

## Media Placement Restrictions in Out-of-Home Advertising

Outsmart is the UK trade body for the Out of Home advertising industry. The Advertising Standards Authority (ASA) is the UK's independent advertising regulator. The ASA uphold the Advertising Codes. The Committee of Advertising Practice (CAP) is the sister organisation of the ASA and is responsible for writing the Advertising Codes. The ASA and CAP are committed to transparent, proportionate, targeted, evidence-based, consistent and accountable regulation.

The CAP Code includes media placement restrictions protecting:

- Children (under-16s) from being targeted with marketing for products such as lotteries (rule 17.14) and food or soft drinks high in fat, salt or sugar (rule 15.18)
- Children and young people (under-18s) from being targeted with marketing for products such as alcohol, (rule 18.15), gambling (rule 16.3.13) and electronic-cigarettes (rule 22.11).

It is for marketers to satisfy themselves – and, in the event of a complaint, the ASA – that they have taken appropriate steps to comply with the relevant media placement restriction before placing the marketing communication. Marketers themselves are responsible for compliance with the Code; it is not an acceptable defence to argue that intermediaries or affiliates failed to target or direct a marketing communication appropriately.

As Out of Home is a broadcast medium with mass reach and scale, it is directed at the general population. However, Outsmart can support marketers to take reasonable steps to protect children and young people from marketing for unsuitable products.

All Outsmart members adopt a voluntary restriction of advertising on static panels within a 100-metre radius of school boundaries of products from the following categories:

- High in Fat Salt or Sugar - HFSS (under-16s)
- Alcohol (under-18s)
- Lotteries (under-16s)
- Gambling (under-18s)
- Electronic-cigarettes (under-18s)
- Rolling papers or filters (under-18s)

SPACE is an industry database of UK OOH inventory. It holds precise Lon/Lat co-ordinates of most Out of Home sites and covers almost all of the industry regardless of membership of trade bodies. All Outsmart members have access to SPACE.

SPACE also contains an Ordnance Survey map file of all Ofsted reported schools (primary, secondary, special needs and further education). The data set is updated annually. SPACE calculates the distance between the Lon/Lat of a frame and the closest point on the school

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boundary. The data is not calculated for vehicular or mobile frames such as buses, taxis and trains.

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