

# Global Regulatory Hotspots

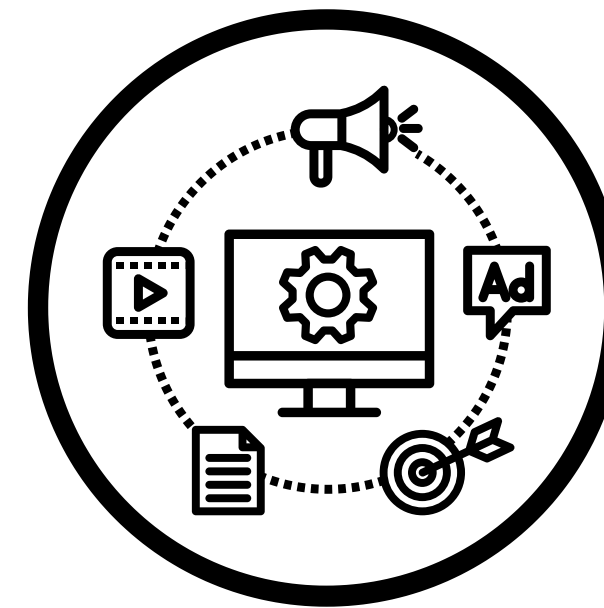


**Total Global Ad Spend in 2025  
(including online and offline channels)**



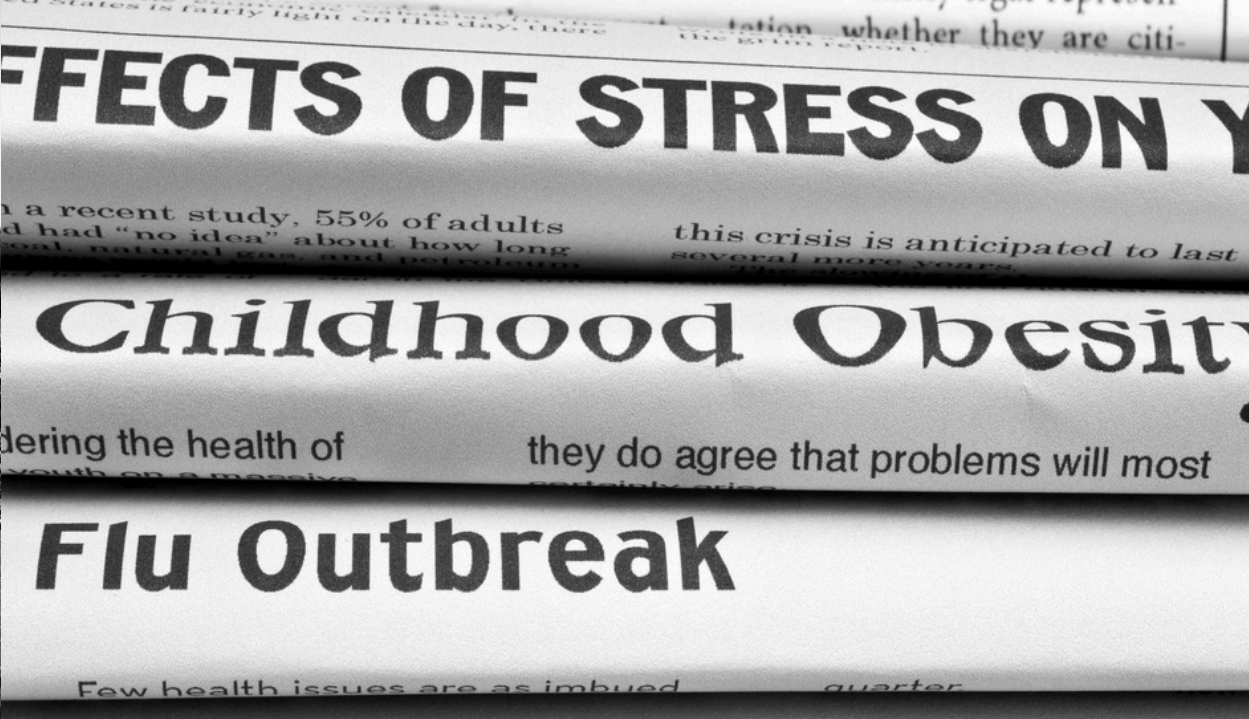
**\$1.16  
TRILLION**

**Digital ad spend  
as percentage of total ad spend**



**72.7 %  
Digital Ad Spend**

- Digital Ad Spend has more than doubled since 2019
- 73% of internet users still regularly discover new brands and products through “traditional” media like TV, print, and radio.
- Advertising now accounts for roughly 1 percent of global GDP.



