












	Web address	Self-regulation works in my country because...	The best thing government can do to support self-regulation is...
 Argentina	www.conar.org.ar	...the main players and interested parties of the advertising business, namely advertisers, agencies and media owners have developed their own self regulatory mechanism, as well as accepted to be enforced by the same.	...drafting appropriate legislation promoting those mechanisms in all areas of business.
 Australia	www.advertisingstandardsbureau.com.au	...the players in the advertising industry support the self-regulation system financially (via levies) and by adhering to the determinations of the Advertising Standards Board. This includes the advertisers, agencies and the media. Without this broad consensus the self-regulation system would not work.	...to not be overly prescriptive with legislative restraints, thereby allowing the industry the freedom (and responsibility) to develop its own set of regulations within a broader legislative framework.
 Belgium	www.ijp.be	...it has the support of advertisers, agencies and media owners, the last of which provide the enforcement mechanism by refusing to publish or broadcast any advertisement which breaks the rules.	...create a legal framework that provides an independently funded self-regulatory system underpinned by a back-stop government regulatory to deal with any advertiser that attempts to flout the system.
 Bolivia	No self-regulatory body.	n/a	n/a
 Brazil	www.conar.org.br	...CONAR the regulatory body is formed by people that are somehow related to the advertising industry. In addition to this, the Brazilian Advertising Self-Regulation Code is very complete as it was the result of a comprehensive and long study conducted by a group of broadcasters who, for more than one year, studied and searched ethics in advertising in Brazil and abroad.	...to recognize the Brazilian Advertising Self-Regulation Code as a binding ruling so that the Courts would also have to apply such rules. This would avoid possible contradicting decisions at administrative and judicial levels. Notwithstanding this fact, it is important to mention that advertising challenges are rarely taken to Courts and usually resolved by CONAR in Brazil.
 Canada	www.adstandards.com	...the vast majority of advertisers, agencies and the media exhibiting the advertising see the goals reflected in our Canadian Code of Advertising Standards as being worthy to uphold, not only as a matter of principle, but as a means to encourage consumer confidence in the advertising industry, and as a means of ensuring competitors are held to the same laudable standards.	...to allow the self-regulatory bodies the latitude to develop and implement their codes, and only move to regulate the industry when and if necessary - and then in ways complementary to, and not contradictory to, the approach taken by Advertising Standards Canada, the Canadian Marketing Association, and other self-regulatory industry bodies.
 Chile	www.conar.cl	...it's sort of effective damage control, big companies are happier with self-regulation.	...to be quiet knowing that self regulatory bodies are taking care of the situation.
 Costa Rica	n/a	n/a	n/a
 Ecuador		...through this, specific standards of self-discipline have been obtained. These standards have been created by agencies that are dedicated to advertising business, which have been able to detect irregularities within the advertising field. Nevertheless, only the most prominent publicity agencies and the most renowned companies commit to these self-regulation principles. Other midrange and small agencies have made the success of self-regulation limited.	...to make these ethical standards (that are established in the "Self-regulation Code") part of the laws and regulations of Ecuador, making them mandatory and subject to penalty. Furthermore, the government must collaborate in making these self-regulation standards known to all advertisers, media and consumers. Also, it could promote agencies to comply these rules by allowing them to participate or giving them priority in different bids sponsored by the state or the public sector.
 Finland	www.keskuskappakamari.fi www.pif.fi www.ssmi-fdma.fi	...it is in line with statutory regulations but provides more detailed guidelines on how the business shall act in a particular situation.	...through active co-operation and communication strive to that the statutory regulations does not contradict self regulation and vice versa.
 France	http://www.bvp.org	...both the industry and the governmental authorities support it: - most ad agencies are members as well as major organizations such as the national association of TV advertising and the principal e-commerce trade association (FEVAD); - the governmental body in charge of supervising the entire audiovisual landscape, including all TV activity, the CSA, is in charge of reviewing all TV ads before they are broadcast. This clearance has been delegated by the CSA to the BVP.	...to refrain from over-regulating and trusting the self regulatory body to issue the appropriate guidelines to organize the market in an acceptable way. The major advantage of this approach is to allow for a much more flexible framework that adjusts quickly to the society and the standards that people can live with - unlike the case with the legislator that operates at a slower pace and is at times behind the standards of society.
