ISBA

How ISBA operates in the industry landscape

Through representing members' interests, with media owners, agencies, trade and regulatory bodies and government, we seek to change the advertising landscape for the better.

Advertising self and co regulation

Committee of Advertising Practice* (CAP) Broadcast Committee of Advertising Practice (BCAP)
ISBA represents advertisers

Clearcast*
(pre-clearance for broadcast)

Advertising Standards Authority (ASA)*
(the UK's independent regulator for advertising across all media)

Sector bodies

Where ISBA acts as the marcoms specialist

Portman Group
(leading responsible alcohol standards)

Proprietary Association of Great Britain
(trade association representing manufacturers of branded OTC medicines & food supplements)

The Senet Group
(promotes responsible gambling standards)

Remote Gambling Association
(promotes a regulated, non-discriminatory environment for responsible licensed operators)

Society of Motor Manufacturers & Traders
(promotes the interests of the UK automotives industry)

British Retail Consortium
(promotes the retail industry and is the authoritative voice of retail)

British Soft Drinks Association
(independent organisation representing UK producers of soft drinks)

Regulators

Ofcom
(independent regulator & competition authority for the UK comms industry)

Information Commissioners Office
(independent body set up to uphold information rights)

Competition & Market Authority
(government organisation promoting competition)

Financial Conduct Authority (FCA)
(the conduct regulator for UK based financial services firms & financial markets)

Trade bodies

World Federation of Advertisers
(global organisation representing the common interests of marketers. ISBA is the UK representative)

Advertising Association*
(promotes the role & responsibilities of advertising part-funded by ISBA)

Professional Publishers A ssociation
(magazines)

Data and Marketing Association
(run on behalf of agencies suppliers & clients)

Digital Cinema Media
(cinema)

Internet Advertising Bureau
(promotes online marketing)

Association of Online Publishers
(digital publishing)

Institute of Practitioners in Advertising
(represents agencies in the UK's advertising, media and marketing communications industry)

NMA
(newsbrands)

Outsmart*
(content across all media)

Newsworks
(newspapers)

International Chamber of Commerce
(ISBA leads their marketing committee & develops codes for global markets to avoid unintended consequences)

Thinkbox
(broadcasting)

European Advertising Standards Alliance
(promoting responsible advertising standards across Europe)

Radiocentre
(radio)

Content Marketing Association
(content across all media)

Magnetic
(magazines)

Joint industry currencies and committees

JICMAIL*
(joint industry committee for mail)

RAJAR*
(radio joint audience research)

JICPOPS*
(jic for population standards)

Route
(outdoor media analytics)

JICRIT
(ji commercial radio IT futures group)

UKOM*
(online audience measurement)

JICWEBS*
(joint industry committee for web standards)

JICREG*
(joint industry committee for regional media research)

ABC*
(industry body for media measurement)

PAMco*
(publishers audience measurement company)

BARB*
(broadcasters' audience research board)

*ISBA represents members on the Board or Advisory Committee of these organisations

One Voice