There are many **issues** we need and want to effectively address



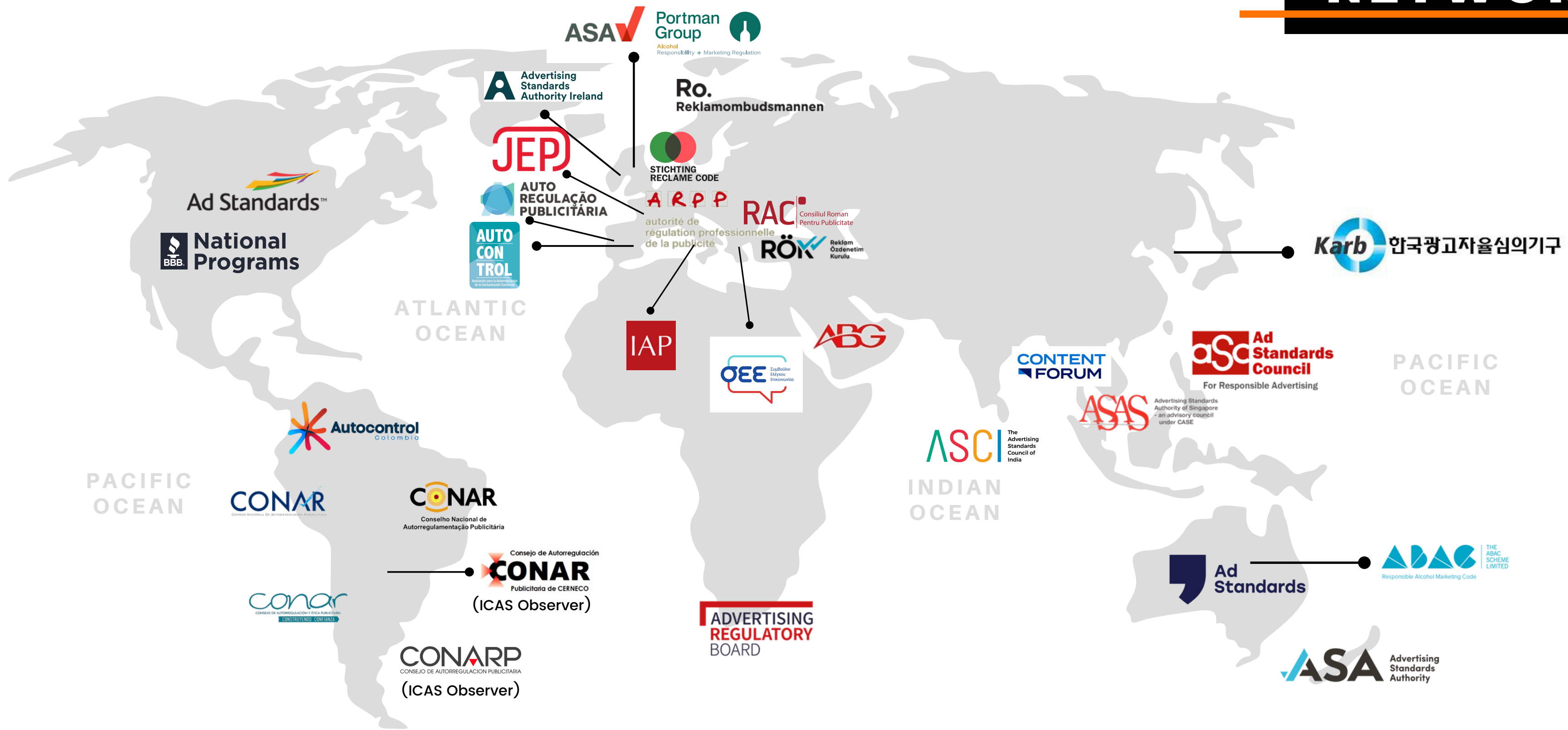


# ABOUT ICAS

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The International Council for Advertising Self-Regulation (ICAS) is a global network promoting responsible advertising through the effective implementation of self-regulatory standards.

