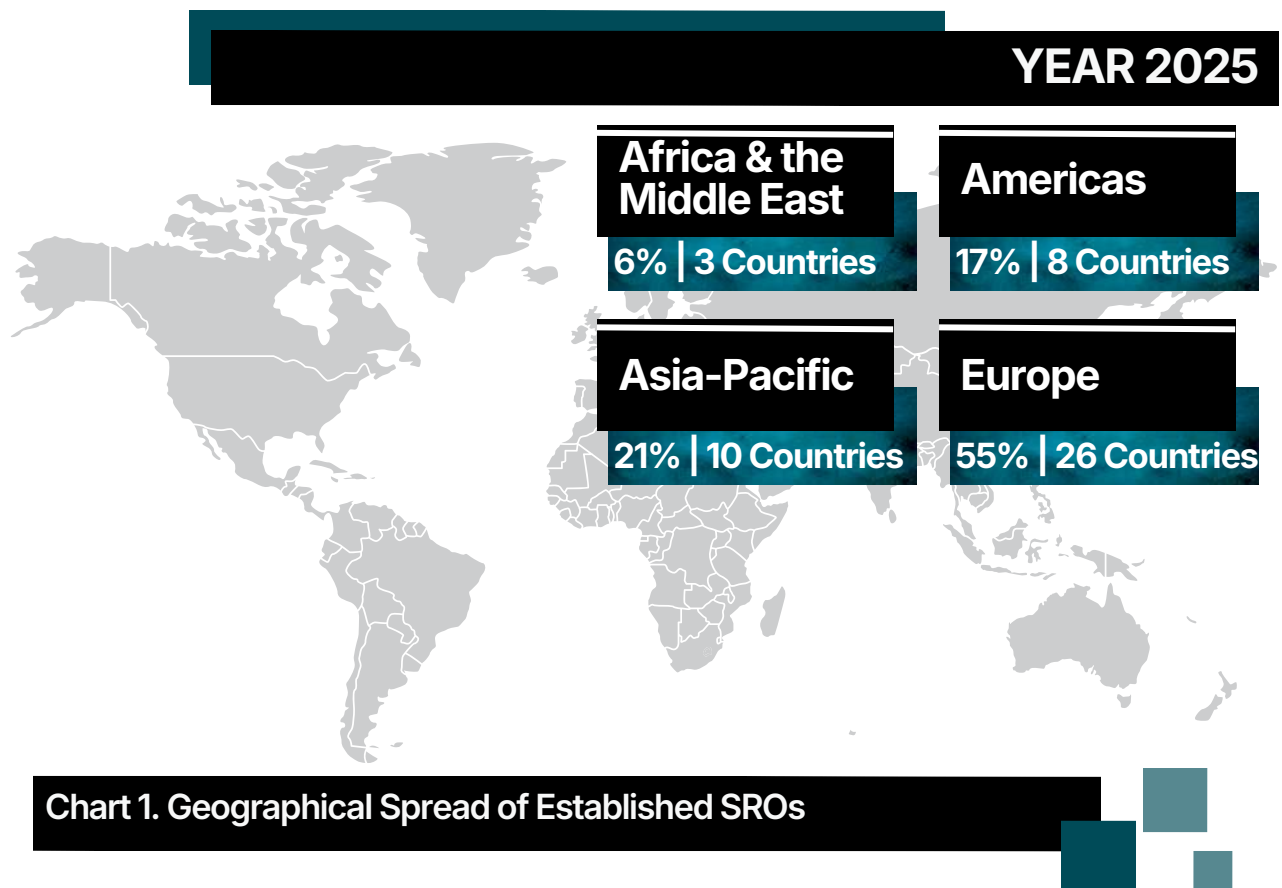
collaborative platform, together with Spain's AUTOCONTROL, for exchanging ideas, sharing best practices, and discussing global and regional challenges.

The Chapter also facilitates partnerships and joint initiatives aimed at strengthening the capacity and growth of advertising self-regulatory organizations across Latin America. Several markets are actively working to establish fully independent SROs.

[4] For the purpose of this report, countries where more than one organization performs the functions of an SRO are only counted once.

For the map, Turkey is counted as part of the Africa & Middle East region, despite also being part of Asia and Europe, and Russia is counted as part of Asia-Pacific, despite being also part of Europe.

Within ICAS membership, Europe has the highest number of SROs (12), followed by the Americas with 8, Asia-Pacific with 7, and Africa & the Middle East with 3.



Unless specified otherwise, the data featured later in this Factbook encompasses 28^[5] of ICAS' 30 SRO members.

[5] Data from CONAR – Consejo de Autorregulación Publicitaria de CERNECO (Paraguay) and ABG – The Advertising Business Group (the United Arab Emirates) were not available for this report.

1.2. HISTORY AND SRO GOVERNANCE

History

ICAS membership includes some of the world's most established and largest SROs, such as those in France, the UK, Spain, the U.S., and Canada. France's L'Autorité de Régulation Professionnelle de la Publicité (ARPP), founded in 1935, holds the distinction of being the oldest SRO and celebrated its 90th anniversary in 2025.

Canada's SRO, Ad Standards, was created in the 1950s, with three additional SROs emerging in the 1960s (UK, Netherlands, and Italy). SRO development gained momentum throughout the 1970s, 1980s, 1990s, and 2000s.

More recently, several SROs have been formed by building upon existing structures and local advertising codes.

South Africa's SRO^[6] was established in 2018, and Colombia's Autocontrol^[7], was founded in 2019 and became fully operational in 2020.

SROs typically originate from advertising industry representatives dedicated to maintaining self-regulatory standards. However, their organizational frameworks differ considerably across markets.

Where available, governing documents such as Statutes or Articles of Incorporation, along with Annual Activity Reports, can be accessed through the **Global SRO Database**.

[6] The Advertising Regulatory Board (ARB) in South Africa was established in November 2018 following the closure of the former SRO. The Advertising Standards Authority (ASA) of South Africa had been created in 1969.

[7] In September 2019, the new SRO, Autocontrol Colombia, was launched to replace the former Comisión Nacional de Autorregulación Publicitaria (CONARP), which was itself created in the 1980s.

SRO GOVERNANCE

To support their governing structures and deliver services to industry participants, consumers, and public authorities, SROs generally maintain permanent staff. However, their Secretariat size depends on available financial resources and the range of services offered.

The smallest SROs operate with industry volunteers or a single staff member, while others employ more than 100 staff.

60% of ICAS SRO members employ fewer than 10 people. Only three SROs maintained more than 50 employees in 2024: BBB National Programs in the U.S. with 90 staff members, Spain's AUTOCONTROL with over 102, and the UK's Advertising Standards Authority (ASA) with 135 people.



Chart 2. No of SROs' Permanent Staff

1.3. SRO FUNDING MODEL

In 2024, the majority of ICAS members operated on annual budgets below USD 1 million, around 35% between USD 1 and USD 5 million, while just three

SROs reported annual funds superior to USD 5 million.

SROs can be organized into three primary funding categories based on how their operations are financed:



THE SELF-REGULATORY SYSTEM

2.

