



MANIFESTO IN FAVOR OF

# DIGITAL ADVERTISING

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The signatory organizations ([IAA Italy chapter](#), [IAB Spain](#), [IAB Portugal](#), [IAB Greece](#), [Netcomm](#), [AEA](#), [UNA](#)), support the Commission's goal of promoting an open and competitive Internet. We want to work constructively to ensure that regulation provides clarity, protects choice, and promotes innovation both for users and brands. To this end, the rules should not deter or limit the digitization of the European Union. European companies, both large and small, use online tools to help grow their businesses more easily and at a lower cost. For example, digital advertising helps companies of all sizes find new customers around the world.

That is why in updating regulations, the European Union must ensure that the new rules do not add undue costs and burdens for European companies in a way that makes it more difficult to scale quickly and offer their services in the European Union and throughout the world. Therefore, in the regulation of the digital advertising market, the following elements should be taken into account, in our opinion:

1

## INNOVATION

The current regime of limited liability of the actors that intervene on the internet, and which is included in directive 31/2000 on certain legal aspects of information society services, in particular electronic commerce, has been fundamental to guarantee an innovative ecosystem at the continental level. Introducing heavy liability without careful analysis would lead to significant damage to the entire internet ecosystem.

**2****TRANSPARENCY**

Current regulatory proposals have introduced significant changes regarding transparency, giving more power to consumers. Transparency has always been, and is, a fundamental element both in the relationship of companies with their users and in business to business relationships. Before introducing new measures, it would make sense to make a careful assessment of their impact. And it is that the transparency requirements should not limit the innovation capacity of companies or their freedom of business.

**3****CONFIDENCE FOR THE CONSUMER**

The GDPR, which has placed the user at the center, is today an international standard. This norm constitutes by itself a protection to the user being not necessary the elaboration of more laws that can imply a legal uncertainty. The advertising sector has also developed compliance measures for current regulations through its Transparency and Consent Framework, which comply with the GDPR and the e-Privacy regulations.

**4****FREE**

Targeted advertising helps people find what they are looking for, based largely on user searches. In addition, companies maximize the return on investment and allow users to take advantage of digital services for free or at very low cost. This is especially relevant for SMEs that have been able to continue developing their business thanks to its digitization and to connect with their customers online thanks to targeted advertising.

**5**

**HARMONIZATION** with the current regulatory framework. It is important to consider the balance between market interests and consumer protection. Data protection is already regulated in the GDPR. In addition to the GDPR, the ePrivacy regulation is currently being negotiated, which will also have a significant impact on advertising activity. Additional regulation should take this into account and should not create new uncertainty or an additional layer of complexity.

The signatories are aware of the need for a European regulation that comes in step with the reality we live in. Consequently, we support the objective pursued by the Commission of strengthening citizens' trust in the services of the information society. However, with the approaches established in the regulations, the digital advertising market could be seriously compromised. We must also bear in mind that advertising has a multiplier effect on the entire economy through direct and indirect jobs, increased sales, etc. In the European Union there are 5,762,573 jobs that depend on advertising, which represents 2.6% of employment in Europe.

**Consequently, in order to provide a favorable environment for all, users and the digital sector, it would be desirable that future regulations take into account the reality and the principles set out.**

# DIGITAL PARTNERS



ITALY

*International Advertising  
Association, Italy Chapter*



*Interactive Advertising  
Bureau, IAB Spain*



*Interactive Advertising  
Bureau, IAB Portugal*



*Interactive Advertising  
Bureau, IAB Greece*



*Consorzio del Commercio  
Digitale Italiano*



*Asociación Española  
de Anunciantes*



*Aziende della  
Comunicazione Unite*