# THE ICAS NETWORK

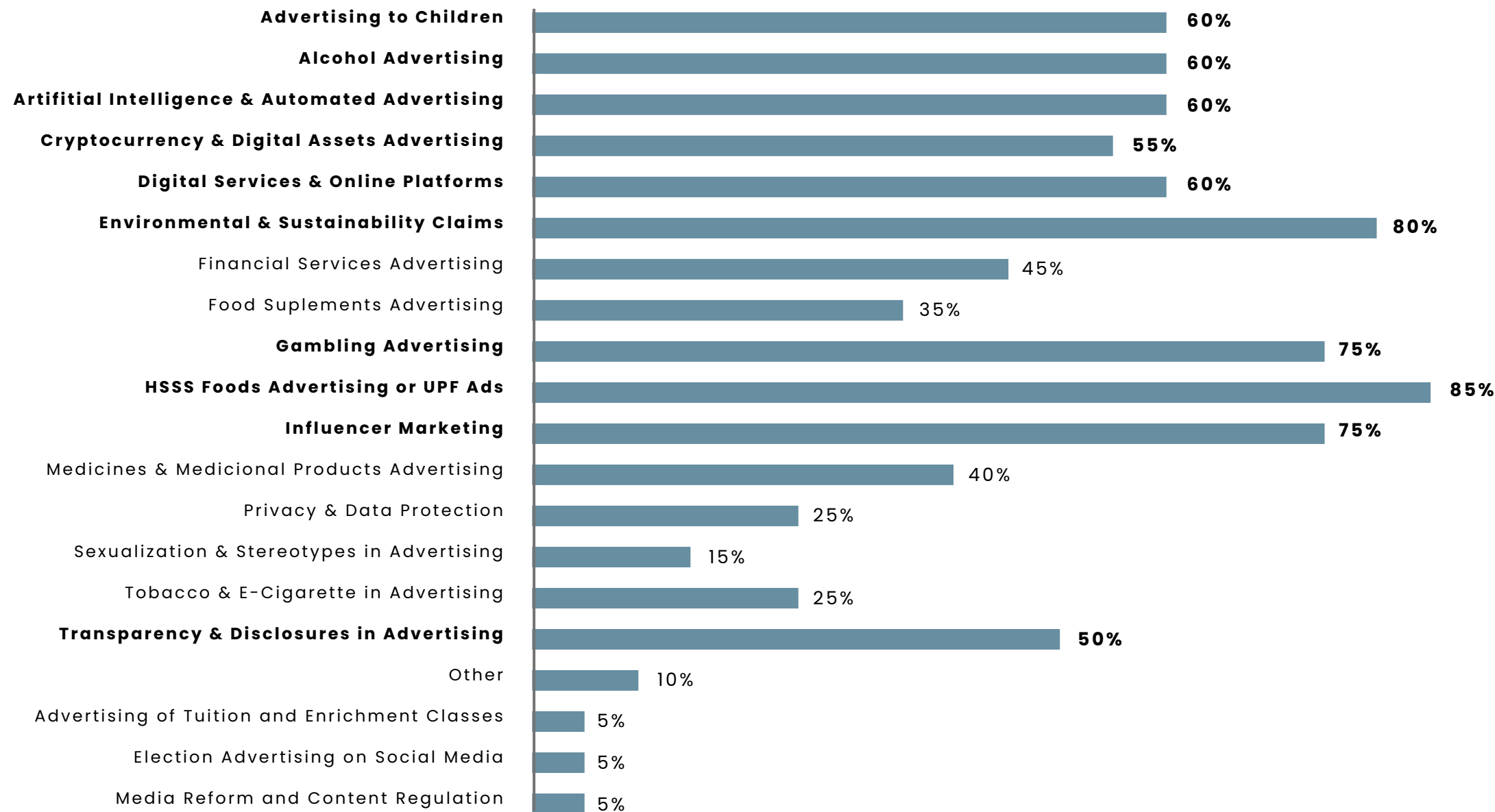




## ICAS March 2025 Survey

### What are the **key sensitive issues** in your country?

#### KEY SENSITIVE ISSUES



### Top 10 issues across the globe (in ICAS member countries)

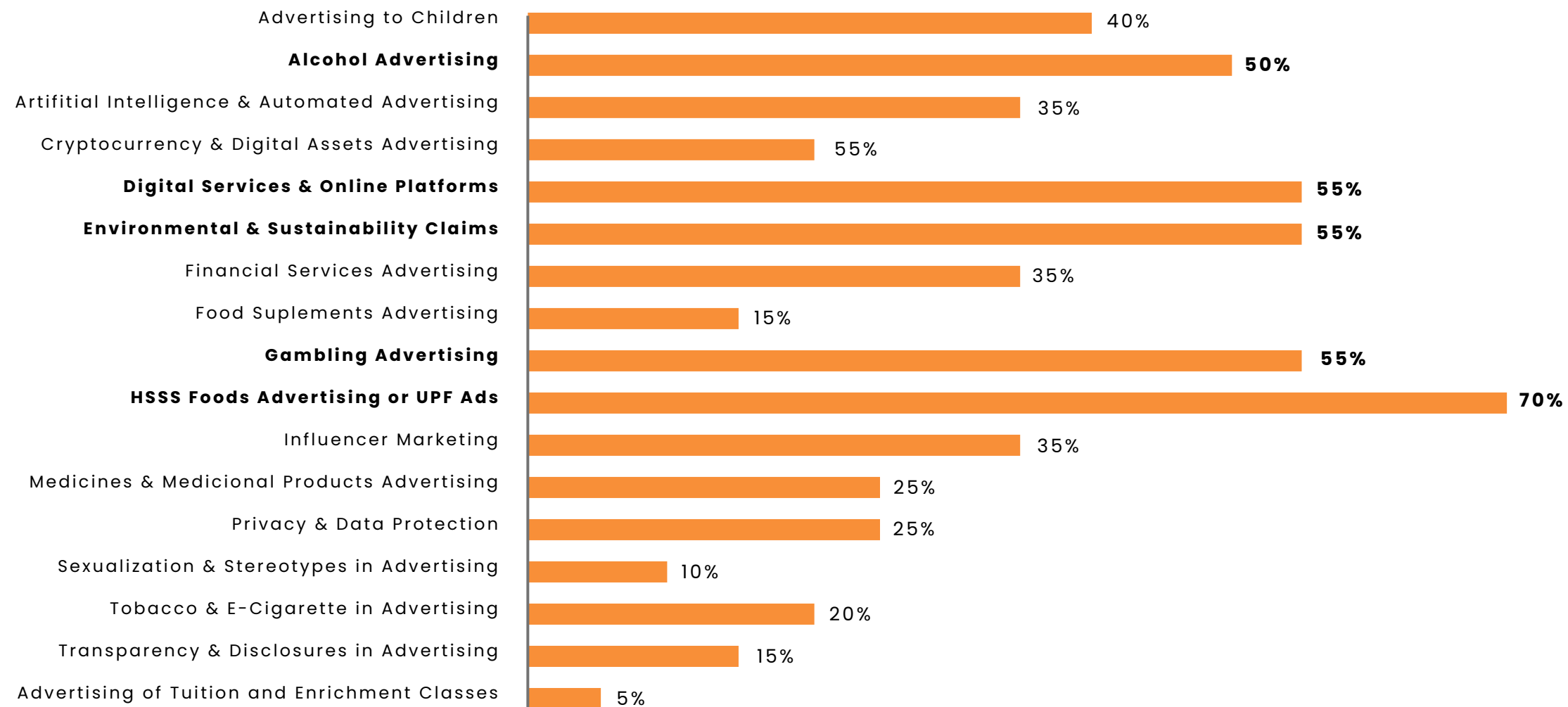
- 1 HFSS Foods Advertising (85%)**
- 2 Environmental & Sustainability Claims (80%)**
- 3 Gambling Advertising (75%)**
- 4 Influencer Marketing (75%)**
- 5 Digital Services / Online Platforms (60%)**
- 6 AI and automated advertising (60%)**
- 7 Alcohol Advertising (60%)**
- 8 Advertising to Children (60%)**
- 9 Cryptocurrency & Digital Assets Advertising (55%)**
- 10 Transparency and Disclosures in Advertising (50%)**