2.1. ADVERTISING STANDARDS

The presence of a self-regulatory code, standards or a framework of guiding principles governing advertisement content typically serves as a foundation for establishing a Self-Regulatory System.

Most self-regulatory standards and programs incorporate these fundamental principles:

SOCIAL RESPONSIBILITY

Advertisements should be developed with a heightened sense of social responsibility, ensuring they are legal, decent, honest, and truthful.

FAIR COMPETITION

Advertisements should adhere to fair competition principles, aligning with generally accepted business practices and competition laws.

PUBLIC TRUST

No advertisement should erode public confidence in advertising.

In most countries, local advertising standards are based on the **Advertising and Marketing Communications Code** of the International Chamber of Commerce (ICC Marketing Code).

This code undergoes regular review and updates to maintain relevance. However, national adaptations are frequently required to reflect specific legal, social, cultural, and economic contexts.

Across ICAS markets, self-regulatory standards are implemented through different approaches:

Direct Adoption of the ICC Marketing Code

Belgium, Colombia, Sweden, Turkey and the UAE use the ICC Marketing Code in its original form, translating it into their local languages.

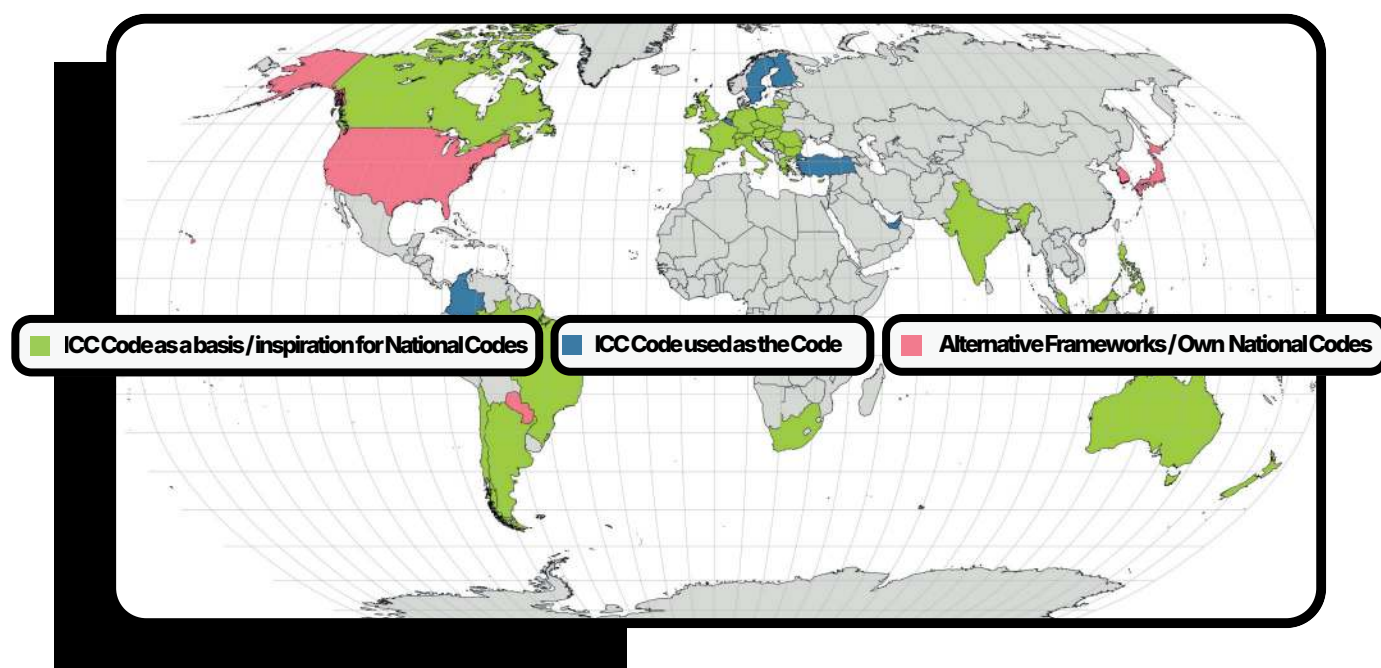
Alternative Frameworks

BBB National Programs, the United States SRO follows self-regulatory standards based on laws and guidelines established by the U.S. Federal Trade Commission (FTC), the nation's primary advertising regulator. The Korea Advertising Review Board (KARB), the UK's Portman Group and Australia's Alcohol Beverages Advertising Scheme (ABAC) similarly operate under distinct self-regulatory frameworks.

National Self-Regulatory Standards

The remaining markets, representing 78% of ICAS SROs, develop and maintain their own national self-regulatory standards, with core principles frequently aligned with the ICC Marketing Code.

Chart 3. SROs and the Use of the ICC Marketing Code Worldwide



Specific provisions within local standards are typically established and regularly updated by an independent standards-making body within the SRO.

Beyond general advertising standards, many countries maintain sector-specific codes or guidelines (such as for alcohol and beauty products) and issue-specific regulations (covering topics like interest-based advertising, advertising to children, influencer marketing, etc.).

2.2. SCOPE OF SELF-REGULATION

When evaluating advertisement compliance with self-regulatory standards, SROs apply slightly different criteria based on their mandate and scope of operations.

Legal

Ads must comply with all applicable laws and regulations.

Decent

Ads should not offend or violate societal/local norms and culture.

Fair

Ads must follow ethical advertising practices and fair competition laws.

Socially Responsible

Ads should avoid promoting harmful behavior.

Honest & Truthful

Ads must be accurate and not misleading.

Nearly half of SROs (46%) also evaluate ads regarding respect for consumer privacy rules, ensuring compliance with personal data regulations.

Additional criteria, not listed in Table 1 on page 14, may be applied by some SROs, such as whether ads comply with environmental responsibility principles or with children's rights.

TABLE 1.
CRITERIA USED TO ASSESS WHETHER AN AD
IS COMPLIANT WITH LOCAL AD STANDARDS

CRITERION

LEGALITY

whether an ad is compliant with applicable laws

100%

DECENCY

whether an ad is not offending standards of decency prevalent in the local culture

96%

(all except BBB National Programs from the US)

HONESTY

whether an ad is not abusing the trust of consumers or exploiting their lack of experience or knowledge

100%

TRUTHFULNESS

whether an ad is not including content that could mislead consumers (e.g. regarding the actual benefits/characteristics of the product or service)

100%

**(SOCIAL)
RESPONSIBILITY**

whether an ad respects human dignity and is free of any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation

96%

(all except ASAS from Singapore)

FAIRNESS

ensuring that an ad is not derogatory to the competition and is free of plagiarism

77%

(all except the SROs from Australia, Belgium^[9], Singapore, South Africa, UK, the US^[10])

**RIGHT
TO PRIVACY**

ensuring that an ad complies with (self)-regulatory standards on data protection for consumers

50%

(all except the SROs from Argentina, Australia, Belgium, France, India, Italy, Philippines, Romania, Singapore, South Africa, Sweden, Turkey and UK)

[9] Because JEP in Belgium does not deal with competitors' complaints, the principle of fair competition is rarely invoked in the complaints received by the Jury. This does not mean however that JEP cannot use the fairness criterion in its assessment of ads.

