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Email: cristina.nsquires@ofcom.org.uk

Dear Cristina

Re: Proposed renewal of the co-regulatory arrangements for the regulation of broadcast advertising, on demand programme service advertising, and video-sharing platform advertising.

Thank you for your letter of 7 June inviting formal comments on Ofcom's proposal to renew the co-regulatory arrangements for the regulation of broadcast advertising, on demand programme service advertising, and video-sharing platform advertising for a period of ten years, until 31 October 2034.

We note and welcome Ofcom's provisional assessment that the current co-regulatory arrangements with ASA(B), BCAP and Basbof, under the Contracting Out Order, continue to meet the statutory designation criteria. And that Ofcom does not propose any substantive changes to existing arrangements save to update documentation to reflect current and established practice, to update references to legislation, and to ensure consistency across the contracting out and designation documents, where possible.

We have no detailed comments on the proposals and look forward to Ofcom publishing its decision on renewing the current arrangements, anticipated in the autumn.

Yours sincerely

Guy Parker
Chief Executive, ASA

Legal, decent, honest and truthful

Chairman Lord Currie of Marylebone **Chief Executive** Guy Parker
ASA Council Matt Barwell, Murphy Cobbing, Elizabeth Gordon, Alison Hastings, Claire Hilton, Mark Howe, Rotha Johnston, Richard Lloyd, Kirsten Miller, Rebecca Rumbul, Krystle Sargent and Monisha Shah

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