



Global Marketer Week
Stockholm '26



National Associations Council

April 24, Stockholm

Hanna Riberdahl

CEO, *Sveriges Annonsörer*



1. Introduction

- Welcome & meeting priorities
- Competition compliance policy

2. Future of industry partnerships

- Ruben Schreurs (*Ebiquity*)

3. AI takeaways from Global Marketer Week

- Roundtable discussion

4. Making cross-media measurement a local reality

- Matt Green (*WFA*) and Paul Goode

Coffee break

5. Future of responsible marketing advocacy

- Policy updates: Alexandre Boyer & Maxime Ricard (*WFA*)
- Food and alcohol marketing: Lindsay Mouat (*ANZA, New Zealand*)
- Future-proofing self-regulation: Josh Faulks (*AANA, Australia*)

6. Next meetings & AOB

- NAC meeting in Warsaw on October 22-23

7. Working lunch: In conversation with the platforms

- Michael Todd (*Google*), Christy Cooper (*Meta*), Francis Stones (*TikTok*), Gabrielle Robitaille (*WFA*)

Competition compliance policy



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.

Ruben Schreurs

CEO, *Ebiquity*





World Federation
of Advertisers

ebiquity FirmDecisions

National Associations Council Future of Industry Partnerships



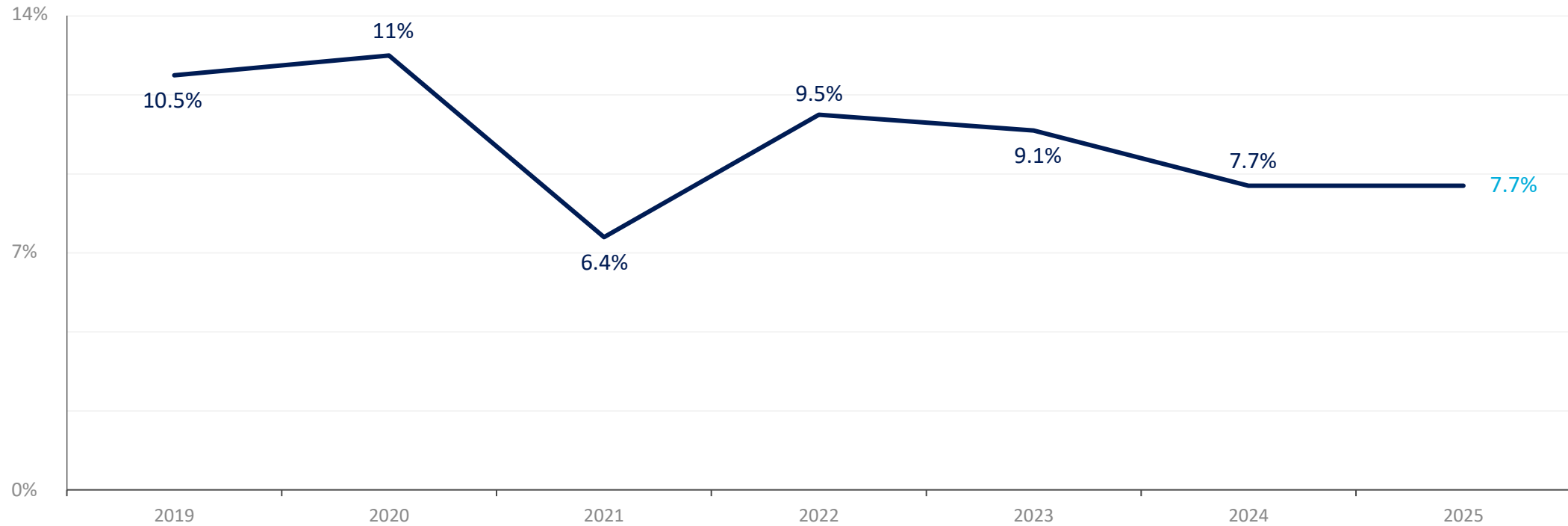
RUBEN SCHREURS
Group CEO

Ebiquity is WFA's exclusive strategic partner for **Effectiveness**



Marketing investment

Average Marketing Budget as a percent of Total Revenue (2019-2025)
Mean percentage of company revenue shown



n=402 CMOs

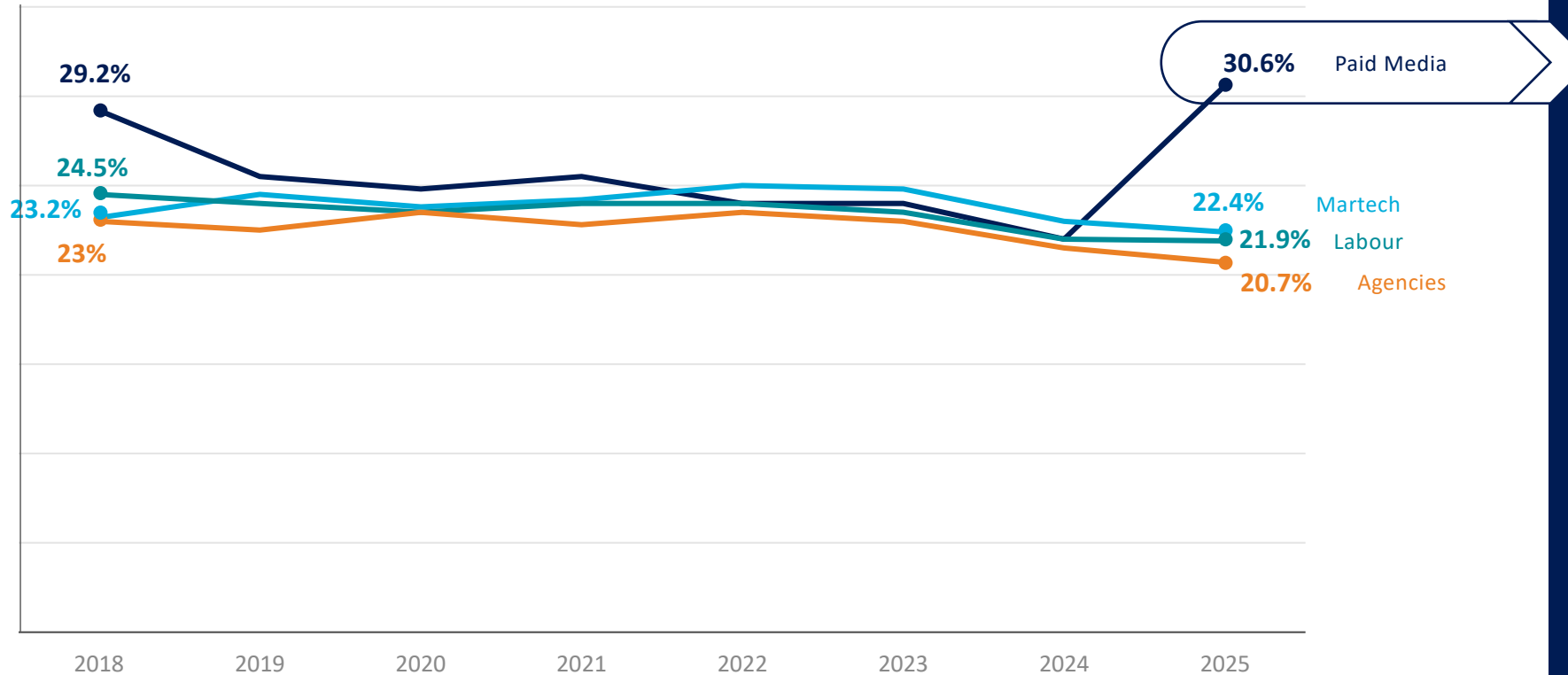
Q: What percentage of revenue is being allocated to your total marketing expense budget in 2025?

Source: Annual Gartner CMO Spend Survey (2019-2025)

Gartner

Paid media is a priority

Historical view of marketing budget allocation across major resources (2018-2025)
Mean percentage shown



Global Media Ad Spend

YEAR	TOTAL MEDIA AD SPEND IN BILLIONS	GROWTH
2025	\$1,046.91	+9%
2026	\$1,148.01	+10%
2027	\$1,238.08	+8%
2028	\$1,336.42	+8%
2029	\$1,426.98	+7%

Gartner

EM EMARKETER

When done right, advertising is a powerful growth driver

The prize: for every £ invested, advertising returns...

