

DCMS: Digital Communications Infrastructure Strategy consultation

ISBA are the representative body of British advertisers, our membership includes companies from many business sectors including telephony and broadband provision. Since online channels are now a very significant and growing channel for marketing and fulfilment of goods and services, we clearly have a strong point of view on web and internet infrastructure.

The UK is one of the most developed digital markets in the world. The growth, not only in its own economic sphere, but to the overall British economy is one of its biggest success stories. It leads the global market and creation in terms of content generation, usage and e-commerce. The creative industries; advertisers', marketers, media agencies and the media themselves, have all adopted digital opportunities. On many of these occasions they were some of the very first to step forward and do so.

Consumer protection is taken seriously both by the regulator, the ASA, and by the advertisers', who fund it and help write the rules. We were amongst the first to extend our rules to cover all digital media, including advertisers' own web sites, which in itself is showing how forthright and forward thinking the industry is. Our self/co-regulation of content and industry responses to privacy, finding of illegal sites (PIPCU), brand safety and latterly online fraud concerns are absolutely world-leading.

Support calls from experts, including Tim Berners Lee, to keep the internet open protocol and open source and not to allow large (invariably US) corporations to control it. Similarly, we call on our regulatory and competition authorities to develop and maintain the new competences they will need to embody effectively to regulate this infrastructure and space.

We are an industry committed to work with government to provide the very best in self-regulation and consumer choice, which has happened time and time again and this would be another occasion to do so.

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