

ISBA

Dear \${FNAME|Customer|Guest}\$

Welcome to ISBA's Public Affairs Update for January 2024

Happy New Year! This year will be the biggest global election year in history, with elections in 65 countries worldwide during 2024. That of course includes the local government, mayoral, and General Election in the UK.

We will be discussing the challenges, opportunities and trends facing the advertising industry in 2024 at [LEAD 2024](#), our joint conference with the Advertising Association and the IPA. We're very excited that former Prime Minister Gordon Brown will be the keynote speaker.

As ever, if there are any issues you would like to discuss, please get in touch and we would be delighted to catch up with you.

With very best wishes,

[Rob Newman](#)

Director of Public Affairs

[Stuart Macnaughtan](#)

Head of Public Affairs and Sustainability

LEAD 2024



A fantastic roster of speakers awaits us at our flagship conference, LEAD, taking place on Thursday 8 February at the Queen Elizabeth II Centre in London. As well as hearing from Gordon Brown, we'll be joined by Kate McCann, the Political Editor of Times Radio, for a Political Keynote; the Chief Executive of the CBI, Rain Newton-Smith, who will discuss the economic outlook for the UK; and Culture Secretary Luzy Frazer. Join us to talk about, among other subjects, greener growth and unlocking the potential of AI.

Tickets are available for in-person and online and under-30s can attend for lower prices. Tickets are selling fast – [book yours today](#).



'Less Healthy' Food and Drink (LHF)

The Committee of Advertising Practice (CAP) has published its consultation on the final guidance for advertisers to implement the Government's food & drink advertising restrictions. These are due to come into force in October 2025. You can find the consultation document and draft guidance at the [ASA website](#).

At the latest meeting of the Food & Drink Working Group, on 11 January, we were joined by Andy Taylor from CAP to discuss the LHF proposals and answer questions from ISBA members. A recording of that meeting is [available online](#).

ISBA is responding to the consultation and a draft response is available for members' comments. If you have any queries or would like to discuss further, please [contact Rob](#).



Influencers

The latest meeting of the Influencer Marketing Working Group took place on 16 January. We were delighted to be joined by the Director-General of the Influencer Marketing Trade Body, Scott Guthrie, who shared his thoughts and insights on how influencer and creator marketing is set to develop over the course of 2024. A recording of that meeting is [available online](#).

As part of ISBA's contribution to the work of the Government's Online Advertising Taskforce, we will be working on a fourth version of our Influencer Marketing Code of Conduct this year. The Taskforce was created to bring together industry and government in building the evidence base of any harm caused by the content or placement of online ads, and to drive forward potential non-legislative change. Please contact us with any thoughts or questions.



Legislation

The **Data Protection and Digital Information (No. 2) Bill** completed its stages in the House of Commons on 29 November 2023, and had its Second Reading in the House of Lords on 19 December 2023. The timing for Committee Stage in the House of Lords is yet to be announced. We have broadly welcomed the Bill, while arguing that cookies which help measure ad campaigns' reach and effectiveness should be among those which do not require explicit consumer consent.

The **Digital Markets, Competition and Consumers Bill**, which will put the CMA's Digital Markets Unit on a statutory footing, completed its stages in the House of Commons on 21 November, and is due to start Committee Stage in the House of Lords on 22 January.

The **Media Bill** completed its Committee Stage in the House of Commons on 12 December, and is due to start Report Stage in the House of Commons on 30 January. Amendments published for Report Stage have been [published online](#).

If you have any questions or would like to discuss further, please contact [Rob](#) and [Stuart](#).

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membership](#).