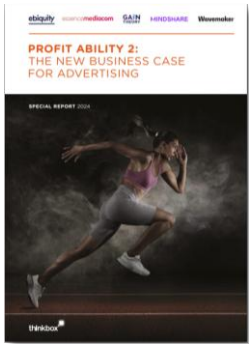
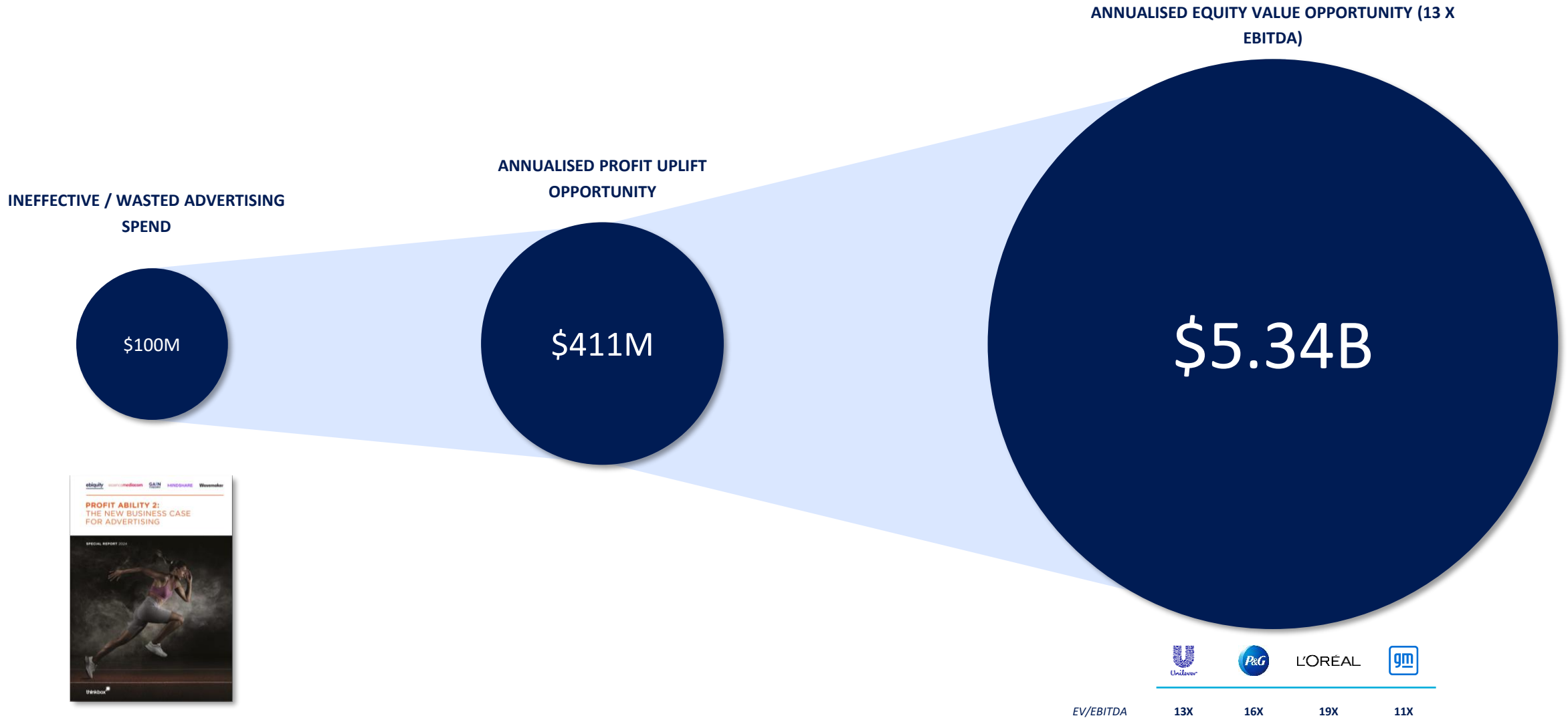
1.87

Short-term profit payback

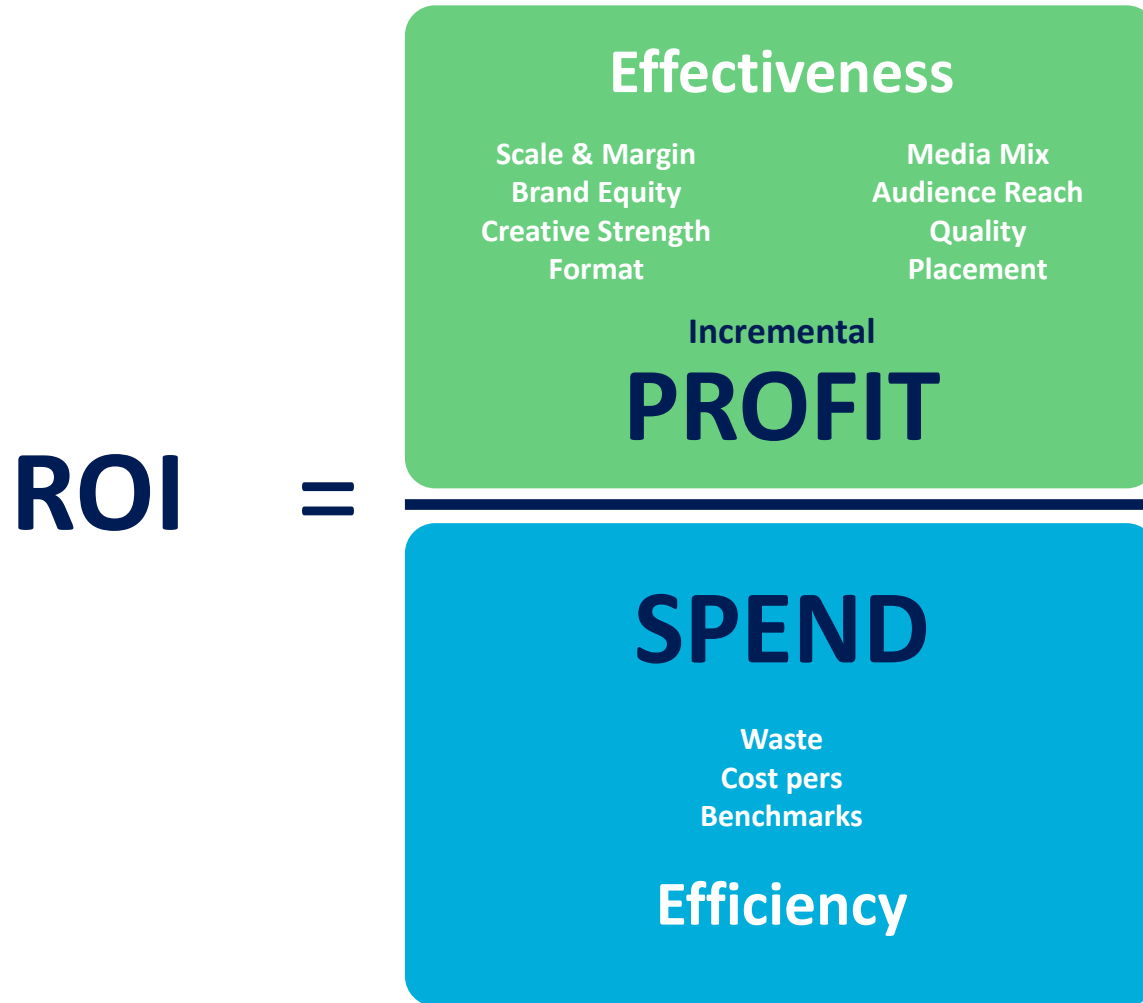
4.11

Total-term profit payback

The business case for buying growth



ROI: Gateway to drive efficient growth but not the destination

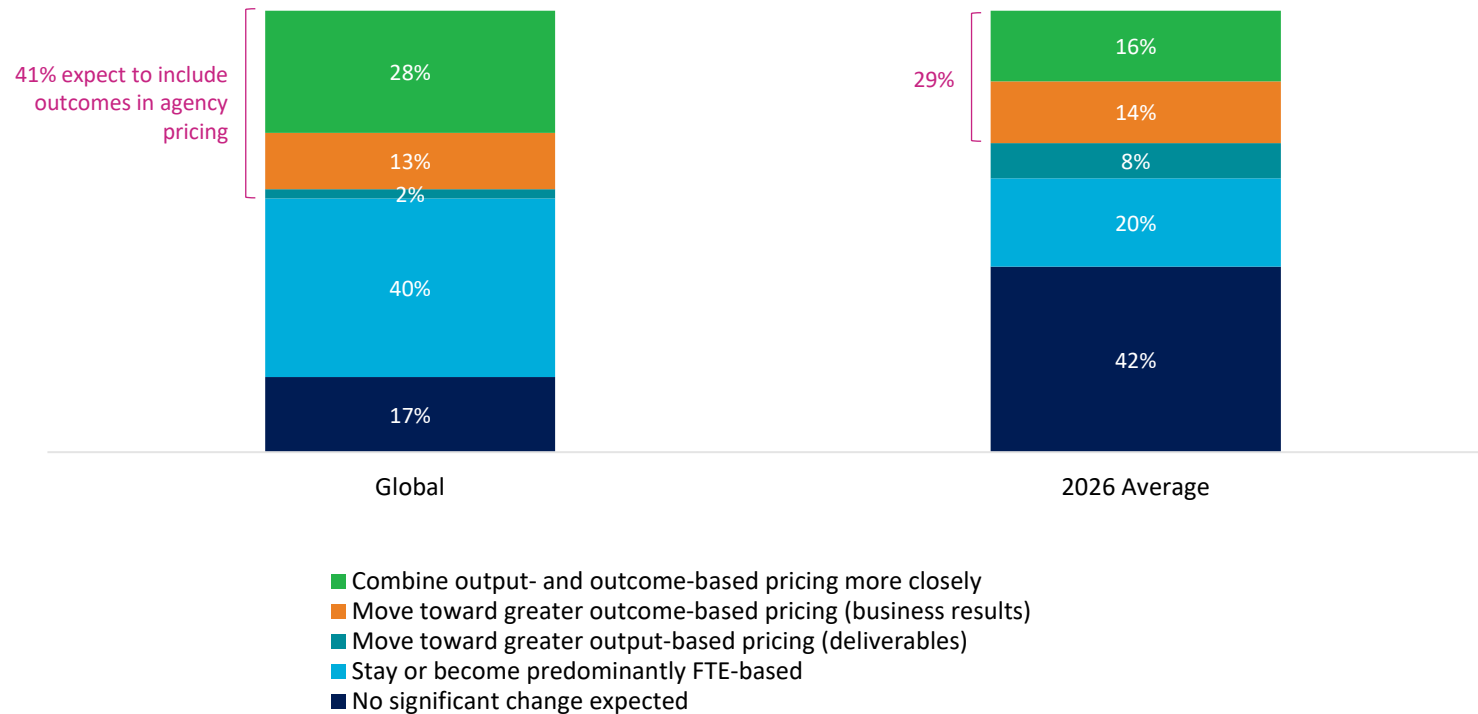


What drives your impact and how can you accelerate it?

