

# Benefits of ICAS Membership

Becoming a member of the International Council for Ad Self-Regulation (ICAS) allows your organization to be actively involved in the only global network specifically dedicated to promote Advertising Self-Regulation worldwide.

ICAS offers its members the following benefits:

## 1. Gain more knowledge & expertise

- Single point of contact for international queries on Ad Self-Regulation (e.g. finding out about practices in other markets)\*
- Access to members-only resources, e.g. Directory, (Self-)Regulatory Dashboard...
- Participating in capacity-building initiatives in new markets\*

## 2. Grow your influence by joining forces with peers

- Influence on the strategy, image and position of Self-Regulation globally
- Be part of the global dialogue with digital platforms and industry bodies (e.g. ICC)\*
- Privileged access to international policy makers (UN agencies, OECD etc.)
- Unique networking opportunities, e.g. during the ICAS Annual Meeting\*

## 3. Promote your own activities

- Promotion of own activities through ICAS' communication channels (newsletter, social media, publications...)\*
- Inclusion in the Official Global SRO Database & other public reference material\*\*
- Ability to participate in Global Ad Self-Regulation Awards\*

24 markets are directly represented in ICAS:

AE, AU, BE, BR, CA, CL, CO,  
ES, FR, IE, IN, IT, MX, NL,  
NZ, PE, PH, PT, RO,  
SE, SV, UK, US, ZA

\* Services also provided by EASA for European SROs in relation to European markets

EASA also provides several services not offered by ICAS, including, among others:

- Monitoring of sector commitments
- Monitoring of European regulatory developments
- Advocacy on EU policy topics

\*\* Only applicable to SROs (not Industry Members)

*European Self-Regulatory Organizations (SROs) and Industry Organizations can only become members of ICAS if they are also members of EASA.*