

ASCI expands ad monitoring to 3,000 digital platforms for misleading claims

Mumbai, September 3, 2020: The Advertising Standards Council of India (ASCI) has partnered with TAM Media Research to add the monitoring of digital platforms to the already tracked print and television media under its National Advertising Monitoring Service (NAMS) for identifying potentially misleading advertisements. Initially, ASCI will track the food and beverage, healthcare and education sectors on digital media as they accounted for 79% of the complaints processed by ASCI last year.

With this, ASCI will now be monitoring a media horizon that is estimated to have more than 80% of India's advertising spend on it.

With digital advertising now accounting for 30% of the total media spends, and growing fast, this was the need of the hour. The variety of platforms covered spans search engines to video sites, news portals and websites for interests like astrology and automobiles. It is a natural extension of the responsibilities ASCI takes on to ensure the highest ethical standards in advertising and to increase consumer trust in it.

Rohit Gupta, chairman, ASCI, said: "We live in a world that's becoming more digital by the day, so a lot of marketing is shifting to such platforms. For a self-regulatory body, it makes sense to expand our monitoring of the offline space to include the online space as well. I believe ASCI is the only self-regulatory organisation in the world that does such extensive and ongoing monitoring of advertising. We couldn't have asked for a better partner than TAM – its reputation and wide experience will help us achieve our mission to enhance trust in advertising and to ensure that our ethical code is adhered to."

About ASCI

The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of Self-Regulation in Advertising, ensuring the protection of the interests of consumers. ASCI was formed with the support of all four sectors connected with Advertising, viz. Advertisers, Advertising Agencies, Media (including Broadcasters and the Press) and others like PR Agencies, Market Research Companies etc. The independent Consumer Complaints Council is ASCI's heart and soul. It is the dedicated work put in by this group of highly respected people from Civil Society and the Industry that has given tremendous impetus to the work of ASCI and the movement of self-regulation in the advertising. For more information, visit <https://ascionline.org>.

Press Release



The Advertising Standards Council Of India

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