What drives your cost, and can you optimise it?

41% of global marketers to increase use of outcomes in agency remuneration models

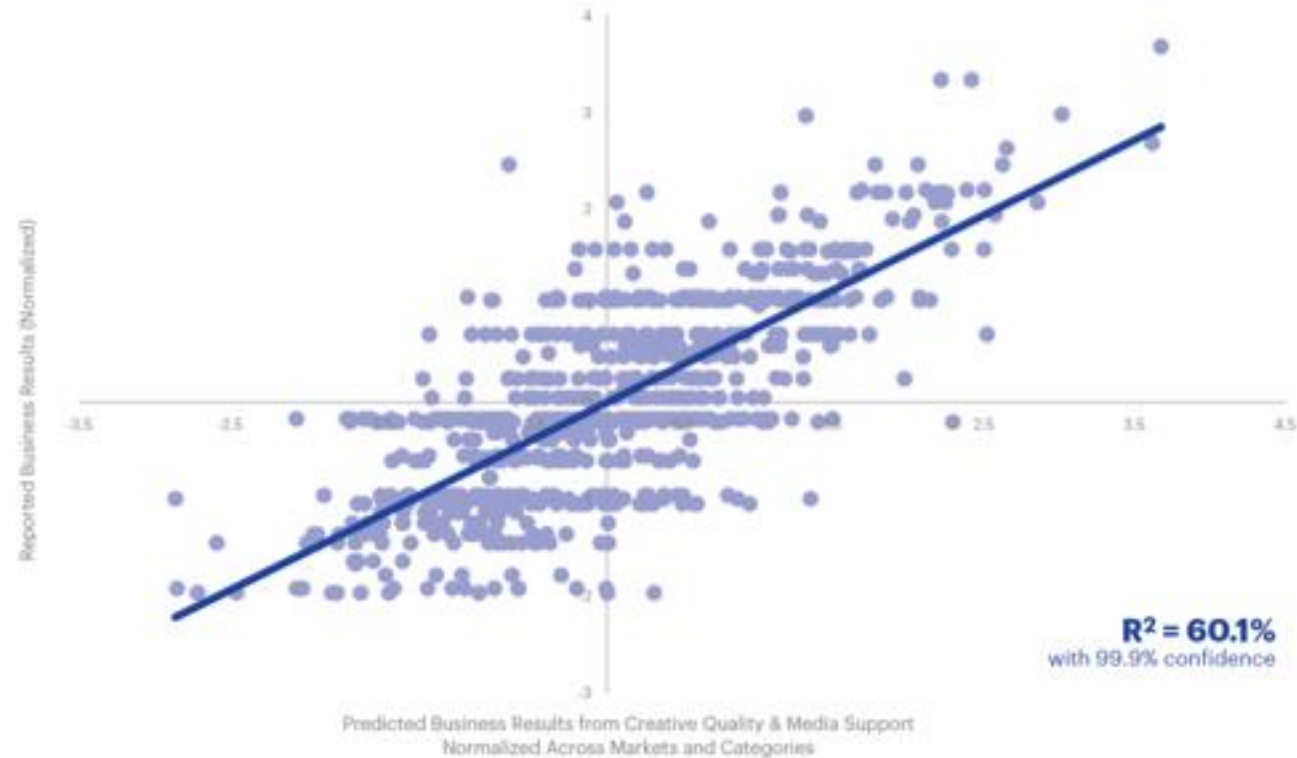
Q. How do you expect your media agency remuneration model to evolve in 2026 and beyond?



How Creative and Media benefit from integration

Figure 91
Creative quality and media support explain 60.1% of campaign Business Results.

How Creative Quality and Media Support Explain Business Results, normalized to compare across categories.



1,200 US, Europe, UK & Ireland campaigns between 2007-2023 from Effie Insights' database. Creative quality measured with System's Test Your Ad with 180,000 respondents: emotion, distinctiveness, & showmanship. Media attributes reported in Effie Insights' database. Model built per category using reported control variables, normalized to compare categories.



3 in 4 global marketers to drive deeper integration between media and creative for greater agility and real-time relevance

Q. How do you expect your relationship between creative and media to evolve in 2026?



- Greater integration (more shared processes/teams/agencies)
- Further separation (more specialisation between creative and media)
- No major change expected

FROM 2-3 DECADES OF FRAGMENTATION/SPECIALISATION, AND HOLDING COMPANIES PROVIDING AGENCY SERVICES...

MEDIA

CREATIVE

CRM

PR

...

Agency Holding Companies

TO GLOBAL MARKETING OPERATING COMPANIES PROVIDING VERTICALLY INTEGRATED SERVICES AND PRODUCTS

Marketing Operating Companies

OMNICOM

WPP


PUBLICIS GROUPE

dentsu

HAVAS

Original Holding Company model



Horizontal consolidation



Vertical Integration



- **Client P&L is leading.**

- **Fully integrated partnership scope across all capabilities.**

- **Product and inventory (PM) sales vs 'agency' model.**

- **Significant investment in AI-enabled processes and infrastructure.**

Integrating business outcomes with agency performance for complete agency accountability

CLIENT MEASUREMENT ECOSYSTEM

BUSINESS

- Revenue growth
- Market share
- EBIT margin
- Brand health

STRATEGY

- MMM
- Brand momentum
- Triangulated insights

EXECUTION

- Digital governance
- Streaming TV
- Incrementality testing

INTEGRATED PRF COMPONENTS

PARTNERSHIP

- Relationship strength
- Innovation

Are we optimised?

EFFICIENCY

- Identify lost value
- Quality standards

Are we avoiding waste?

EFFECTIVENESS

- Business performance
- Strategic allocation
- MIPS score

Are we driving outcomes?