 Germany	www.werberat.de	... (i) Germany has a considerable tradition in self-regulation in various industry sectors and (ii) German industry is not only used to self-regulation but also keen to expand self-regulation by creating regulatory rules and framework at its own discretion and in its own judgment rather than waiting for situation in which Government or Parliament must interfere to impose regulatory rules to solve a problem (which might be more restrictive on the industry). In addition to detailed self-regulatory codes of conduct, the existing self-regulatory institutions have created their own rules of procedure to prosecute violations and to enforce rulings against association members or third parties (in the latter case via regular court actions).	...to start public discussion of intended regulatory rulings (legislative or by government order). Businesses and their respective industry associations would promptly start thinking about creating their own self-regulatory codes of conduct and enforcement mechanisms in order to render governmental or legislative interferences obsolete.
 Greece	www.edee.gr	...it gains the support both of advertising agencies and media owners while EDEE is being recognized by the government as the most representative communication association. Since its establishment EDEE's operation is in full compliance with the rules of Greek Code of Advertisement. In 2003 EDEE established the Greek Council of Communication Control which is a member of the European Advertisement Standards Alliance.	...to enhance its - already close- cooperation with the self-regulation system and to provide for a stable legal framework.
 Guatemala	www.ugap.com	...it hasn't yet worked.	... to (i) enforce current advertisement regulation; (ii) provide the appropriate legal framework to stimulate an independent self-regulatory system and providing a serious and strong government enforcing agency so that regulations are observed by all actors in the advertisement market.
 Hungary	www.mrsz.hu	...the main players support it, they appreciate its contributions to the education and promotion of the prosperity of the industry, they comply with the resolutions adopted by self-regulatory bodies and want it to work.	...to trust in self-regulation, to involve self-regulatory bodies in the drafting of legislation and to acknowledge the role of self-regulation when government or the Parliament adopt regulations.
 Ireland	www.asai.ie	...the regulatory body is set up and financed by the advertising industry and has the full support of advertisers, agencies and the various media outlets.	...is provide legislative support which recognizes voluntary codes of practice and allows the judiciary to have regard to codes such as the ASAI Code of Practice. In Ireland such recognition is provided for in the Consumer Protection Act, 2007.
 Israel	www.rashu2.org.il	...the main players, i.e., the corporate bodies who advertise, benefit from it.	...legislate clear legal framework.
 Italy	www.iap.it	...it's been effectively in force for almost 40 years by now.	...to leave it alone and work by itself, eventually, by transferring additional competence to the system and asking it to come up with specific provisions for Internet advertising, pharmaceutical advertising.
 Korea	www.karb.or.kr www.kiadu.or.kr	...the self-regulatory organizations conduct their reviews based on the relevant laws and regulations such as the Fair Labeling and Advertising Act, and most advertising agencies and sponsors are in voluntary compliance with the recommendations of those organizations and regulations in order to avoid legal liabilities or social criticism. Meanwhile, for broadcasting advertisements (on television, radio, satellite broadcasting, etc.), the Korean Broadcasting Act prescribes that all broadcasting advertisements must obtain a prior review of the Korea Advertising Review Board, delegated by the Korean Broadcasting Commission.	...to provide its cooperation and support to the above self-regulatory bodies in carrying out their projects, which include various researches (e.g., survey on the consumers' awareness of certain advertisements), as well as working with other relevant authorities or public organizations such as the Fair Trade Commission, the Korean Broadcasting Commission, the Korea Consumer Agency, etc.
 Mexico	www.conar.org.mx	...it maintains a close relationship with legal authorities while homologating criteria.	...to maintain communication with them and consider their resolutions for new cases.
 Netherlands	www.reclamecode.nl	...it is fully supported by the industry, the advertising agencies and the media (print, TV, outdoor). The support of the media makes self-regulation especially effective because of the fact that a decision by the Dutch self-regulatory body will lead to a media stop.	...to give a decision by the self-regulatory body the legal status of a verdict, like in case of arbitration. In all cases where a decision by the self-regulatory body is not followed up the company involved uses his own means of communication such as brochures for example banks, insurance companies, health and pharmaceutical industries and last but not least the government itself. In all such cases, now you can only go to the Civil Court and ask for an injunction.
 New Zealand	www.asa.co.nz	...it is a simple cost effective way of promoting compliance and dealing with complaints which is supported by industry participants and encourages participation by members of the public.	...to allow self regulatory bodies to operate as freely as possible within the applicable legal framework.
 Nicaragua	No self-regulatory body, although private enterprises do play a role in self-regulating themselves	...it shows the government regulators as well as consumers that private enterprises are acting in a very proactive manner.	...to allow self-regulation to solve the problems, and only take action when self-regulation proves insufficient.
