



9th November 2020
12:00-13:30 CET

Agenda

- 1. INTRO AND UPDATES** **12:00**
Adoption of agenda & review of WFA competition law compliance policy (see appendix).

- 2. REGULATORY ROUND-UP** **12:05**
During this session, members will share local perspectives on regulators' ongoing efforts to put forward new rules on online platforms and look at what these could potentially mean for the digital advertising ecosystem. Speakers will include:
 - **New Zealand:** Lindsay Mouat, Chief Executive, ANZA, on a [recent legislative proposal](#) aimed at tackling 'objectionable' content online and the government's reluctance to clamp down on large online platforms.
 - **Japan:** Hideto Takada, Secretary General, JAA, on the Japan Fair Trade Commission's (JFTC) [interim report on digital advertising](#) and potential plans [to regulate online platforms](#).
 - **UK:** James Barge, Director of Public Policy, ISBA, on latest developments on the [Online Harms White Paper](#) and next steps for the Competition and Markets Authority following its [study into online platforms and the digital advertising market](#).
 - **France:** Laureline Frossard, Director of Legal Affairs, Union des Marques, on France's 'unconstitutional' hate speech [Avia Law](#) and plans to [push the EU to adopt tougher rules on harmful content](#) in the wake of the recent terror attack.
 - **EU:** Gabrielle Robitaille, Digital Policy Manager, WFA, on the upcoming [EU Digital Services Act package](#), which will introduce new liability rules to tackle illegal content online and address the market dominance of 'gatekeeper' platforms.

- 3. ROUNDTABLE DISCUSSION** **12:50**
We'll then open a discussion about how the advertising industry should be responding to these regulatory developments, and brainstorm on what the role for WFA and national advertiser associations could be. Discussions will feed into WFA's ongoing policy work on this topic.

- 4. NEXT STEPS** **13:20**
WFA will provide an overview of planned next steps and WFA outreach strategy in light of upcoming regulatory developments.

To register for this meeting, click [here](#).

Note: All benchmarks, survey results, agendas and minutes are reviewed by Hogan Lovells International LLP, our competition lawyers



WFA Competition law compliance policy

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The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to. As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.