Lead design and ensure compatibility

Operating Model

- Central vs Local
- Direct controls
- Economies of scale

Data/Tech/AI

- Security
- Access & ownership
- Buy, Build, License

Commercial Framework

- Outcomes centric
- Aligned incentives
- Principal model clarity



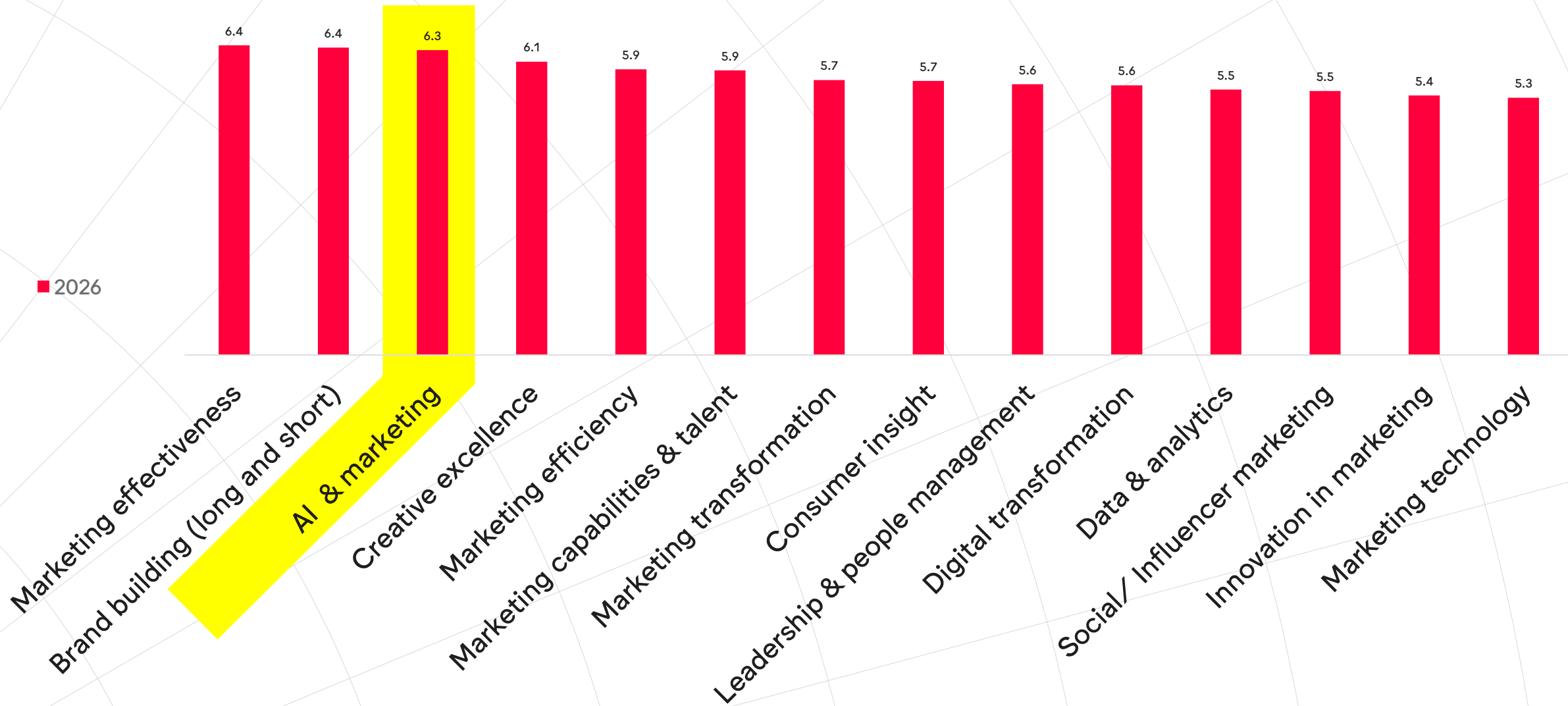
Global Marketer Week
Stockholm '26

AI takeaways from Global Marketer Week



AI is no longer a hype

AI is now a top-three priority for brand marketers

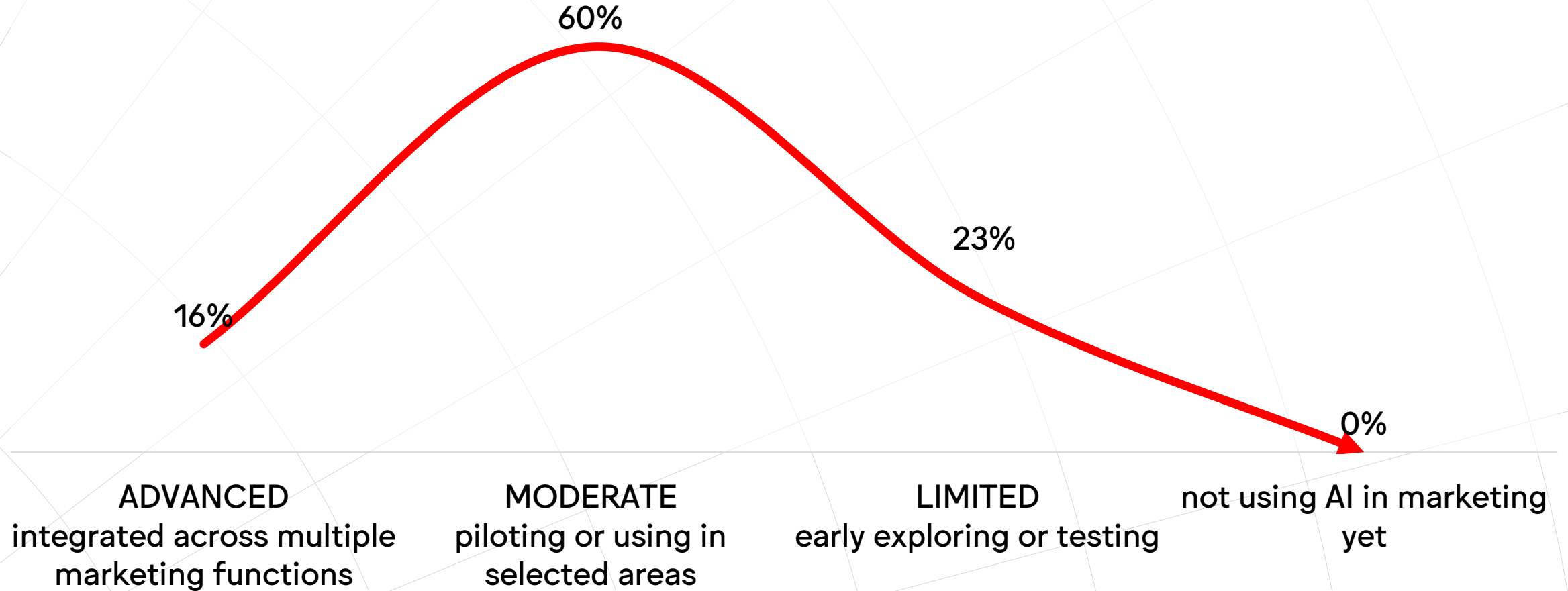


Q: Please rate the following areas based on how important they are to you in 2026 (7 being highest priority)

Source: WFA Survey on Satisfaction 2025-Priorities 2026, Nov 2025; Base 2024: 240 respondents Interim base 2025: 148

The 'pilotitis' problem

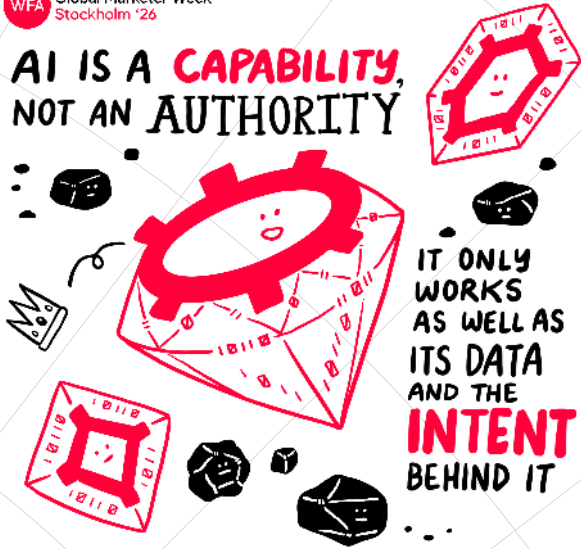
100% are using AI, but only 16% are advanced



Some insights on AI from Global Marketer Week

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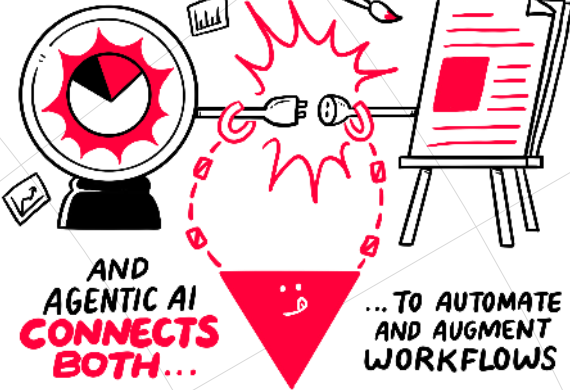
AI IS A **CAPABILITY**,
NOT AN **AUTHORITY**



IT ONLY WORKS
AS WELL AS
ITS DATA
AND THE
INTENT
BEHIND IT

WFA Global Marketer Week
Stockholm '26

PREDICTIVE AI
DRIVES MARKETING
DATA MODELLING

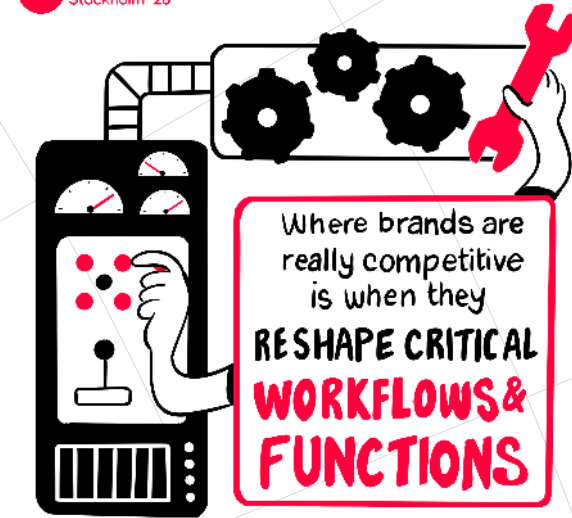


AND
AGENTIC AI
CONNECTS
BOTH...

GENERATIVE AI
ENABLES
CREATIVITY AND
DOCUMENTATION

... TO AUTOMATE
AND AUGMENT
WORKFLOWS

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Where brands are
really competitive
is when they
RESHAPE CRITICAL
WORKFLOWS &
FUNCTIONS

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THERE IS A NEED TO BRING
HUMANITY &
CREATIVITY



INTO MARKETING

especially
in a world
of **AI**

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STAYING
CURIOUS
is the
BEGINNING
of the
JOURNEY...



... DON'T GET
DISTRACTED
by the
HYPE

YOU'RE NOT LATE.
YOU NEED TO LEARN!



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Making cross-media measurement a local reality

Matt Green (WFA) & Paul Goode



The value-chain....