[10] For children's advertising the US deals with fairness.; the US also deals with ads that are falsely derogatory.

2.3. COMPLAINTS HANDLING BODY



SROs may intervene before or after an advertisement is published to verify compliance with self-regulatory standards.

All SROs provide mechanisms to handle complaints from consumers and/or competitors (see section 3).



The Jury

In most SROs, an independent body within the SRO, frequently called the Jury or Complaints Committee, reviews these complaints.

Independent from the standards-making body, the Jury determines whether an individual advertisement violates self-regulatory standards.



Decision-making approaches:

71%

of complaints are reviewed by an independent Jury, which also assesses the most complex cases.

In the vast majority of cases (71%), all eligible consumer and/or competitor complaints are reviewed by the Jury.

SRO staff may filter complaints deemed out of scope, but all decisions regarding individual ads are made by the Jury.

In four cases (Brazil, Italy, New Zealand and the UK), some decisions on individual ads may be made by the SRO Secretariat.

The most complex cases, or those without clear precedent, are always assessed by the Jury.

In two cases (US and South Africa), only Appeals are reviewed by the Jury.

In the Philippines, complaints are handled by a volunteer panel drawn from member organizations representing advertisers, agencies, and the media.

Jury size and composition

Jury size and composition varies by market. In some markets, the Jury consists of fewer than 10 members, while in others it can reach over 200 members.

Since Jury members are often independent professionals serving on a voluntary basis, the individuals participating in Jury meetings may vary from one session to another.

Jury members typically include individuals with advertising industry experience. However, in many markets, a significant percentage, or even a majority, of Jury members are independent lay experts or individuals representing interests outside the industry, such as academics, retired judges, or consumer advocates.

Jury size can be fewer than 10 members in some SROs, while in others it can reach over 200 members.

Jury Independence

In 6 SROs across five countries, all Jury members are independent from the advertising sector (Australia – Ad Standards and ABAC, France, Italy, Portugal, and Spain).

8 SROs have half or more of their Jury members independent from the advertising sector (Belgium, Colombia, Ireland, Korea, New Zealand, Malaysia, Romania, Singapore, and the UK - The Portman Group).

In the remaining SROs, advertising industry professionals represent a majority in the pool of Jury members, but members representing consumer organizations, academics, independent experts, lawyers, and civil society representatives are frequently involved in Jury decisions.

Jury composition may include representatives from different background such as:

- Independent members from outside the advertising sector
- Consumer organization representatives
- Academics
- Independent experts
- Lawyers
- Civil society representatives

3.

THE SELF-REGULATORY SERVICES

3.1. ADVISORY SERVICES

For this report, 'advisory services' refers to the assistance SROs provide to advertisers and their agents before an ad is published.

These services fall into two primary categories: Pre-Clearance and Copy-Advice.

Pre-Clearance

This involves a mandatory assessment by the SRO before an ad can be published.

Where it exists, this obligation often applies to specific media such as TV or radio, or to particularly sensitive sectors including medications and medical devices, ads directed at children, or financial services advertising.

&

Copy-Advice

This service involves the SRO providing an opinion on whether an ad complies with advertising standards prior to publication, at the advertiser's, agency's, or media's request.

The advice is delivered confidentially and is typically non-binding. It may include recommendations for modifications to ensure standards compliance.

Copy-advice can be either a free or paid service, depending on the market and the type of ad/advertiser.

Pre-Clearance

Pre-clearance is offered by SROs in six markets within ICAS' membership: Canada, France, Korea, the Philippines. Australia, through ABAC - The Alcohol Beverages Advertising Scheme and Portugal.

In 2024, the Advertising Standards Council (ASC) in the Philippines handled the highest volume of pre-clearance requests, conducting 54,000 assessments. France's SRO, ARPP, processed 28,272, followed by Ad Standards Canada with 8,000, ABAC in Australia with 1,025, and Auto Regulação Publicitária (ARP) in Portugal with 221.

6

markets offer
pre-clearance

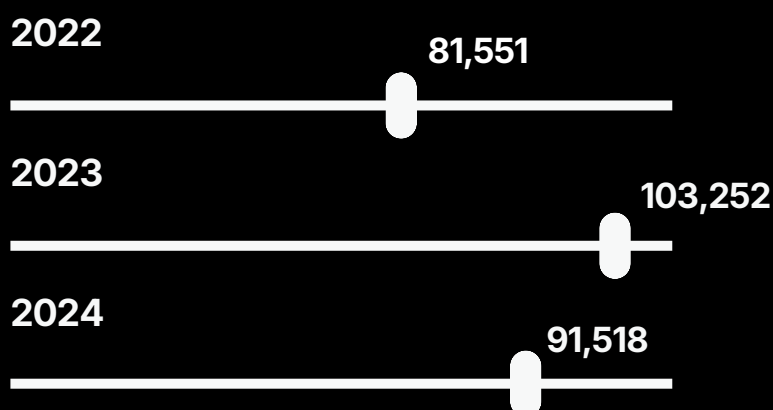
+ 90,000
ads pre-cleared

Across the four markets that reported 2024 figures for this category, these SROs collectively pre-cleared more than 90,000 ads in 2024^[11].

[11] KARB – Korea Advertising Review Board numbers were unavailable.

Tracking the last three years provides a clearer view of how pre-clearance demand is evolving over time.

Chart 4. Pre-Clearance 2022-2024



From 2022 to 2024, the total number of pre-clearance assessments reported to ICAS was 81,551 in 2022, rising to 103,252 in 2023, before declining to 91,518 in 2024. Overall, 2024 is about 12% higher than 2022, but around 11% lower than 2023.

**Pre clearance
is delivered
within
48H**

Regarding average turnaround time for pre-clearance, in 2024 more than half of the reporting SROs issued decisions within 48 hours or less^[12].

[12] Figures for this indicator were unavailable for KARB -Korea Advertising Review Board and ABAC- Australia's Alcohol Beverages Advertising Code Scheme.

Copy-Advice

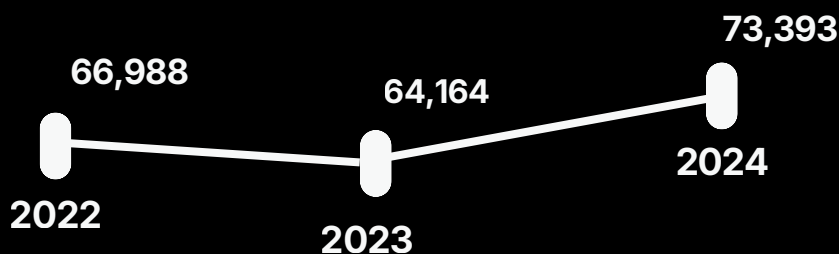
Copy-advice is widely available across the ICAS network, with nearly 90% of members currently offering the service. In addition, CONARP - El Consejo de Autorregulacion Publicitaria in Argentina and Ad Standards Canada are in the process of developing copy-advice.

In 2024, ICAS SRO members handled over 73,000 copy-advice requests^[13]. France's SRO, ARPP, handled the highest volume issuing 33,716, followed by the Spanish SRO, Autocontrol, with 32,420 and the UK ASA with 4,265.