## ICAS March 2025 Survey

What are the **key regulatory developments** in your country?

### KEY REGULATORY DEVELOPMENTS



### Top 5 regulatory developments (across ICAS member countries):

- 1 HFSS Foods Advertising / UPFs (70%)**
- 2 Gambling Advertising (55%)**
- 3 Environmental & Sustainability Claims (55%)**
- 4 Digital Services / Online Platforms (55%)**
- 5 Alcohol Advertising (50%)**

# Emerging challenges

Supercharged by AI, polarization & geopolitical shifts

## Evolving ways to advertise

The ad ecosystem is evolving with new players (e.g., virtual influencers) and challenges, such as the misuse of deepfakes. Additionally, the sheer volume of ads, the speed of technology (e.g., programmatic advertising), and the variety of ad formats create issues of scalability and complexity.



## DEI and ESG efforts under pressure

The Ad Industry needs to increasingly navigating divisive audiences

### FTC Report Confirms: Commercial Surveillance is Out of Control

BY LENA COHEN | SEPTEMBER 26, 2024



A new [Federal Trade Commission \(FTC\)](#) report confirms what EFF has been warning about for years: tech giants are widely harvesting and sharing your personal information to fuel their online behavioral advertising businesses. This four-year investigation into the data practices of nine social media and video platforms, including Facebook, YouTube, and X (formerly Twitter), demonstrates how commercial surveillance leaves consumers with little control over their privacy. While not every investigated company committed the same privacy violations, the conclusion is clear: companies prioritized profits over privacy.

**Discover more.**  
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Email Address

Postal Code (optional)

Anti-spam question: Enter the three-letter abbreviation for Electronic Frontier Foundation.

## Privacy & Data Protection

Regulators are concerned about a “commercial surveillance ecosystem” that collects vast amounts of data.



Home News Sport Business Innovation Culture Arts Travel Earth Video Live

### Trump makes 'two sexes' official and scraps DEI policies

3 days ago

Share Save

Mike Wendling and Kayla Epstein  
BBC News





# Why Advertising Self-Regulation is **well-equipped** to deal with these challenges



## **Locally Embedded & Consumer-Focused**

- Listens to the public and conducts research
- Understands market dynamics
- Addresses issues in the local language, tailored to national needs

## **Strong Industry & Regulatory Connections**

- Brings competitors together for common ad standards
- Works often closely with regulators and supports key policy priorities

## **Agile & Adaptive**

- Quickly updates codes and processes as needed
- Experienced in handling complex and diverging positions