 Norway	http://www.konkurransetvulget.no	...it is supported by all kinds of businessmen and organisations.	...to make a legal framework which has been done especially through our Marketing Control Act 1972.
 Paraguay	http://www.cermeo.com.py	...business finds it a useful instrument to manage problems and at times provide alternatives to government regulation.	...to make reference to self-regulation in the law.
 Poland	http://www.radareklamymy.org/index.html http://www.browarypolskie.pl/index.php http://www.spff.pl/index.php?mld=1&lang=en	...the entities operating in various branches as well as the associations of advertisers assumed that the existing legal regulations are insufficient and undertook actions to create their own codes.	...to cooperate with institutions operating in various sectors and introduce a consumer information campaign.
 Portugal	www.icap.pt	...most of the players in the market (media, agencies and advertisers) have adhered to it and this allows for the self-regulatory body to uphold their decisions more easily.	...to recognize the self-regulatory body as an alternative dispute resolution body and provide it with the necessary means so that it has powers to effectively solve disputes.
 Singapore	www.case.org.sg/asas3.htm	...both businesses and advertising agencies tend not to be particularly daring due to Asian conservatism or moderation in outlook. Some people would call this "Asian values". So this is reflected in advertisements. So there is generally less cause for complaints due to self-regulation on the part of businesses and advertising agencies whether or not they are aware of the ASAS guidelines called the SCAP (Singapore Code on Advertising Practice).	...to create more public awareness of self-regulation and look into problems of lack of funding under the current set-up. Also look into developing the appeal process in those cases where ASAS has found the complaint to be valid as well as more sanction options.
 South Africa	www.asasa.org.za	...it is a faster and less expensive way to resolve disputes. The rules are also dynamic and in keeping with national and international trends.	...to ensure that the body in question is able to assist and has got the necessary resources to do so. It should also check that the relevant self-regulatory body has not itself amended its rules to deal with the issue at hand. Essentially, co-operation and communication between government and self-regulatory bodies is essential.
 Spain	www.autocontrol.es	...it is composed of the main advertisers, agencies and media (TV, press, outdoor, radio, Internet... in Spain, as well as the main advertising industry associations.	...to cooperate and provide the necessary statutory framework. Autocontrol has signed various agreements with relevant statutory authorities in order to set up cooperation schemes, in which advertising self-regulation cooperates with regulators by providing with a helpful additional complement to statutory mechanisms in place.
 Sweden	We have a number of different bodies focused on different areas of industry. There is no single website.	...it doesn't. The industry budgets for penalties.	...abolish it.
 Switzerland	www.lauterkeit.ch	...it is efficient and prevents parties from long court proceedings and high cost.	...to mention it as a reference of standards.

 Turkey	http://www.rok.org.tr/eng/mission.asp	<p>...indirectly because apart the advertisers and agencies it has also the support of media owners, and these know that publishing ads contradicting the rules of ROK will most probably lead them to the punishments of the Advertising Board (a governmental institution working within the Ministry of Trade). Hence because the rules of the ROK are parallel to those the Consumer Protection Law and relative Advertising Regulations predict and the Advertising Board controls, they are indirectly respected.</p>	<p>...to involve the Advertising Self-Regulatory Board to the actions and decisions of the Advertisement Board, in away to find a cooperation strategy between these two.</p>
 United Kingdom	www.asa.org.uk	<p>...it has the support of advertisers, agencies and media owners, the last of which provide the enforcement mechanism by refusing to publish or broadcast any advertisement which breaks the rules.</p>	<p>...create a legal framework that provides an independently funded self-regulatory system underpinned by a back-stop government regulatory to deal with any advertiser that attempts to flout the system.</p>
 United States of America	www.narcpartners.org	<p>...it has wide support from the advertising community and enjoys the respect of government authorities as one of the best models of self-regulation in the United States business community. The staff of the self-regulatory body is dedicated and professional and work closely with advertisers to assure a balanced approach to the decision making process.</p>	<p>...to remain deferential to the process and allow self-regulation to grow rather than prematurely enacting laws and regulations supported only by anecdotal evidence. Government can also help by taking aggressive action against any companies that refuse to participate in the self-regulatory process or disregard decision of the self-regulatory body after being given the opportunity to participate.</p>
 Venezuela	http://www.andaven.org/nuevo/Comiteica.asp	<p>...it is an effective mean for avoiding public exposure of the advertisers and/or advertising agencies eventual litigations or administrative procedures, since it is a confidential and private process.</p>	<p>...refrain from issuing regulations related to advertising activity, as has been the trend in recent times.</p>