90%
of ICAS
members offer
copy-advice

in 2024, more
than
73,000
requests were
handled

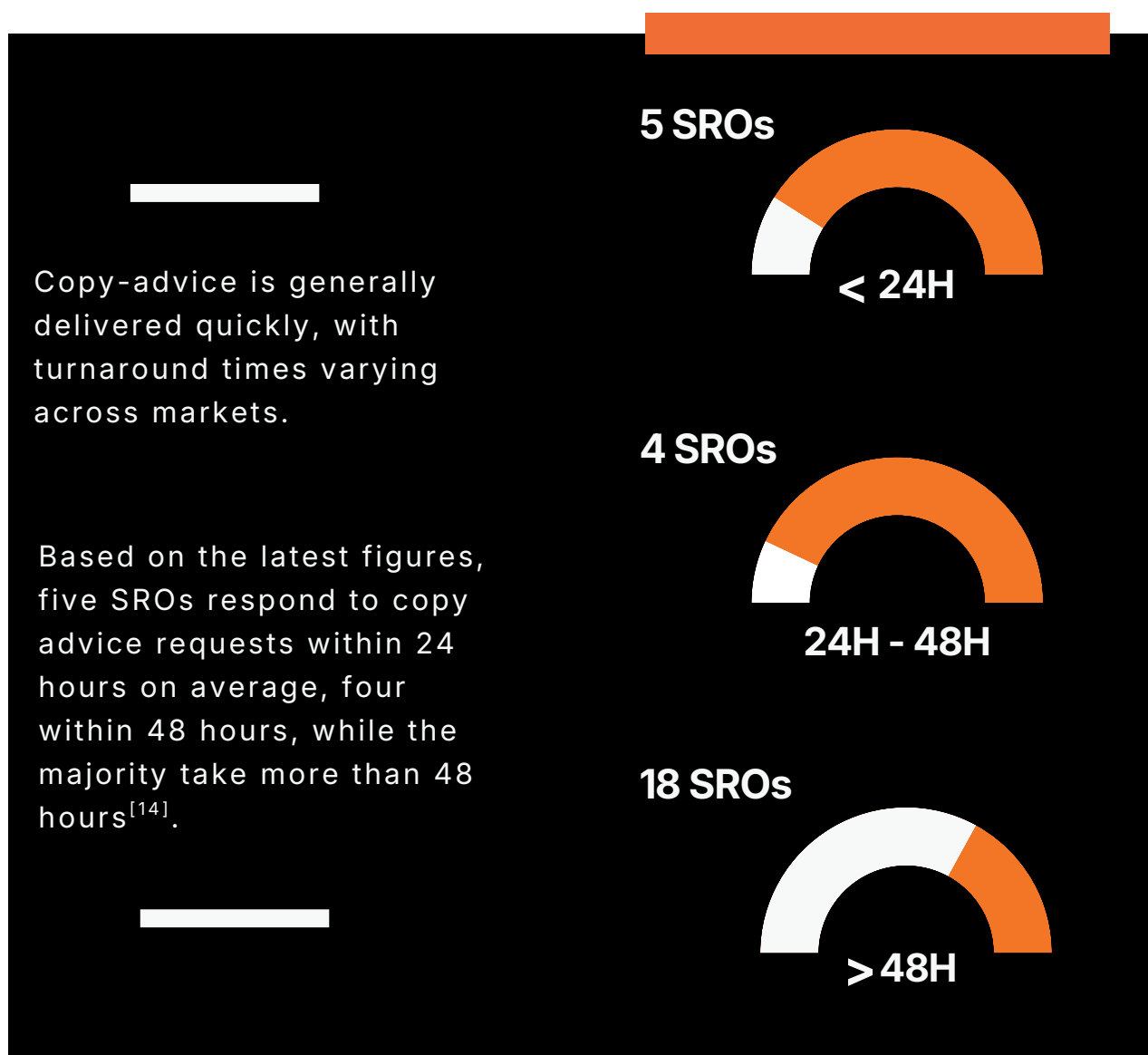
Chart 5. Copy-Advice 2022-2024



[13] Numbers related to the copy-advice service in 2024 were unavailable from KARB - Korea Advertising Review Board.

Looking across the last three years, ICAS SRO members processed 66,988 copy- advice requests in 2022, 64,164 in 2023, and 73,393 in 2024.

After a slight decline from 2022 to 2023, numbers rebounded in 2024, underscoring the continued relevance of copy-advice services.



[14] Data from KARB – Korea Advertising Review Board was not available.

3.2. COMPLAINTS

One of the primary benefits of advertising self-regulation worldwide is that it provides a cost-effective (typically free), fast, and efficient solution for addressing consumer and competitor complaints about individual ads.

Consumer Complaints

The volume of consumer complaints handled by SROs varies across markets and from year to year.

Among ICAS members offering this service and reporting data for 2024, a total of 50,195 consumer complaints^[15] were processed, with significant variations in volume across SROs^[16].

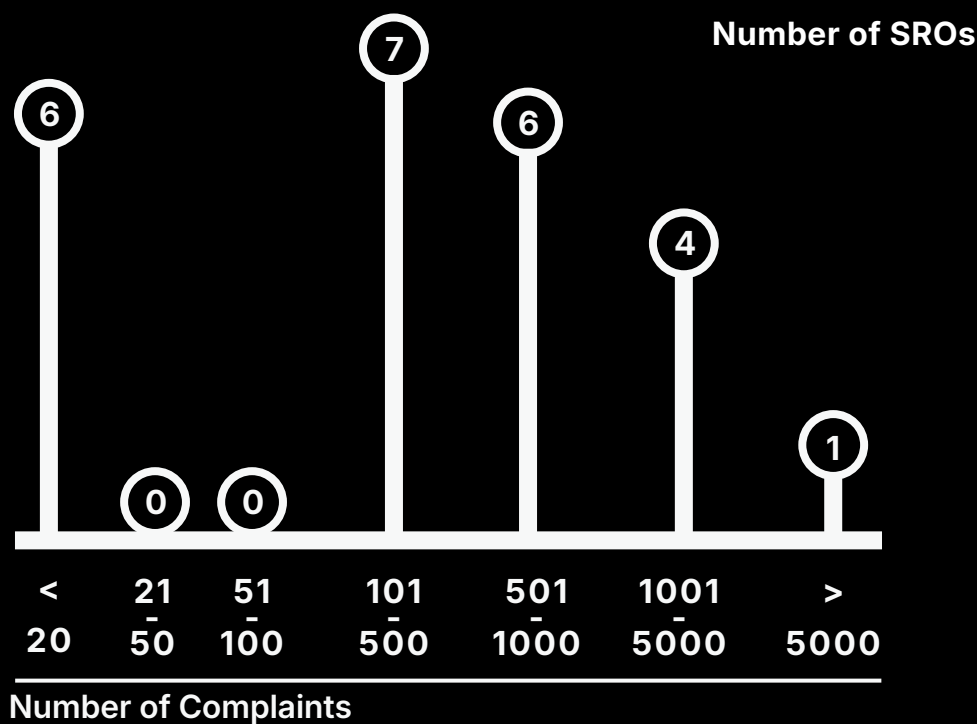
50,195
consumer
complaints
processed

[15] According to the ICAS methodology, consumer complaints include both complaints submitted by individuals and complaints submitted by organizations representing consumers' interests. In case several complaints are received on the same ad and handled as a single case, all underlying complaints are counted. A complaint is defined as an expression of concern about a particular ad which requires a response. It may include one or several concerns about the given ad by the same complainant.