## **Expanding Scope & Technological Advancements**

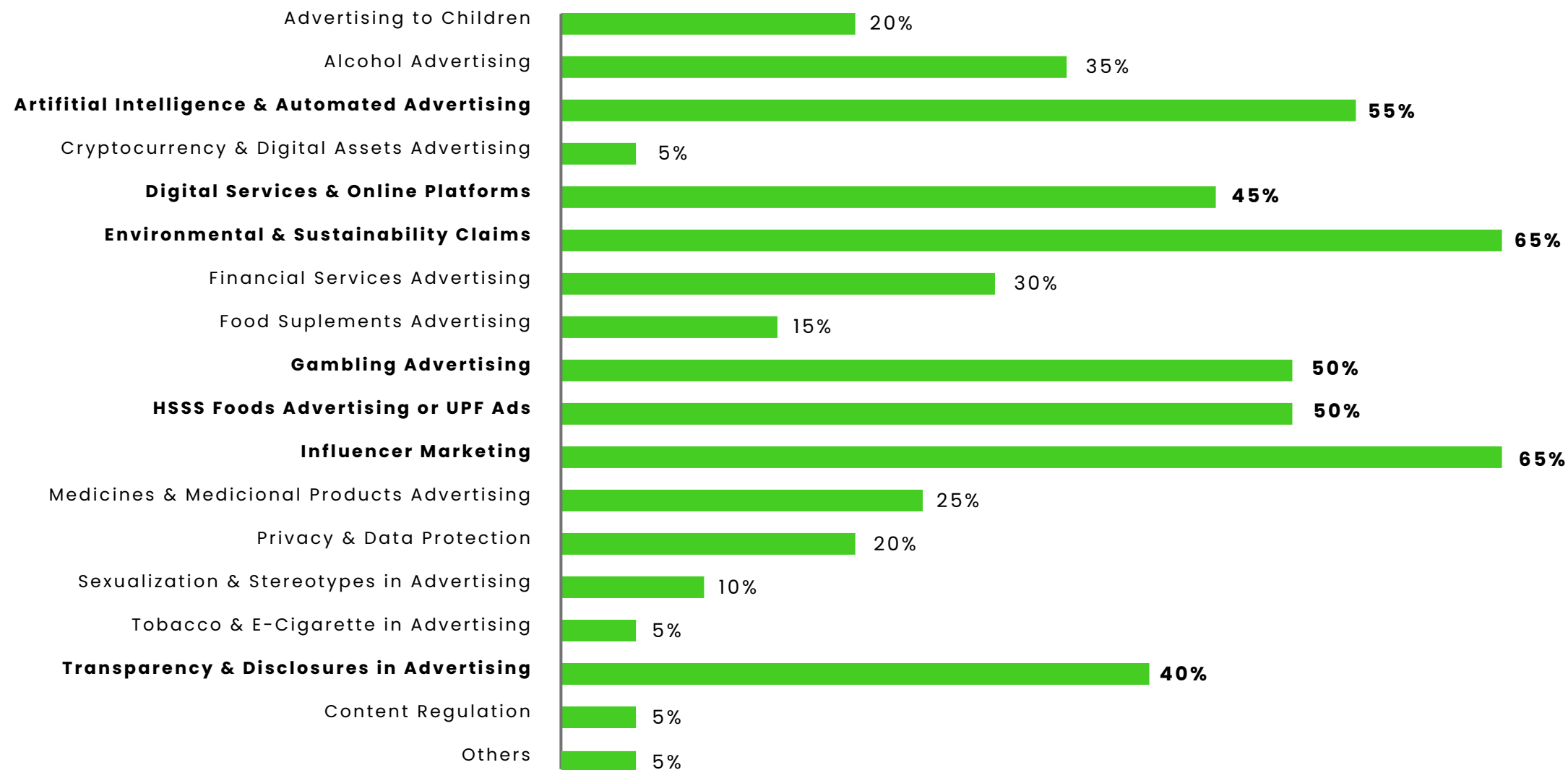
- Adapts to new challenges & expands remit where necessary
- Well-connected regionally and globally & co-operates across borders
- Uses AI and advanced technology to monitor ads
- Cooperates on tools, services, and best practice



## ICAS March 2025 Survey

What are the **top priorities** for your SRO in 2025 & 2026?