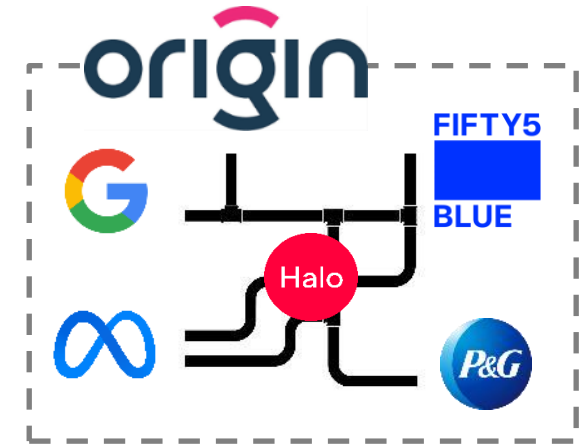
'North Star' principles

(Provides guidelines on CMM expectations and broad approach)



Open-source software

(Set of software libraries. Provides connective pipelines and systems *when implemented*)



Market implementation

(In addition to Halo, requires panel partners, media owner data, governance, etc..)

The value-chain....



'North Star' principles

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Market implementation

(In addition to Halo, requires panel partners, media owner data, governance, etc..)

This all works because...

Advertiser supported



Platform supported



Transparent, open, IP free



Non-aggregated, impression level data



Vendor unspecific



Flexible metrics



Locally governed



Highly private



No shortage of plaudits and cases...

“Origin will enable significant improvements in how P&G increases cross-media reach at a campaign level.”

Matt Thomas

Senior Director Brand Function & Media Operations



“We’ve been chasing CMM for at least twenty years. With Aquila, we finally have an industry-wide solution and I encourage everyone to get on board with it.”

Marc Pritchard

Chief Brand Officer



“Origin will be transformational for advertising and will ultimately help to grow incremental reach for Unilever brands.”

Melissa Orchard

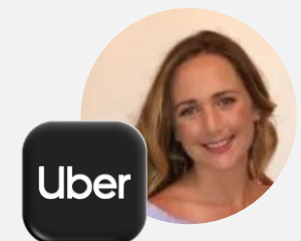
Global Integrated Brand Experience Innovation Director



“Aquila shows potential to become a core part of our media decisioning – driving greater efficiency and effectiveness over time.”

Meghan Dailey

Global Investment Lead



An ecosystem of vendors is beginning to emerge, paving way for a certification programme...

“Get the best out of Halo. What would take years to build independently, LTDF delivers as a managed service in weeks. You focus on governance and market strategy. We handle the engineering, infrastructure, and operations...”

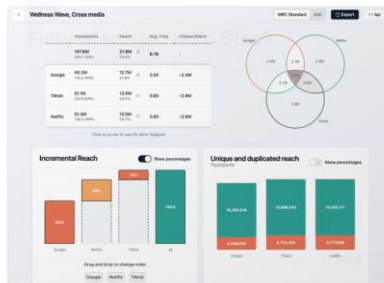
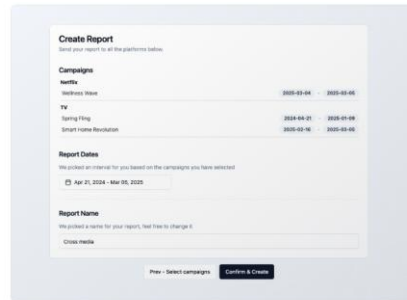
Possible Compliance/Certification ecosystem...



Fully-Managed Halo Stack

We handle all infrastructure, orchestration, and privacy tooling.

- ✓ Kingdom
- ✓ MPC/TEE
- ✓ VID labeling and privacy budget management



Powerful Platform UI

State of the art visualization with AI assisted features.

- ✓ Reach and frequency
- ✓ Attribution data with an intuitive interface
- ✓ AI-assisted campaign search, planning tools, and one-click exports



...Compliant with

Halo



...Compliant with

Halo



...Compliant with

Halo



...Compliant with

Halo

Halo or otherwise....we want to help the industry with its CMM implementation

- 1** Assess **current state** of cross-media measurement using a common framework, not vendor/service specific
- 2** Outline **possible roadmaps** for a shared industry approach, accounting for local market considerations
- 3** Explore what conditions are required for **widespread media participation**, especially by broadcasters and platforms
- 4** Examine which **governance and funding** models could make such cross-media services durable in Europe

Non-partisan, objective, widespread industry consultation (sample)

Prompting the WFA/CIMM strategic review of CMM...



Andy Brown
Ex-Kantar Media
(now Fifty5Blue)



Paul Goode
Ex-Comscore



Sarah Mansfield
Ex-Unilever

Interviewees

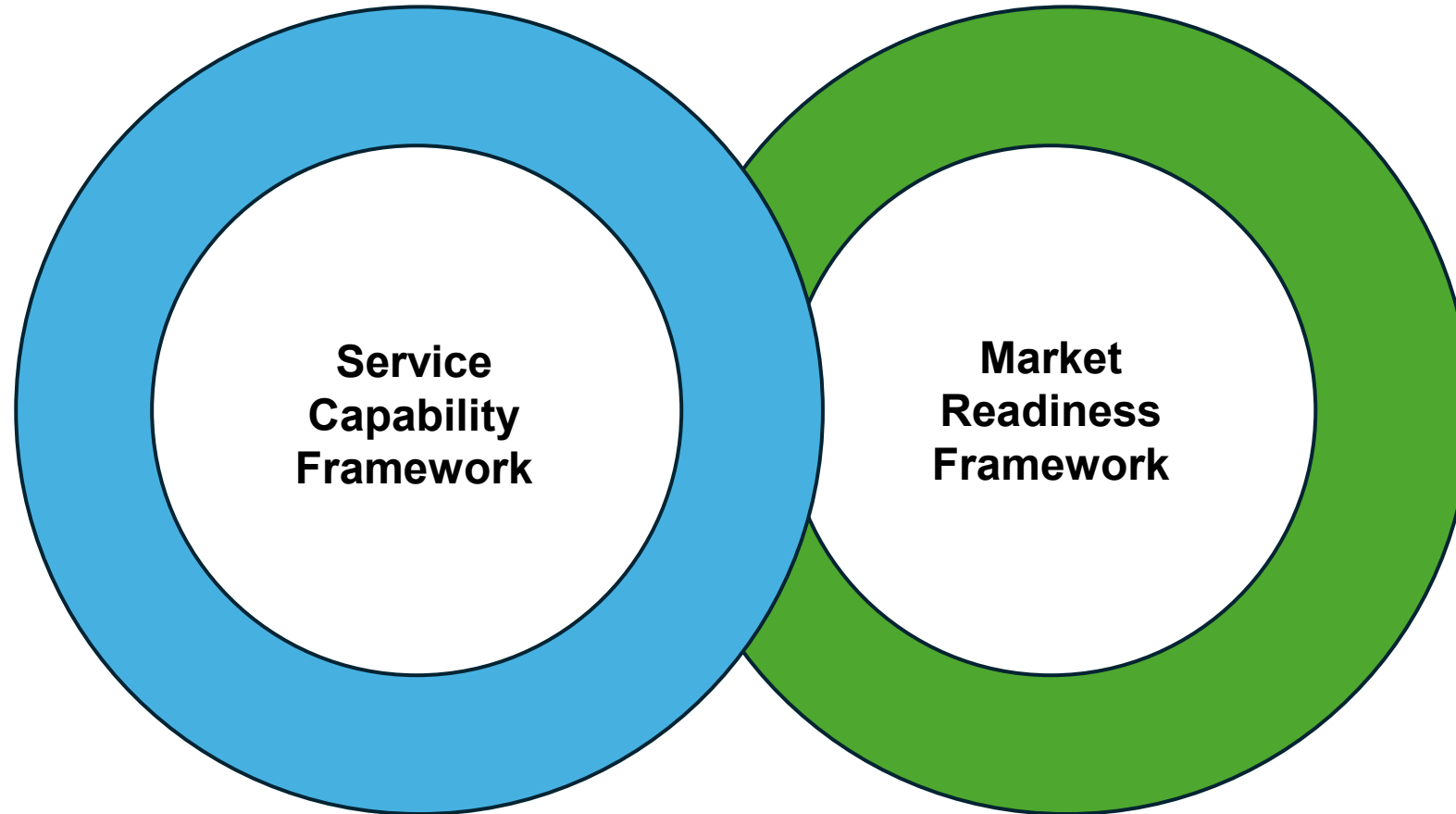
Source: CIMM/WFA Cross-Media Measurement in Europe Report

Type of organisation	Number interviewed
Advertisers	12
Advertiser associations and industry bodies	7
Agencies	4
Broadcasters and publishers	15
JICs and cross-industry measurement bodies	10
Measurement vendors	7
Platforms	1
Regulators	1
Auditors	3
Total	60

Notable omissions due to time constraints: Ad Tech vendors, MMM providers, more national & EU regulators

