



International Chamber of Commerce

The world business organization

Department of Policy and Business Practices

Commission on Marketing and Advertising

ICC Roundtable on emerging challenges to self-regulation

9 January 2006, New York City, USA

The objective of this ICC event is to examine critical emerging issues in the field of marketing and advertising and to identify practical ways for ICC and its members to influence progress.

Because self-regulation is at its most effective when employed in a forward-looking manner, offering guideposts in anticipation of other regulatory measures, the ICC Commission on Marketing and Advertising believes it is timely to evaluate the potential challenges to self-regulation and examine how business can best demonstrate the lack of merit of any further legislation in the field of marketing and advertising, especially at a time when the value of free markets has never been clearer. To that effect, an ICC Roundtable on emerging challenges to self-regulation will be organized on 9 January 2006.

A distinguishing feature of this roundtable discussion will be to feed conclusions into the development of an ICC Roadmap "Standing up for Advertising Self-Regulation", which ICC will deliver to companies and policy makers across the world explaining the benefits of self-regulation to society and the economy and identifying the objectives and goals that business and governments need to achieve. The Roadmap will set out the appropriate roles and actions for governments and business respectively.

On 10 January 2006, the day after the roundtable, the ICC Commission on Marketing and Advertising will conduct its bi-annual commission meeting. Issues being considered for the agenda include adoption of the newly revised and restructured Global Framework of ICC Advertising Codes, and further discussions on the proposal to develop the accompanying roadmap "Standing up for Self-Regulation", the latest developments at Codex, ISO, UPU and many other key policy issues.

International Chamber of Commerce

38, Cours Albert 1er, 75008 Paris, France
Telephone +33 1 49 53 28 28 Fax +33 1 49 53 28 59
Internet www.iccwbo.org E-mail icc@iccwbo.org

8 November 2005 JA/FBF
Document 240/522rev2



Draft preliminary programme

- 09.00 – 09.30 Registration and coffee
- 09.30 – 09.45 Welcome and introduction
- 09.45 – 11.00 **Product placement in a changing media landscape**
Products, services and commercial communications are increasingly linked into a more interconnected type of marketing that cuts seamlessly across new and old media including TV, radio, Internet, video games, movies, events, sport and music. From a self-regulatory point of view, this trend raises fundamental questions about what is an advertisement and how to deal with disclosure issues? Is the current self-regulatory framework robust enough to deal with these developments and withstand governmental interventions?
- Panel discussion
- 11.00 – 11.15 Coffee break
- 11.15 – 12.30 **Interactive marketing**
The evolution of television from analog to digital provides opportunities for advertisers to reach consumers in novel ways. This is a timely discussion of the interactive capability of digital television and the opportunities/responsibilities it presents to marketers. What can be done to mollify consumer advocacy groups? These groups are voicing concerns over technical innovations in digital television that could result in new marketing practices used to reach young consumers, and are calling for government action to protect children in an increasingly interactive marketing environment.
- Panel discussion
- 12.30 – 13.30 Lunch
- 13.30 – 14.45 **Interacting with children**
Most kids have access to electronic communication tools. The next generation of cellular technology provides new and more interactive ways to communicate directly with children, which highlights issues of age certification, disclosure, frequency of exposure and protection of personal data. What are companies doing to deploy these new technologies responsibly, and how do these new techniques fit within the self-regulatory advertising framework as well as regulations such as EU Directives and the U.S. Children's Online Privacy Protection Act of 1998?
- Panel discussion



14.45 – 15.00 Coffee break

15.00 – 16.15 **Will self-regulation continue to work in an interactive world?**

Advertising self-regulation is recognized as the prime example of business self-regulation and corporate social responsibility. It is found, in varying forms, in most countries. What are the main achievements of self-regulatory systems, and are these systems geared to cope with the new emerging issues? What are the benefits to companies of getting involved in self-regulation? How is the food sector successfully taking a self-regulatory and multi-stakeholder approach to reply to the increasing worldwide attention to diet, nutrition and physical activity issues?

- Panel discussion

16.15 – 16.30 Conclusion