### TOP PRIORITIES 2025 & 2026



### Top 7 priorities for SROs across ICAS markets

- 1 Influencer Marketing (65%)**
- 2 Environmental & Sustainability Claims (65%)**
- 3 AI and automated advertising (55%)**
- 4 HFSS Foods Advertising (50%)**
- 5 Gambling Advertising (50%)**
- 6 Digital Services / Online Platforms (45%)**
- 7 Transparency and Disclosures in Advertising (40%)**

# ICAS: Supporting Members & Driving Global Best Practices

## A forum for exchanging information and best practices

- Collecting and sharing knowledge across the network & helping members address emerging issues
- Linking local and global efforts and enabling collaboration
- Recognizing excellence with the ICAS Awards



## Developing global guidance and roadmaps on key topics

- 2022: First-of-its-kind global guidance on environmental claims for global brands and agencies
- Working closely with the ICC and ICAS members to update regularly the ICC advertising and marketing code
- Upcoming: Influencer Marketing Guidance
- Upcoming: A Global Roadmap on responsible marketing of HFSS foods and beverages

## Engaging with global partners & stakeholders

- Exchanging information & collaboration with intergovernmental bodies (OECD, UN, UNICEF, ICPEN) and engaging with ISO on consumer protection issues
- Active ally of the Unstereotype Alliance of UN Women





**The **future** of  
responsible  
advertising  
& ad self-  
regulation.  
**Let's shape  
it together!****

# The ICAS Global **Think** Tank

## **Launched in September 2024 in NYC**

- A platform for open & honest discussions
- Focused on collaborative engagement and research

## **Key Topics & Focus Areas**

- Responsible use of AI in advertising
- As the Think Tank evolves it will address more key industry challenges to enhance self-regulation in this areas