How to define quality appropriate for a market

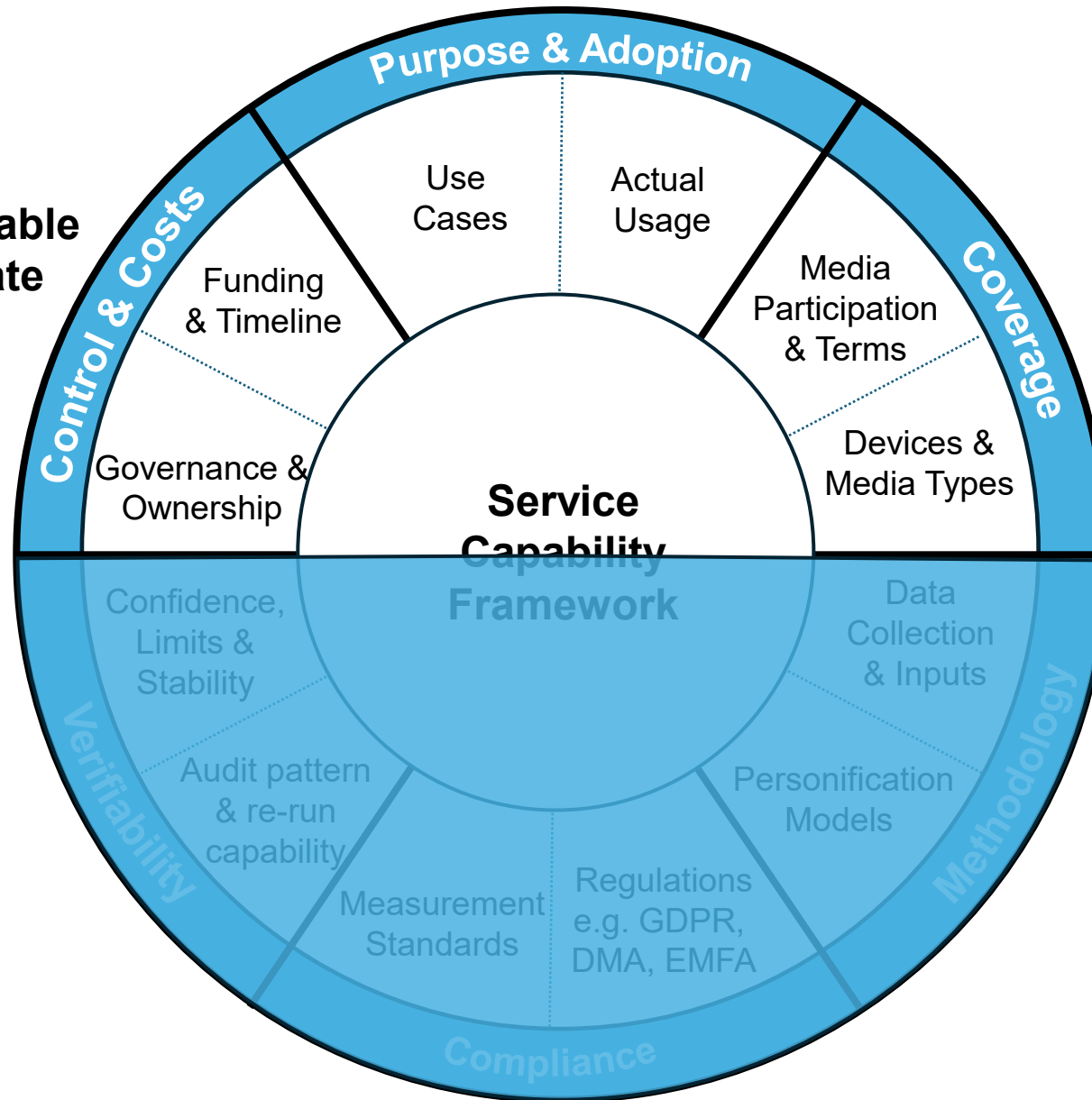
Source: CIMM/WFA Cross-Media Measurement in Europe Report



Is the service useful in practice?

Is the service affordable and under appropriate control?

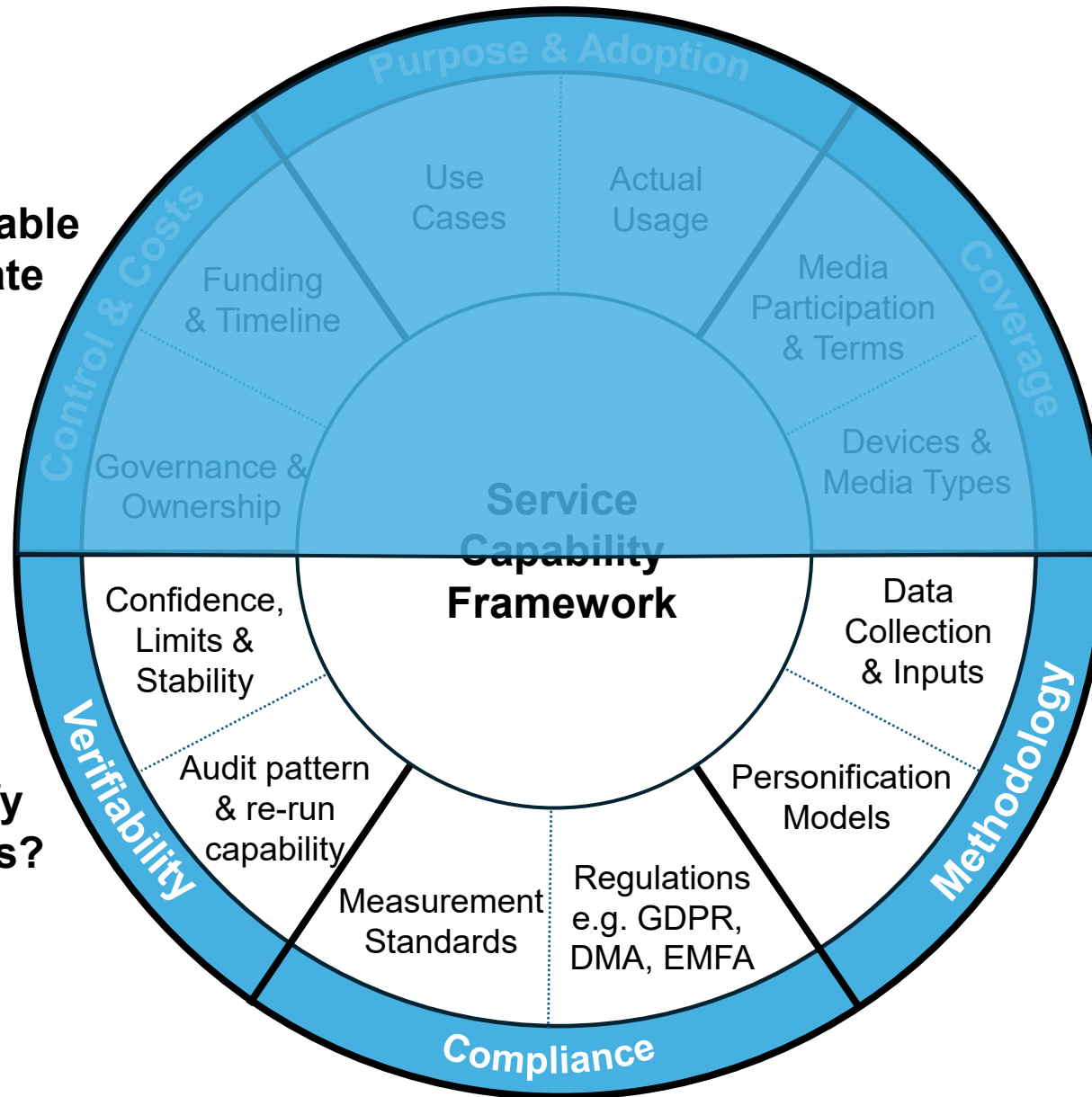
Does the service cover what matters?



Is the service useful in practice?

Is the service affordable and under appropriate control?

Does the service cover what matters?



Can the market verify and trust the outputs?

Is the measurement approach fit for purpose?

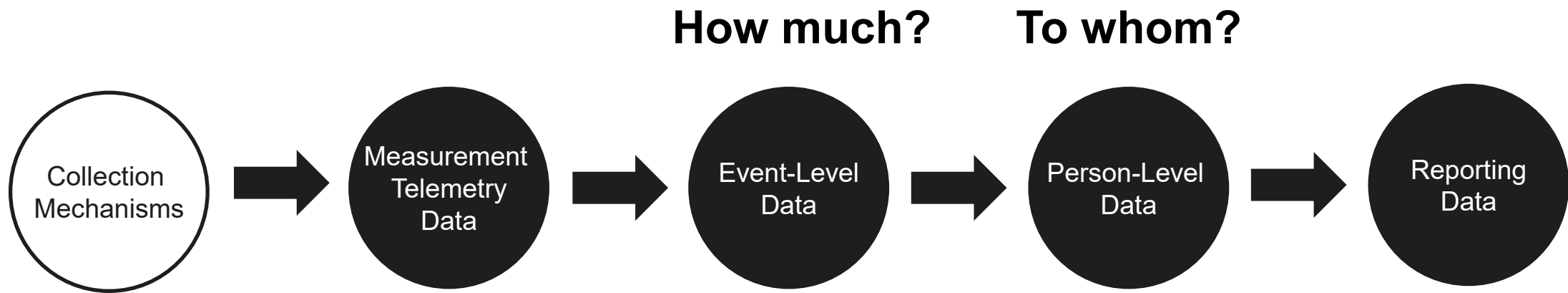
Is the service compliant with law and industry standards?