[16] Numbers related to the Consumer Complaints in 2024 were unavailable from ASC – Ad Standards Council from Philippines.

Across markets, complaint volumes vary significantly year to year; in 2024, the UK Advertising Standards Authority reported the highest volume, with 35,514 consumer complaints.

Chart 6. Range of Number of Consumer Complaints Handled by SROs in 2024



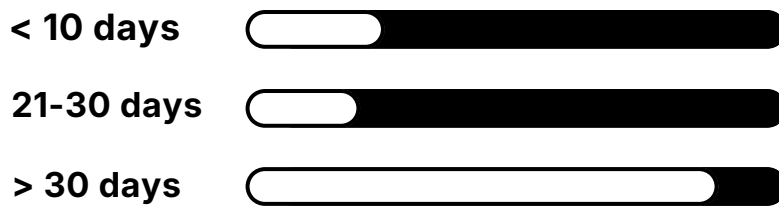
The average time SROs take to resolve a consumer complaint varies^[17].

The majority of SROs resolve complaints in under 20 days, including five that do so in under 10 days.

[17] Seven SROs did not provide data on this topic

A further three SROs reported average resolution times of 21 to 30 days, while four SROs need more than 30 days.

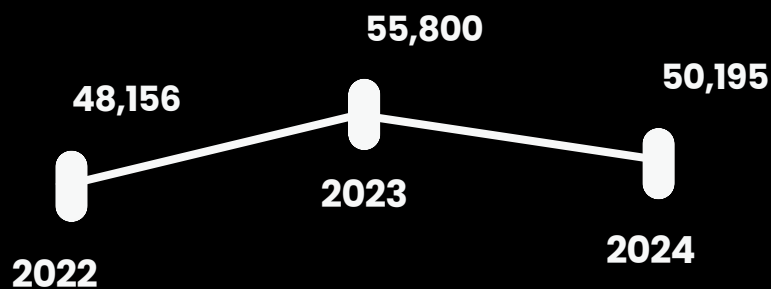
Chart 7. 2024 SROs' Complaint Resolution Time



On average, almost 50% of consumer complaints were upheld by the SROs, while 31% were resolved informally.

Between 2022 and 2024, the number of consumer complaints handled by SROs varied year to year, totalling 48,156 in 2022, 55,800 in 2023, and 50,195 in 2024.

Chart 8. Consumer Complaints 2022-2024



Competitor Complaints

All SROs except two handle competitor complaints. The process for handling competitor complaints is generally comparable to that for consumer complaints, although companies filing complaints are often required to pay a fee.

Additionally, in some countries, special public hearings are organized to address cases filed by competitors.

In 2024, the 28 ICAS members that reported statistics on competitor complaints collectively handled 1,383 cases^[18].

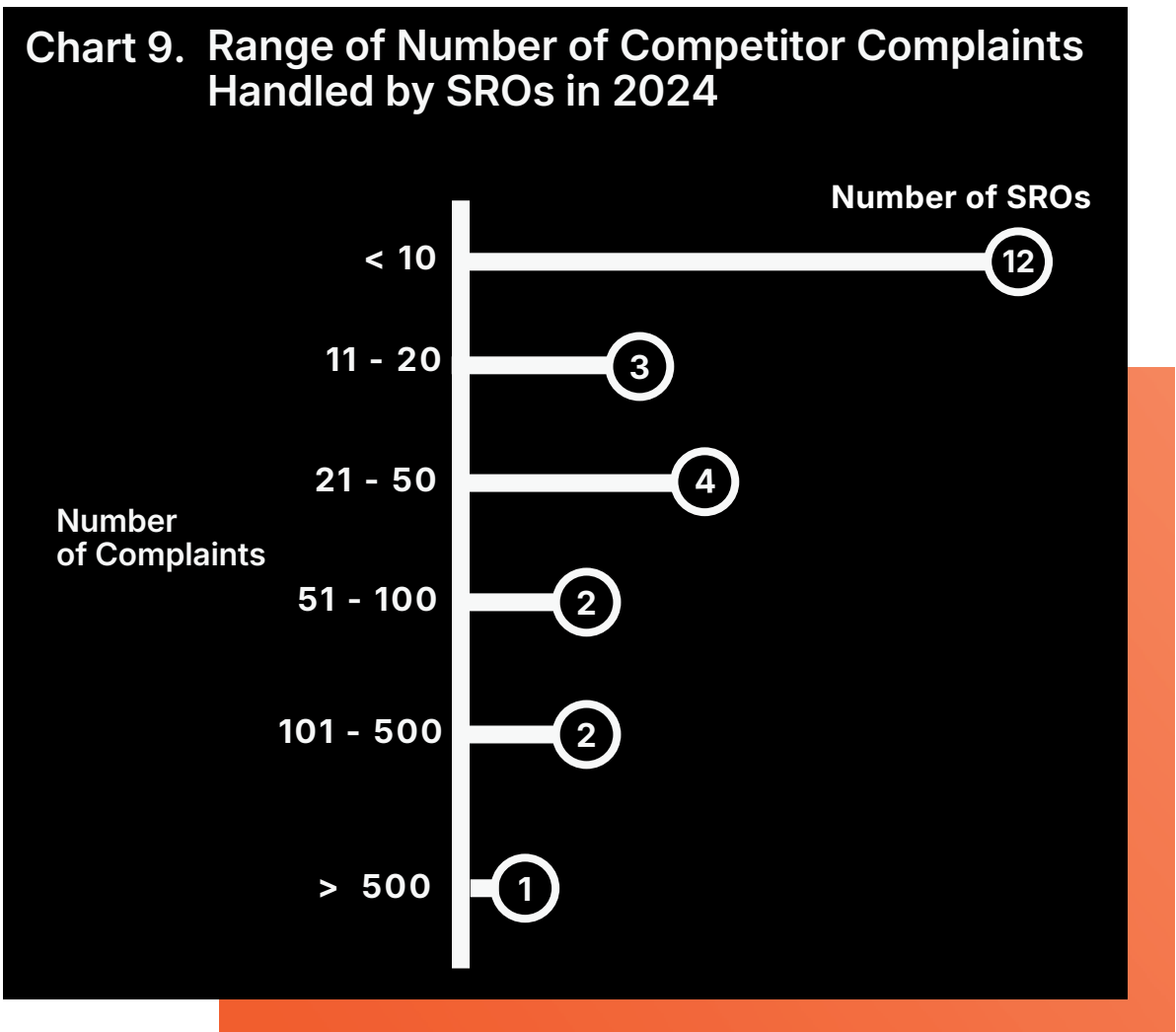
While this number varies by market, it is generally lower than the volume of consumer complaints. In practice, the handling of competitor complaints by SROs in 2024 varied substantially across markets.



