

## Communications Committee Report: *UK Advertising in a Digital Age* Debate on 25 April 2019

This briefing identifies relevant reports and useful documents, including recent parliamentary materials and press articles, which may be of assistance to Members in preparing for the following debate:

Lord Gilbert of Panteg to move that this House takes note of the Report from the Communications Committee: *UK Advertising in a Digital Age* (1st Report, HL Paper 116).

Copies of the materials are available for collection from the Library.

### Key Information

- House of Lords Communications Committee, [UK Advertising in a Digital Age](#), 11 April 2018, HL Paper 116 of session 2017–19, pp 3–5 and 51–4; and [Government Response](#), 16 July 2018

*Summary, conclusion and recommendations from the committee's report into digital advertising in the UK, and the Government's response to the report. Recommendations include content being "positively vetted" before it is made available for advertising placement.*

- Department for Digital, Culture, Media and Sport, [Online Advertisement in the UK](#), January 2019, pp 5–19

*Executive summary from a report (prepared by the consulting firm, Plum, but commissioned by the Department for Digital, Culture, Media and Sport) analysing the: structure of the online advertising sector; the movement of data, content and money through the online advertising value chain; and potential harms that may arise from online advertising.*

- Cairncross Review, [A Sustainable Future for Journalism](#), 12 February 2019, pp 5–12

*Executive summary from a report by Dame Frances Cairncross, following her review into the future of journalism. The review was commissioned by the Government and covered several areas, including the impact of online advertising on the industry.*

- Advertising Standards Authority, [Regulation of Online Advertising: A Briefing](#), 17 July 2018

*Briefing examining the role of the Advertising Standards Authority in regulating online advertising in the UK; this includes statistics on its activities, such as the number of advertisements amended or withdrawn.*

## Parliamentary Debate, Statements and Questions

- [Statement by the Secretary of State for Digital, Culture, Media and Sport, Jeremy Wright, on the 'Cairncross Review'](#), HC Hansard, 12 February 2019, cols 772–87
- A selection of written questions from both Houses: [HL12350](#) (3 January 2019); [HL12349](#) (3 January 2019); [161960](#) (17 July 2018); [161959](#) (17 July 2018); and [126065](#) (9 February 2018)

## Press Articles and Comment

- Mark Bridge, '[Minister Promises Inquiry into Targeted Web Advertising](#)', *Times* (£), 20 March 2019
- Aliya Ram and Barney Thompson, '[UK Competition Regulator to Examine Digital Advertising](#)', *Financial Times*, 13 March 2019
- Barclays, '[Barclays Predicts UK Digital Advertising Spend to Grow to £15bn in 2019](#)', 5 March 2019
- Jim Waterson, '[Digital Ad Market Under Fresh Scrutiny Amid Competition Concerns](#)', *Guardian*, 12 February 2019
- Internet Advertising Bureau, '[Online Advertising is Like the Wild West... But Not in the Way You Might Think](#)', PoliticsHome, 16 November 2018
- Mark Sweny, '[Competition Regulator Considering UK Digital Ad Market Inquiry](#)', *Guardian*, 12 October 2018

## Further Information

- UK Government website, '[Marketing and Advertising: The Law](#)', accessed 26 March 2019

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