

## Outline Presentation

### 1. Regulatory Chain

- ICC
  - general code
  - ICC specific codes
- EU industry codes (sector specific)
- National codes
  - general
  - sector-specific
  
- Rulemaking: tripartite structure of the industry:
  - Advertisers
  - Advertising agencies
  - Media owners: print/broadcast/digital

### 2. Enforcement: centralized v. decentralized

Centralized: transnational dimension

- ICC arbitration
- ICC Interpretation panel
- EASA cross-border complaint mechanism

Decentralized enforcement (what is decentralized: delegated v. lower governance level)

- Why decentralized?
  - Local impact
  - Costs

### 3. Decentralized

Bodies

- SROs
- Administrative authorities
- Courts

### 4. Model of enforcement: Variables

Variables relevant for enforcement creating difference among jurisdictions on a same case:

- Consumer expectations
- Media
- Type of proceedings
- Remedies & sanctions

### 5. Example 1: Consumer expectations

- E.g. case of uniform advertising by multinational being decided differently on consumer views in different jurisdictions.

- Deceptiveness
  - Offensiveness
6. Example 2: Media
- E.g. cases are treated different according to media (print v. broadcast in the UK. This is not the case elsewhere).
7. Example 3: Type of proceedings
- Adversarial v. inquisitorial (NL/F v. UK)
  - Illustration via different rules of procedure (standing + role of jury)
8. Example 4: Remedies & sanctions
- E.g. in same breach follows different remedies/sanctions (in one country an alcohol ad induces injunction in other a fine).
  - E.g. different options for adopt sanctions (sanction escalation policy)
    - Germany (limited) v. UK (elaborate)