1,383

Competitor
Complaints
handled

[18] Numbers from the Swedish SRO, RO, and ABAC – The Alcohol Beverages Advertising Scheme from Australia were not available.



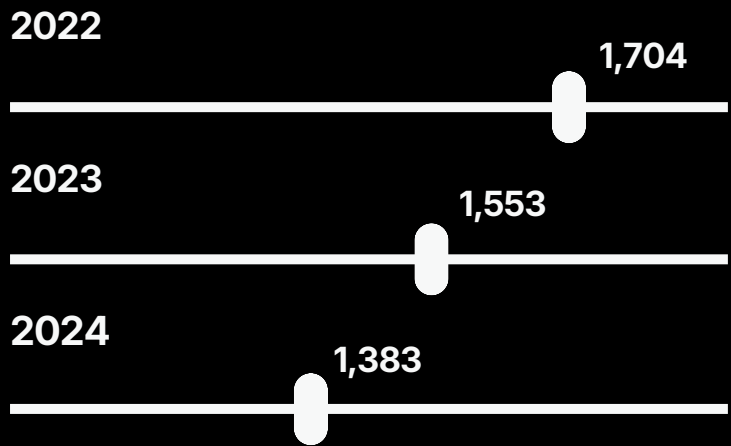
In 2024, similar to consumer complaints, the UK ASA handled the highest number of competitor complaints, totalling 801.

The resolution time for competitor complaints is, on average, 28 days.

28 days
resolution
time

Comparing data from 2022 to 2024, the figures show a modest variation overall, with a downward trend over the last two years.

Chart 10. Competitor Complaints 2022-2024



Cases totalled 1,704 in 2022, decreased to 1,553 in 2023, and fell further to 1,383 in 2024.

Complaints Publicly Available

Across both consumer and competitor complaints, SRO decisions are made publicly available in about 80% of cases, usually on the SRO's website.

The format and accessibility of published decisions vary across SROs.

Some publish full decisions, others provide summaries, and some issue anonymized versions, reflecting each SRO's procedures and, in some cases, competition-law sensitivities.

Romania and Canada also illustrate alternative access models, where decisions may be available upon request or subject to additional conditions rather than being routinely posted publicly.

In Canada, Ad Standards publishes the advertiser's identity for non-compliant cases, while compliant cases are not identified. In Romania, decisions are made available through a members-only secure extranet rather than on an open website.

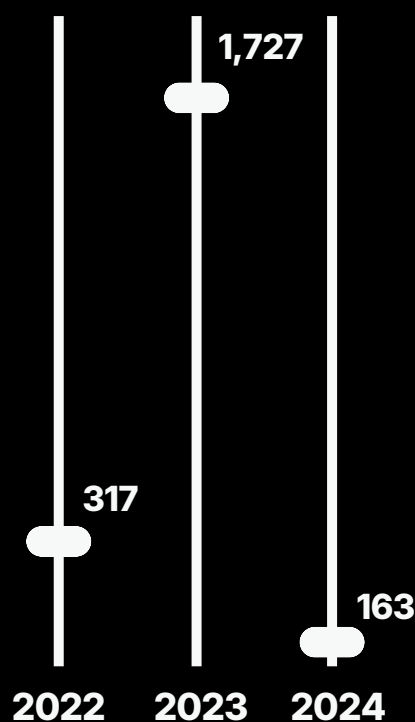
Complaints from Entities other than Consumers and Competitors

Among the markets represented in the ICAS Global SRO database that submitted 2024 data, 85% of SROs maintain mechanisms to receive complaints from additional stakeholders beyond consumers and competitors, such as governmental bodies and non-governmental organizations.

In 2024, ICAS member SROs handled 163 complaints from entities other than consumers and competitors. This compares with 317 in 2022 and 1,727 in 2023, highlighting significant year-to-year variation in the figures reported.

The sharp difference between 2023 and 2024 likely reflects reporting gaps, as the numbers from six SROs were not available for this complaint category in 2024.

Chart 11. Complaints by Other Entities 2022-2024



Own Initiative Investigations

46,6% of the SROs also take proactive action by conducting their own initiative investigations to identify ads that may breach self-regulatory standards.

Additionally, three more SROs are currently working on developing this capacity to strengthen their oversight.

In 2024, nearly 6,888 advertisements^[19] were investigated as a result of proactive measures.

≈ 6,888
ads investigated proactively

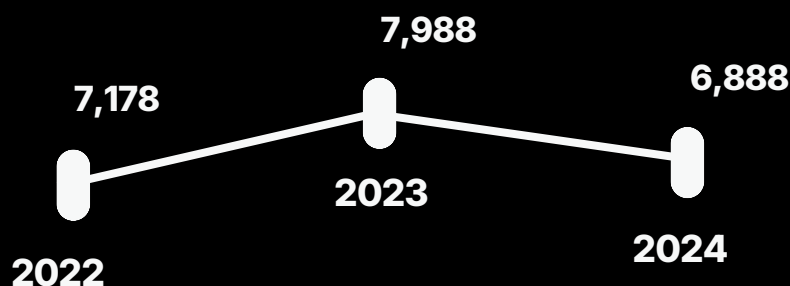


Chart 12. SROs' Own Initiative Complaints 2022-2024

India's SRO, ASCI - The Advertising Standards Council of India, recorded the highest number of own-initiative investigations and has also reported the highest figures on this indicator across the 2022-2024 period.

[19] Data from KARB - Korea Advertising Review Board were not available.

3.3. MONITORING OF ADVERTISEMENTS

Beyond handling complaints, providing advice, or pre-clearing ads, a growing number of SROs are developing monitoring services. This monitoring can be sector-specific, focusing on areas such as food and beverages, particularly when these ads target children or when it comes to alcohol beverage advertising.

Another growing area of focus is online advertising, where SROs are becoming more vigilant in identifying issues such as unlabeled influencer ads.

In 2024, 60% of SROs in the ICAS network conducted monitoring exercises and three additional SROs are currently developing the capacity for such activities.

Looking across 2022–2024, monitoring has remained a core element of SRO work, reflecting a sustained shift toward more proactive oversight.



Chart 13. SROs' Monitoring 2022-2024 (per sector or media)

Advanced Technology to Monitor Advertising Online

Of the SROs that conduct monitoring activities (representing 60% of ICAS members), nine have incorporated artificial intelligence to strengthen their oversight capabilities.

Their toolkits include machine-learning systems, AI-enabled content detection, including image recognition and natural language processing, and automated web crawling that scans advertising across multiple digital environments, from brand-owned websites to social platforms such as Facebook, Instagram, YouTube, and TikTok.

In practice, SROs report using technology to capture ads at scale, apply automated filtering to flag content most likely to raise compliance concerns, and then route cases for expert review.

**9 SROs
have incorporated artificial
intelligence capabilities**

Some also rely on third-party monitoring support to identify online content posted without prior clearance, and several use dedicated tools to monitor influencer activity and specific claim types.

In addition, several SROs report using data-driven or technology-enabled monitoring approaches, indicating a broader trend toward increased adoption of sophisticated technologies in advertising oversight.

