

## News Release



### EDAA Wins IAB Europe's Initiative of the Year Award

**Brussels (24 May 2013):** - The European Interactive Digital Advertising Alliance ([EDAA](#)) was presented with the IAB Europe's *Initiative of the Year* award last night during the [Interact](#) Congress in Barcelona.

The award recognises the groundbreaking work that the EDAA has been doing together with EASA's industry and self-regulatory organisation (SRO) members in contributing to producing a credible and accountable self-regulatory programme on OBA across all EU and EEA markets.

Since its launch in October 2012, the EDAA has striven to enable an operational mechanism that provides real transparency, choice and control for consumers with regard to targeted ads across Europe. EDAA does this by licensing the 'OBA Icon' to companies involved in online behavioural advertising across Europe; by clicking on the Icon internet users are taken to [www.youronlinechoices.eu](http://www.youronlinechoices.eu) - where they can find easy-to-understand information on the practice of OBA as well as a mechanism for exercising informed choice.

The work of the EDAA was recognised as it reflects IAB Europe's key objective of promoting self-regulation as an effective alternative to regulation. Alain Heurreux, speaking on behalf of IAB Europe and as chair of the EDAA board, said, "*The official launch of EDAA in 2012 is a major accomplishment for the digital advertising industry and therefore we are pleased to honour the stakeholders and founding members of the new organisation with this special prize*".

Oliver Gray, Director General of the EDAA, said, "*I am thrilled that the EDAA has been recognised by this award. This is the result of great cross-industry cooperation between advertising industry bodies and SROs, backed up by fantastic EDAA staff teamwork. We are now working to get even fuller coverage and are convinced this programme will make a difference*".

Dominic Lyle, EDAA treasurer and Director General of EACA, collected the award on the night and said, "*It was a great honour for EDAA to be recognised amongst the winners of these prestigious awards, standing out as the "Initiative of the Year" for 2013. I was honoured to collect the Award on behalf of all the colleagues who made this valuable initiative happen.*"

The work done leading up to the award has been the subject of several roundtable discussions with the EU Commission (DG Connect), SROs, Industry and NGOs over the last two years. Later this year EDAA will launch an online consumer education

campaign across EU Member States to raise the awareness and understanding of EU citizens of digital advertising and in particular OBA.

## **Contact**

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## **Notes to editors:**

### ***About the European Interactive Digital Advertising Alliance (EDAA)***

The European Interactive Digital Advertising Alliance is a non-profit organisation based in Brussels and is responsible for enacting key aspects of the self-regulatory initiative for Online Behavioural Advertising (OBA) across Europe. EDAA principally acts as the central licensing body for the OBA Icon and provides technical means for consumers to exercise transparency and control over OBA through [www.youronlinechoices.eu](http://www.youronlinechoices.eu) online consumer choice platform. EDAA is governed by EU-level organisations which make up the value chain of OBA within Europe and acts to ensure European consistency in approach.

More information can be found at [www.edaa.eu](http://www.edaa.eu)

### ***About the European Principles for Online Behavioural Advertising (OBA)***

The Self Regulatory Principles for Online Behavioural Advertising have been developed by a cross-industry effort at European level, with EASA's (European Advertising Standards Alliance) Best Practice Recommendation on OBA building on the IAB Europe (Interactive Advertising Bureau Europe) OBA Framework.

An essential role regarding compliance with these Principles is played by the national Self-Regulatory Organisations (SROs) and IABs. Companies should be aware of the national SROs where they operate, a list and contact details of which can be found on EASA's website: [www.easa-alliance.org](http://www.easa-alliance.org).

### ***About the EDAA Consumer Education Campaign***

Education is a core principle behind the EU self-regulatory initiative, and EDAA will launch a consumer education campaign later in 2013 to raise the awareness and understanding of EU Citizens with regard to digital advertising in general and particularly on OBA. The Campaign will promote the OBA Icon and the YourOnlineChoices website to the general public, increasing ubiquity and support of the Programme. Consumers will be empowered with greater awareness of their online ad choices and will learn how online advertising helps fund sites and services they use.

### ***About IAB Europe***

IAB Europe is the voice of digital business. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, market research and analytics industries. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

More information can be found at [www.iabeurope.eu](http://www.iabeurope.eu).

### ***About EASA***

The European Advertising Standards Alliance (EASA) is the single authoritative voice of advertising self-regulation. EASA promotes high ethical standards in commercial communications by means of effective self-regulation, for the benefit of consumers and business in Europe and beyond. EASA brings together 37 SROs (27 European SRO members and 10 International SRO members) and 16 Industry members (from advertisers, agencies and the media).

More information can be found at [www.easa-alliance.org](http://www.easa-alliance.org)

***About SROs***

Self-regulatory organisations (SROs), also referred to as advertising watchdogs, are bodies set up by the advertising industry (comprising of advertisers, agencies and media) to apply advertising codes. They handle complaints, usually free of charge, issue sanctions when ads are found in breach, provide advice to the advertising industry to ensure that ads are not in breach of the code and monitor published ads (usually in specific sectors) to check whether any breach the code. SROs are currently putting in place new complaint handling procedures to reflect a new remit covering OBA that will ensure consistency and reflect the pan-European approach.