



## Online Behavioural Advertising Self-Regulatory Programme Gains Traction across Europe in 2014

**Brussels, 16 March 2015:** – 2014 saw strong delivery of the pan-European Self-Regulatory Programme aimed at providing citizens with greater transparency and control over Online Behavioural Advertising (OBA), according to the European Interactive Digital Advertising Alliance's (EDAA) 2014 Activity Report published today.

The ongoing roll out of the programme saw considerable take-up across European markets as well as growing consumer awareness of privacy tools, such as the AdChoices icon available in or around ads.

2014 highlights include:

- The [YourOnlineChoices.eu](http://YourOnlineChoices.eu) Consumer Choice Platform is now live in 33 countries and available in 27 different languages
- Consumer awareness [campaigns](#) were rolled out in France, Finland, Greece, Portugal and Sweden
- Strong foundations for continued growth of the programme were seen across 10 key EU markets in [research](#) from EDAA and TRUSTe
- One in 25 European citizens say they have visited [www.youronlinechoices.eu](http://www.youronlinechoices.eu) for more information about OBA
- Comparative data shows awareness of the OBA Icon has doubled in the UK in the last two years (13% to 26%)
- Over 96 individual companies have signed up to the [Consumer Choice Platform](#), helping to provide increased control to European consumers
- There have been significant increases in companies self-certifying and independently verifying their compliance
- Consistency across European markets has increased: 10 national self-regulatory organisations (SROs) under [EASA](#)'s umbrella have developed new remits for OBA based upon 'tried and tested' advertising consumer complaints and enforcement mechanisms
- Strong progress has been made in adapting the existing principles to the mobile environment and this will remain a key priority across 2015

Dr. Oliver Gray, Director-General of the EDAA, commented: *"Today's report signals that the EDAA and EU Self-Regulatory Programme are firmly up and running, providing great benefit to consumers and businesses alike. It shows a real boost in the number of participating companies, from larger players to SMEs, operating right across Europe."*

Nick Stringer, Chair of the EDAA and Director of Regulatory Affairs at the Internet Advertising Bureau UK (IAB UK), added: *"The EDAA's 2014 Activity Report shows significant progress on the path towards greater consumer awareness and trust whilst enabling the delivery of content, services and applications to people right across Europe at little or no cost."*

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## **MEDIA CONTACT**

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## ***ABOUT THE EDAA***

The European Interactive Digital Advertising Alliance (EDAA) 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 the [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).