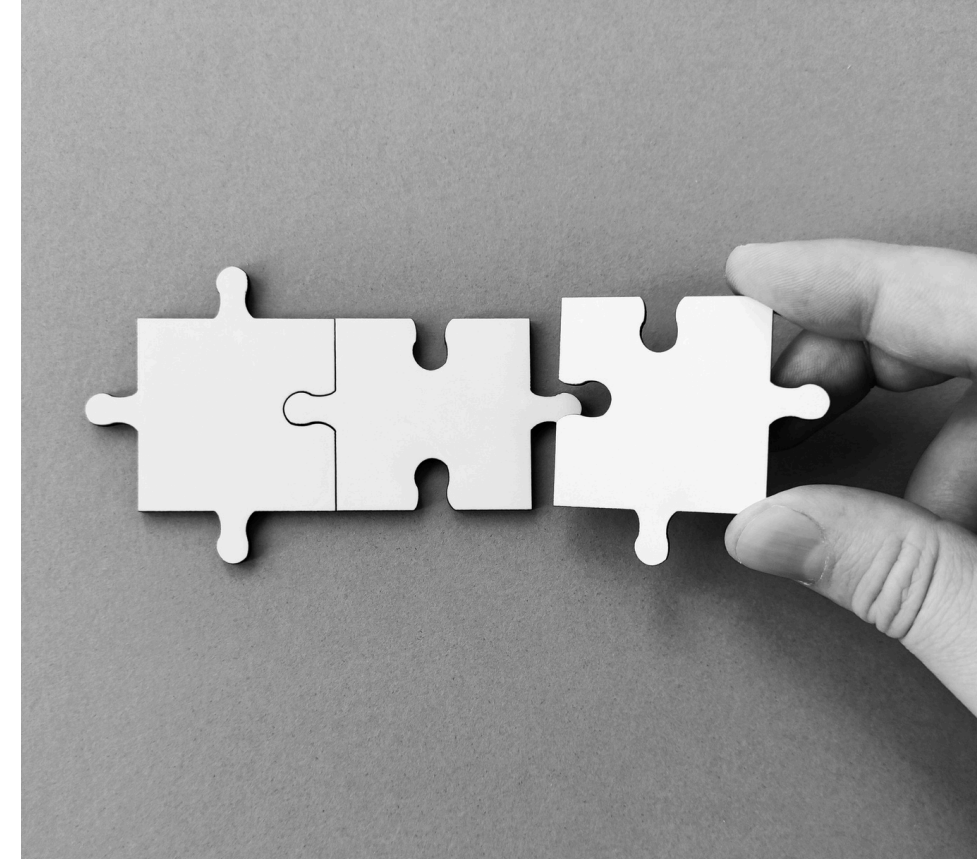


# The ICAS Global Think Tank

A place that brings together ad standards bodies, industry leaders, universities, legal experts and others to address core issues, support self-regulatory best practices and drive progress across the board, with the goal of developing quality thinking and increasing impact.

## IN THE GLOBAL THINK TANK WE ARE

- Organizing roundtables and discussions around global topics;
- Analyzing emerging issues and technological developments that affect advertising and ad self-regulation;
- Producing briefs and research papers to inform policy decisions at ICAS and ad standards bodies (SROs);
- Help shape the development of policies for companies and advertising industry associations.



# Global Think Tank members so far



The image displays a collection of logos for various advertising industry organizations and think tanks, arranged in a grid-like fashion. The logos include:

- WFA** World Federation of Advertisers
- EPC** European Publishers Council
- WORLD OUT OF HOME ORGANIZATION**
- easa** European Advertising Standards Alliance
- GALA** GLOBAL ADVERTISING LAWYERS ALLIANCE
- IAA** INTERNATIONAL ADVERTISING ASSOCIATION
- Ad Standards**
- Ad Standards™**
- ARPP** autorité de régulation professionnelle de la publicité
- Advertising Standards Authority Ireland**
- ASA** Advertising Standards Authority
- Ad Standards Council** For Responsible Advertising
- IAP**
- ASA**
- CONAR** Conselho Nacional de Autorregulamentação Publicitária
- ASCI** The Advertising Standards Council of India
- AUTO CONTROL** Asociación para la Autorregulación de la Comunicación Comercial
- ADVERTISING REGULATORY BOARD**
- RAC** Consiliul Roman Pentru Publicitate
- STICHTING RECLAME CODE**
- JEP**
- National Programs** BBB
- Ro. Reklamombudsmannen**
- Portman Group** Alcohol Responsibility + Marketing Regulation
- conar** CONSEJO DE AUTORREGULACIÓN Y ÉTICA PUBLICITARIA CONSTRUYENDO CONFIANZA
- Autocontrol** Colombia
- OEE** Συμβούλιο Ελέγχου Επικοινωνίας
- Karb** 한국광고자율심의기구
- Responsible Alcohol Marketing Code**
- THE ABAC SCHEME LIMITED**
- ADVERTISING ASSOCIATION**
- CONTENT FORUM**
- AUTO REGULAÇÃO PUBLICITÁRIA**
- ASAS**
- RÖK** Reklam Özdenetim Kurulu
- ABG**
- TikTok**
- Hindustan Unilever Limited**
- VOCOM**
- PGS**
- LEWIS SILKIN**
- 65 anos** ASSOCIAÇÃO BRASILEIRA DE ANUNCIANTES O futuro passa por aqui.

A background graphic consisting of a network of black nodes (spheres) connected by thin black lines, creating a complex web-like structure. The nodes vary in size and are distributed across the entire frame.

# Thank **You!**

Do you have questions about ICAS, Ad Self-Regulation or  
the ICAS Global Think Tank?

Visit: <https://icas.global>

Contact: [sibylle.stanciu@icas.global](mailto:sibylle.stanciu@icas.global)