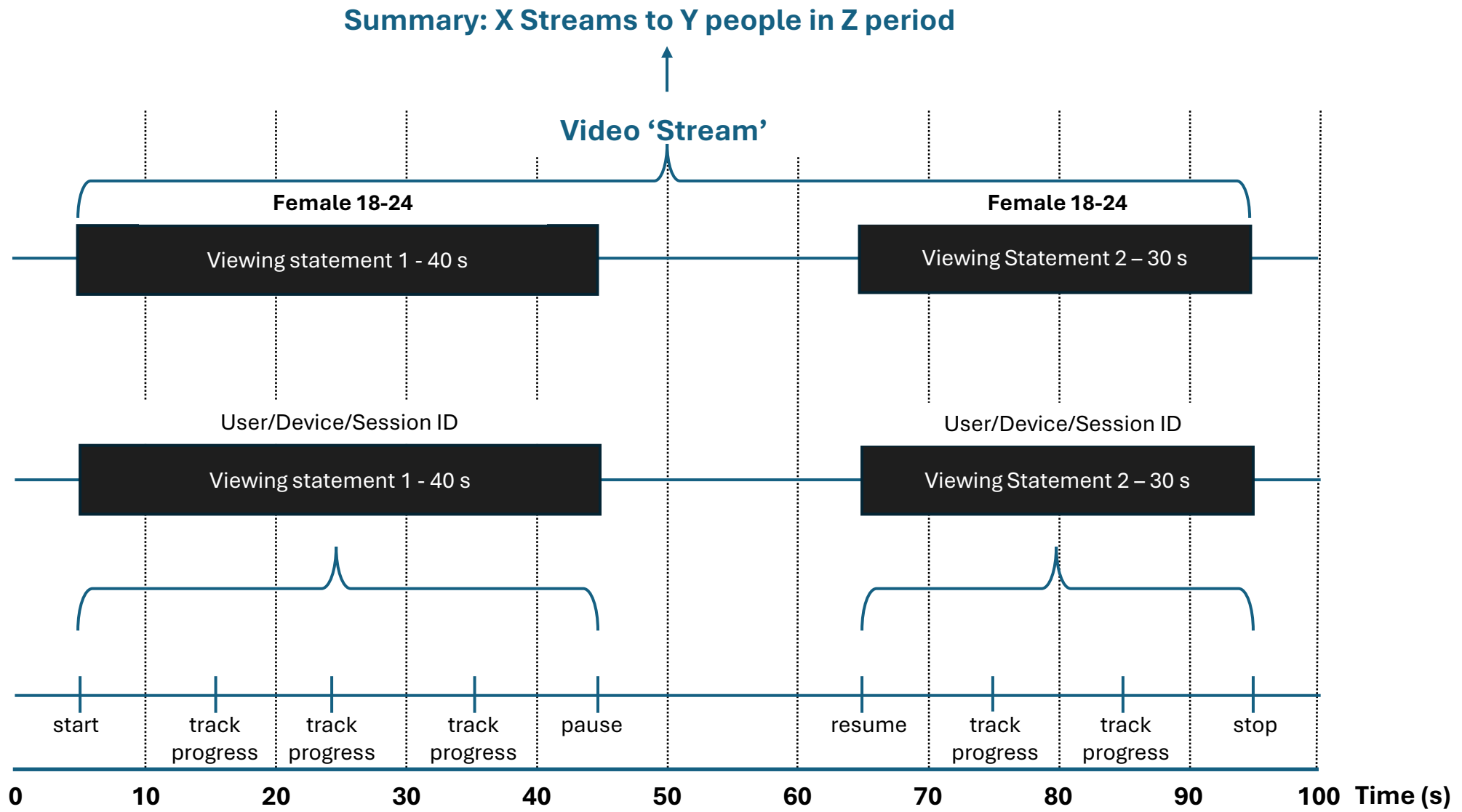
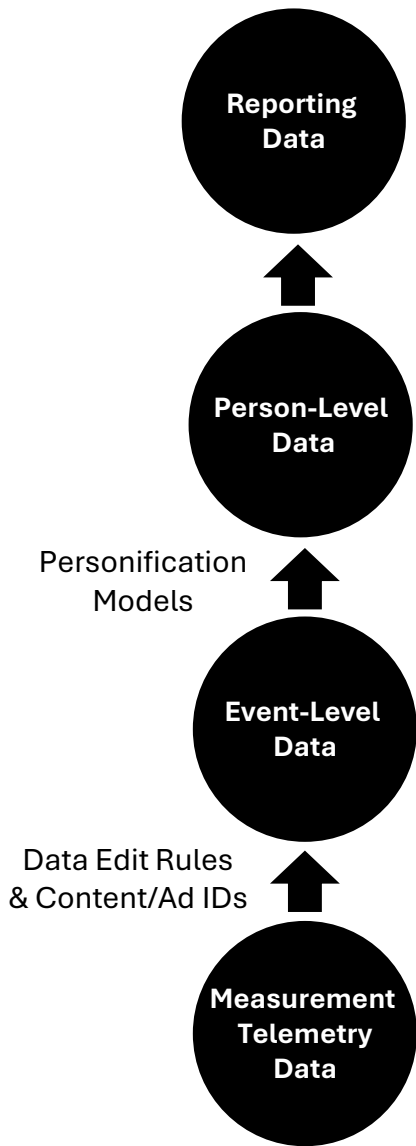
CROSS MEDIA MEASUREMENT