For example, in 2024 the UK Advertising Standards Authority (ASA) reported that its Active Ad Monitoring system captured and analyzed 28 million ads.

These solutions are particularly valuable for detecting and prioritizing potentially problematic advertising in higher-risk areas such as influencer marketing and other promotional content that may present elevated risks to consumers, supporting faster action and more effective enforcement.

SROs are increasingly using data-driven and technology-enabled tools to monitor online advertising, especially in higher-risk areas such as influencer marketing

3.4. OTHER SERVICES

In addition to advisory services and complaints handling, 92% of the SROs that reported data for this report deliver other services that address both consumer needs and local advertising industry requirements.



92%
of the SROs
offer additional
services

Educational Services & Training Programs

Educational initiatives remain central to raising awareness of advertising standards and supporting compliance.

Most SROs that reported data for this report offer training and awareness activities for industry professionals, member organizations, volunteers, and the public, delivered through a mix of in-person sessions and digital formats.

Many have expanded their online offering through e-learning platforms and webinar series, including influencer-focused training and certificate programs, and providing free modules, videos, and practical guidance on topics such as misleading claims, environmental claims, promotions, social media advertising, and higher-risk sectors including alcohol and gambling, often using real case decisions as learning tools.

In addition, several SROs offer tailored in-house training sessions to companies, agencies, platforms, and member organizations.

SROs training & educational programs may include:

- **E-learning platforms**
- **Webinars**
- **Influencer marketing training**
- **Influencer certification programs**
- **Free educational modules and videos**
- **Practical guidance materials**

- **In-house tailored training for companies**
- **Advisory and consultancy support**
- **Ethical labels or stamps**
- **Legal & deontological consultations**
- **Mediation**

Beyond training, several SROs provide complementary services such as advisory and consultancy support, ethical labels or stamps, and legal or deontological consultations. Some also offer mediation and address privacy and data protection issues in marketing practices.

Moreover, partnerships with academic institutions and industry associations, as well as certification programs and conferences, further reinforce professional capacity-building and the promotion of responsible advertising.

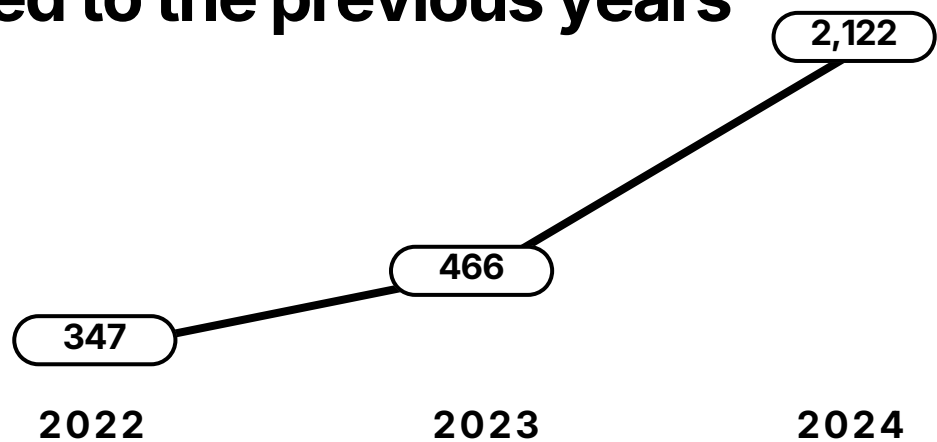
During 2024, SROs reported delivering 2,122 educational and training activities.

This represents a sharp increase compared with 466 activities in 2023 and 347 in 2022, underscoring the significantly expanded focus on training and awareness initiatives in 2024.

2,122
**educational &
training activities**

**Chart 14. SROs' Educational & Training Services
2022-2024**

**2024 shows a sharp increase
compared to the previous years**



Digital Shift

SROs are in a state of ongoing evolution, adapting to technological innovation and shifting societal expectations.

As advertising expenditure continues to move toward digital and online channels, SROs are dedicating more resources to online advertising oversight and the operational challenge of operating at scale. Influencer marketing, digital platforms, and AI remain primary areas of focus.

Stakeholder Engagement

The continuous emergence of new platforms and formats makes their integration into self-regulatory frameworks essential to preserve transparency and consumer confidence.

To support this, SROs are expanding membership and engagement models to include digital stakeholders, and many are strengthening collaboration with platforms and sectoral organizations.

Policy & Public Engagement

In parallel, SROs are also placing greater emphasis on visibility and positioning with legislators and civil society to demonstrate the value of effective self-regulation and help prevent disproportionate restrictions on responsible advertising.



Influencer Marketing

Influencer Marketing continues to be a priority, with several SROs developing new training initiatives, including dedicated online courses and certification programs implemented through a range of national schemes, and exploring or expanding monitoring programs, often in cooperation with influencer associations and other stakeholders, to promote clear disclosure and endorsement transparency.

These efforts also include multi-market initiatives such as EASA's AdEthics^[20] program, which combines training with a certification step and automated screening and prioritization of content.



[20] AdEthics is a European initiative launched by the European Advertising Standards Alliance (EASA) to promote high ethical standards in influencer marketing. The program supports SROs with a shared framework for influencer training and certification, complemented by ongoing monitoring, including AI-assisted review processes. More information is available on the [AdEthics website](#).

At the same time, SROs are implementing AI-powered monitoring solutions that automatically identify undisclosed partnerships and misleading practices, making influencer marketing oversight more efficient.

AI in Advertising

Simultaneously, SROs are advancing guidance on the responsible use of AI in advertising, including whether and when AI-generated content should be disclosed, how disclosures can be made clear and accessible, including for consumers with disabilities, and how disclosure information can remain attached as content is shared across platforms.

High-Risk Sectors

Within the Gaming, Gambling and Alcohol advertising space, SROs are continuing to monitor online complaints and deepen cooperation with regulators and industry to protect vulnerable audiences and strengthen responsible advertising standards.

Work is also ongoing in areas such as Food Advertising to Children, including HFSS-related initiatives, Environmental Claims and Greenwashing, Diversity and Inclusion, and Crypto-asset Advertising.

Enhanced Services

Many SROs are simultaneously strengthening their service offer, through pre-clearance and advisory services, legal and ethical consultations, and tailored training to reinforce compliance, maintain consumer trust, and support fair competition.



Proactive Oversight Models

Across several markets, SROs are also moving toward more proactive oversight models. This includes commissioning independent, market-wide audits and exploring mechanisms to raise issues proactively, complementing complaints-based systems and enabling earlier detection of high-risk practices.



Modernizing Services

These developments go hand in hand with continued investment in service modernization, such as updated complaint procedures, new online complaint portals, and improved reporting capabilities.

Data Protection & Transparency

Because many of these issues directly affect digital advertising, a growing number of SROs also participate in self-regulatory programs focused on data protection in advertising and transparency in digital advertising^[21].

In addition, some SROs also provide advisory support and complaint-resolution mechanisms in these areas, helping address privacy and transparency related concerns in advertising.



Ongoing Commitment

SROs will maintain their commitment to innovation and service adaptation, safeguarding consumers against irresponsible advertising, promoting competitive fairness for businesses, and supporting local legal structures for societal benefit.



[21] Illustrative examples of self-regulatory initiatives supporting transparency, user choice, and accountability in digital advertising include EDAA's **Your Online Choices** and EDAA's **Advanced Advertising Transparency Programme (AATP)**, as well as the **U.S. Digital Advertising Alliance's accountability and complaint-resolution framework** and **Canada's AdChoices Accountability Program** administered by Ad Standards. These examples are illustrative and do not represent an exhaustive list of programs across all markets.

Resources

For deeper insights into SRO activities throughout ICAS markets, activity reports are available for download from the **Global SRO Database**, and website links appear on the **Members page** of the ICAS website.



APPENDIX

The following list comprises organizations that can broadly be characterized as SROs— independent organizations created and/or financed by the advertising industry to uphold self-regulatory standards that ensure ethical advertising practices.

Several markets not appearing on this list are actively pursuing the establishment of fully independent SROs.

ICAS, together with its European counterpart organization EASA, maintains close collaborative relationships with these markets to advance the cause of advertising self-regulation.

Please note that the data featured in the ICAS **Global SRO Database** and throughout this Factbook encompasses only ICAS members, indicated in bold.

COUNTRY CODE	COUNTRY	SHORT NAME OF THE SRO	FULL NAME OF THE SRO	ASSOCIATION MEMBERSHIP
AE	United Arab Emirates	ABG	Advertising Business Group	ICAS
AR	Argentina	CONARP	Consejo de Autorregulación Publicitaria	ICAS Latin American Chapter*
AT	Austria	ÖWR	Österreichischer Werberat (Austrian Advertising Council)	EASA
AU	Australia	Ad Standards	Ad Standards	ICAS
		ABAC	The Alcohol Beverages Advertising Scheme	ICAS

COUNTRY CODE	COUNTRY	SHORT NAME OF THE SRO	FULL NAME OF THE SRO	ASSOCIATION MEMBERSHIP
BE	Belgium	JEP	Jury d'Ethique Publicitaire / Jury voor Ethische Praktijken inzake reclame	EASA, ICAS
BG	Bulgaria	NCSR	National Council for Self- regulation	EASA
BR	Brazil	CONAR	Conselho Nacional de Autorregulamentação Publicitária	ICAS
CA	Canada	Ad Standards	Ad Standards	ICAS
CH	Switzerland	CSL	Schweizerische Lauterkeitskommission/ Commission Suisse pour la Loyauté	EASA
CL	Chile	CONAR	Consejo de Autorregulación y Ética Publicitaria	ICAS
CO	Colombia	AUTOCONTROL	Autocontrol Colombia	ICAS
CY	Cyprus	CARO	Cyprus Advertising Regulation Organisation	EASA
CZ	Czech Republic	RPR	Rada Pro Reklamu	EASA
DE	Germany	DW	Deutscher Werberat	EASA
		WBZ	Zentrale zur Bekämpfung unlauteren Wettbewerbs e.V.	EASA
ES	Spain	AUTOCONTROL	Asociación para la Autorregulación de la Comunicación Comercial	EASA, ICAS
FI	Finland	MEN	Mainonnan eettinen neuvosto / The Council of Ethics in Advertising Finland	EASA
		LTL	Liiketapalautakunta / The Board of Business Practice Finland	EASA

COUNTRY CODE	COUNTRY	SHORT NAME OF THE SRO	FULL NAME OF THE SRO	ASSOCIATION MEMBERSHIP
FR	France	ARPP	Autorité de régulation professionnelle de la publicité	EASA, ICAS
GR	Greece	SEE	Advertising Self-Regulation Council	EASA, ICAS
HU	Hungary	ÖRT	Önszabályozó Reklám Testület/ Hungarian Advertising Self-Regulatory Board	EASA
ID	Indonesia	DPI	Dewan Periklanan Indonesia/ Indonesian Advertising Council	n/a
IE	Ireland	ASA	Advertising Standards Authority	EASA, ICAS
IN	India	ASCI	The Advertising Standards Council of India	ICAS
IT	Italy	IAP	Istituto dell'Autodisciplina Pubblicitaria	EASA, ICAS
JP	Japan	JARO	Japan Advertising Review Organization	n/a
KR	Korea	KARB	Korea Advertising Review Board	ICAS
LT	Lithuania	LiMA	Lithuanian Advertising Standards Bureau (LRB)/ Lithuanian Marketing Association (LiMA)	EASA
LU	Luxembourg	CLEP	Commission Luxembourgeoise pour l'Éthique en Publicité	EASA
MY	Malaysia	ASA Content Forum/CMCF	Advertising Standards Advisory Malaysia The Communications and Multimedia Content Forum of Malaysia	n/a ICAS

COUNTRY CODE	COUNTRY	SHORT NAME OF THE SRO	FULL NAME OF THE SRO	ASSOCIATION MEMBERSHIP
NL	The Netherlands	SRC	Stichting Reclame Code	EASA, ICAS
NZ	New Zealand	ASA	Advertising Standards Authority	ICAS
NO	Norway	MFU	Matbransjens Faglige Utvalg (the Food and Drink Industry Professional Practices Committee)	n/a
PH	The Philippines	ASC	Advertising Standards Council	ICAS
PL	Poland	RR	Związek Stowarzyszeń Rada Reklamy	EASA
PT	Portugal	ARP	Auto Regulação Publicitaria	EASA, ICAS
PY	Paraguay	CERNECO	Centro de Regulacion, Normas y Estudios de la Comunicacion	ICAS Latin American Chapter*
RO	Romania	RAC	Romanian Advertising Council	EASA, ICAS
RU	Russia	AMI	Advertising Council	n/a
RS	Serbia	NAESO	National Association for Ethical Standards in Advertising	EASA
SE	Sweden	RO	Reklamombudsmannen	EASA, ICAS
SG	Singapore	ASAS	Advertising Standards Authority of Singapore	ICAS
SI	Slovenia	SOZ	Slovenian Advertising Chamber	EASA
SK	Slovakia	RPR	Rada Pre Reklamu	EASA
TR	Turkey	ROK	The Advertising Self-Regulatory Board	EASA, ICAS

COUNTRY CODE	COUNTRY	SHORT NAME OF THE SRO	FULL NAME OF THE SRO	ASSOCIATION MEMBERSHIP
UK	United Kingdom	ASA	The Advertising Standards Authority	EASA, ICAS
		The Portman Group	The Portman Group	ICAS
		Clearcast	Clearcast	EASA
US	USA	BBB National Programs	BBB National Programs	ICAS
UY	Uruguay	CONARP	Consejo Nacional de Autorregulación Publicitaria	ICAS Latin American Chapter*
ZA	South Africa	ARB	The Advertising Regulatory Board	ICAS

*The ICAS Latin American Chapter was set up in October 2023, to bring together the Latin American SROs.

This chapter serves as a platform and convening point for ICAS members and stakeholders in Latin America, together with AUTOCONTROL (the Spanish SRO), to exchange ideas and best practices and to discuss global and regional issues. It also facilitates collaboration and joint initiatives aimed at strengthening the capacity and growth of advertising self-regulatory organizations across Latin America.



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