80/20

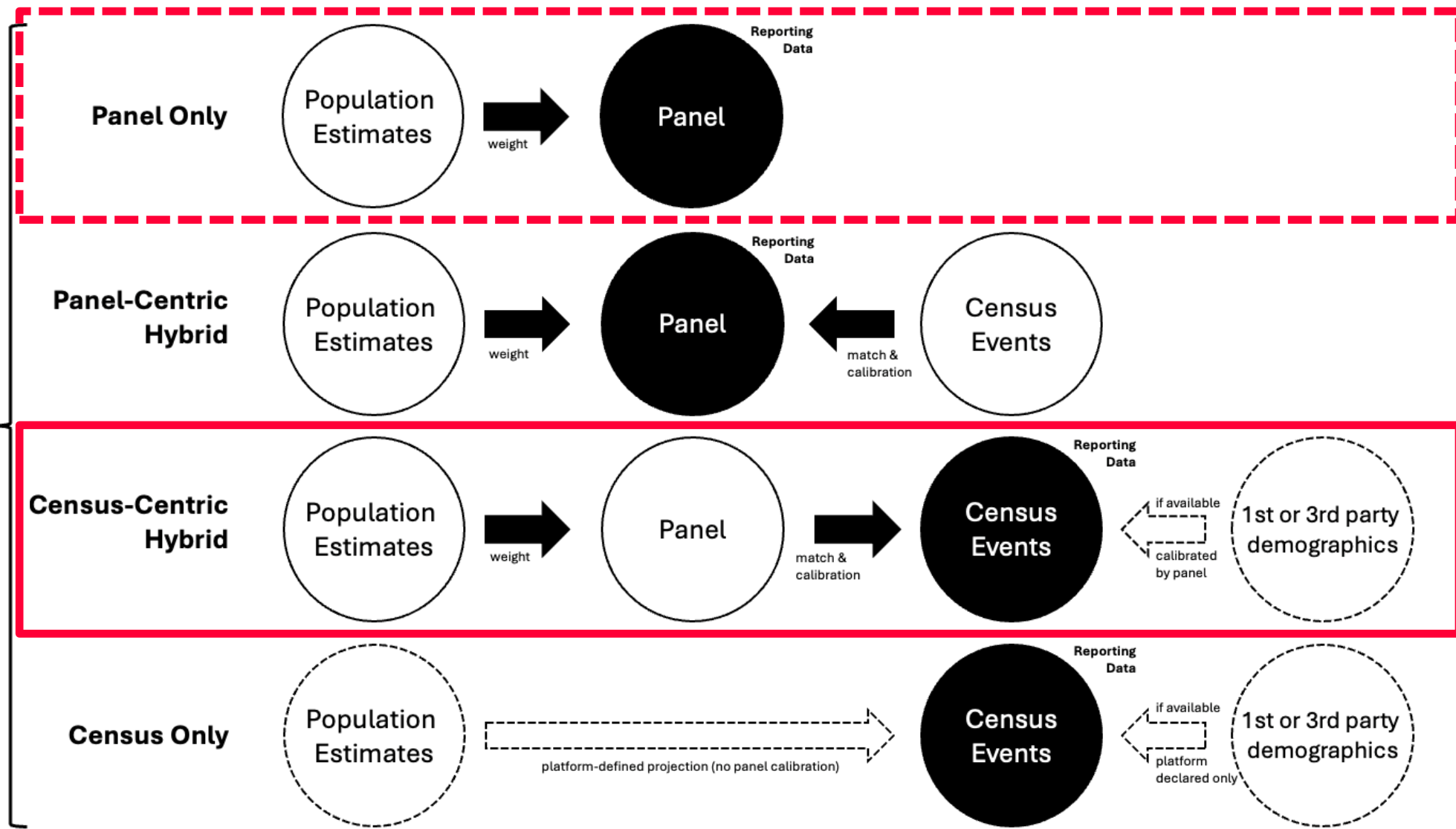
Politics

Methodology

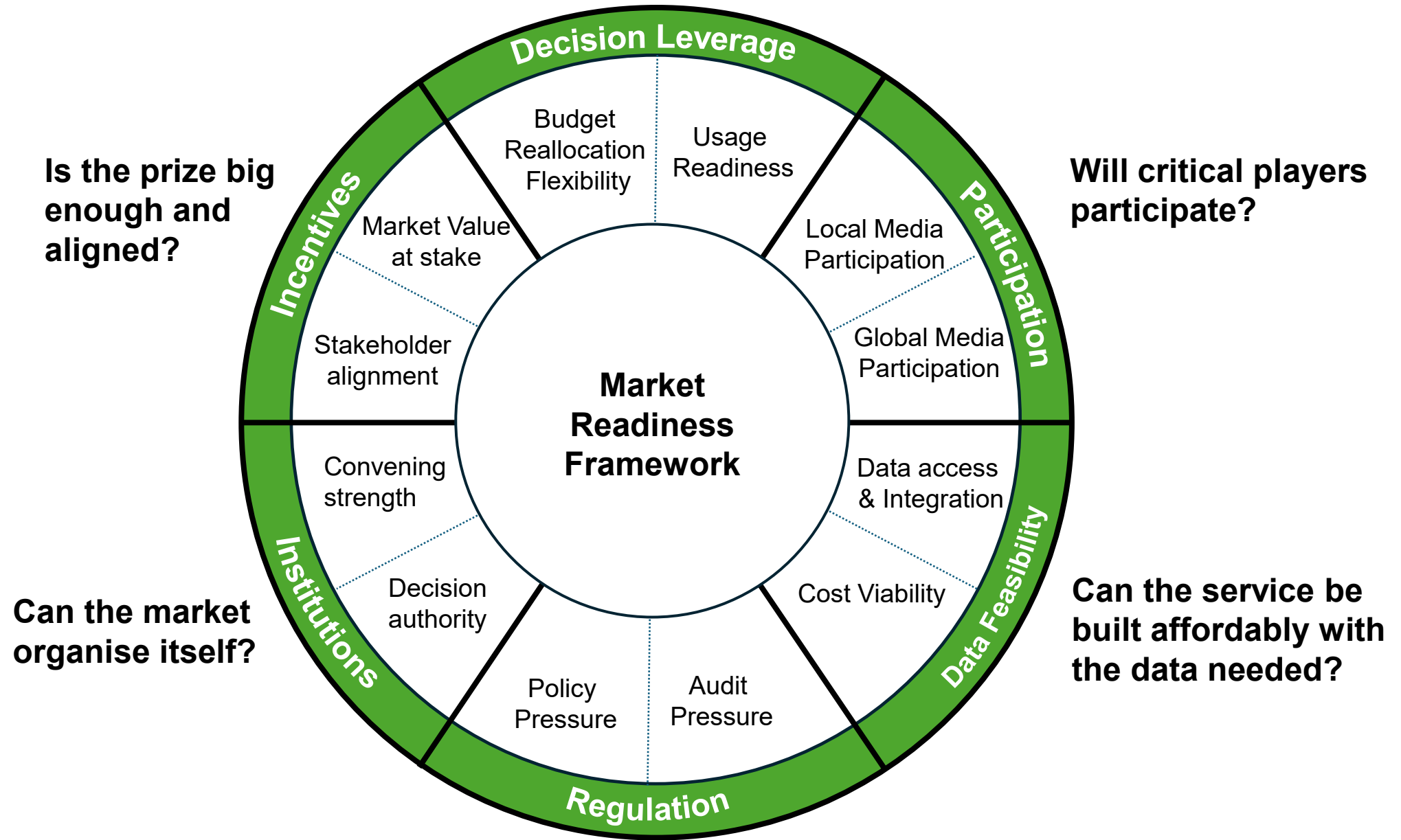




Data Integration Method (if used)
e.g. fusion, synthetic panels, matching etc



Can the market act on outputs?



Is there pressure for change?

The Headwinds

Source: CIMM/WFA Cross-Media Measurement in Europe Report

1

**Not all Reach &
Frequency services
are equal**

2

**Rational but misaligned
incentives**

3

**Quality is a collective
achievement**

What Advertisers Are Telling Us

Source: CIMM/WFA Cross-Media Measurement in Europe Report

Strong alignment on WFA North Star principles

Pragmatism over perfection: cost/coverage/speed

The switching threshold is high

Examples of Progress Across Europe

Germany

AGF – Total Video

Amazon Prime Video
Server-to-Server Integration

Netherlands

NMO – Cross Media JIC

Total Video Q2 2026
Full Cross Media H2 2026

France

Médiamétrie

MediaReach for Ads I
n H2 2026

Belgium

CIM – Cross Media JIC

Total Video in Jan 2027
Total Audio in March 2027

Engaging with broadcasters

- **Coverage:** Need Linear TV and Broadcaster Streaming Data
- **Cost:** Need to re-use national panels & measurement resources

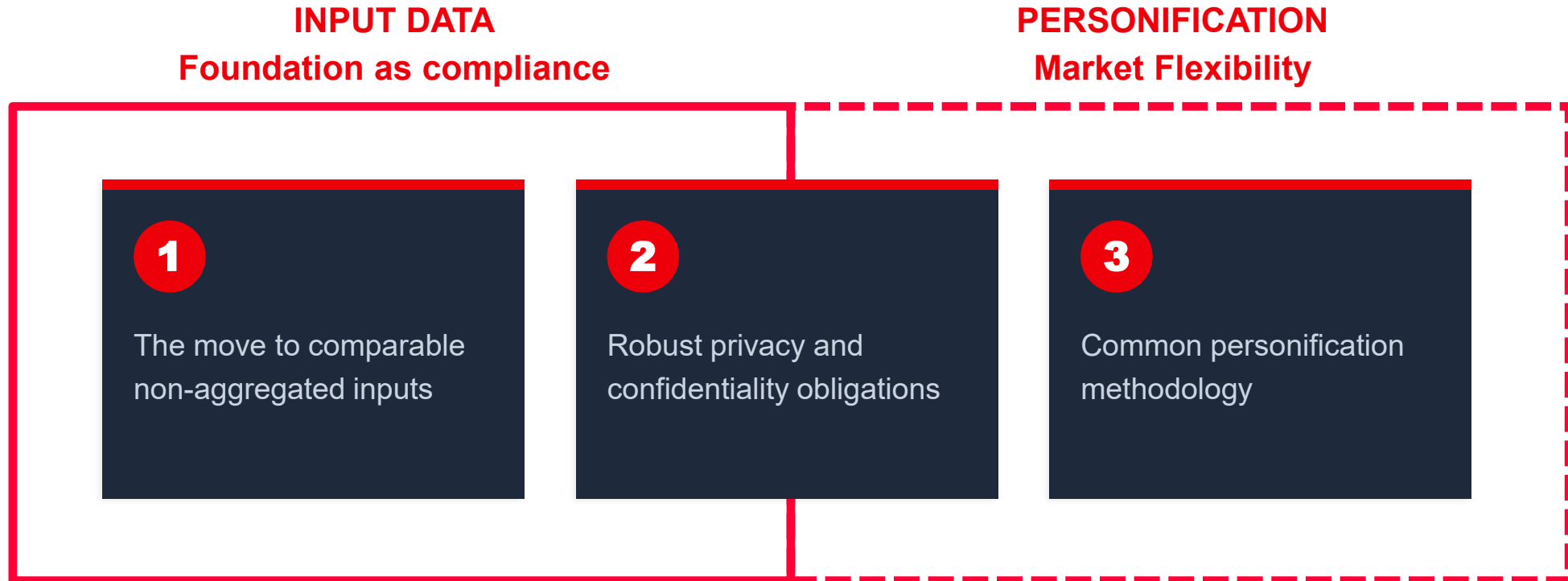
Broadcasters are the gatekeepers - how to get them on-board?

How to shift the status quo

Source: CIMM/WFA Cross-Media Measurement in Europe Report



Why Halo's Architecture Matters Now



Model 1

Model 2

Model 3

Model 4

Aggregated

Aggregated

Aggregated

Aggregated



2. Apply Model

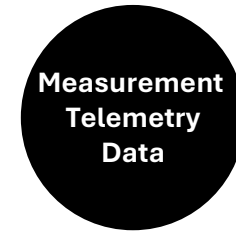
1. Panel Match



Personification Models



Data Edit Rules & Content/Ad IDs



Aggregated

Non-Aggregated

Non-Aggregated

Non-Aggregated

Non-Aggregated

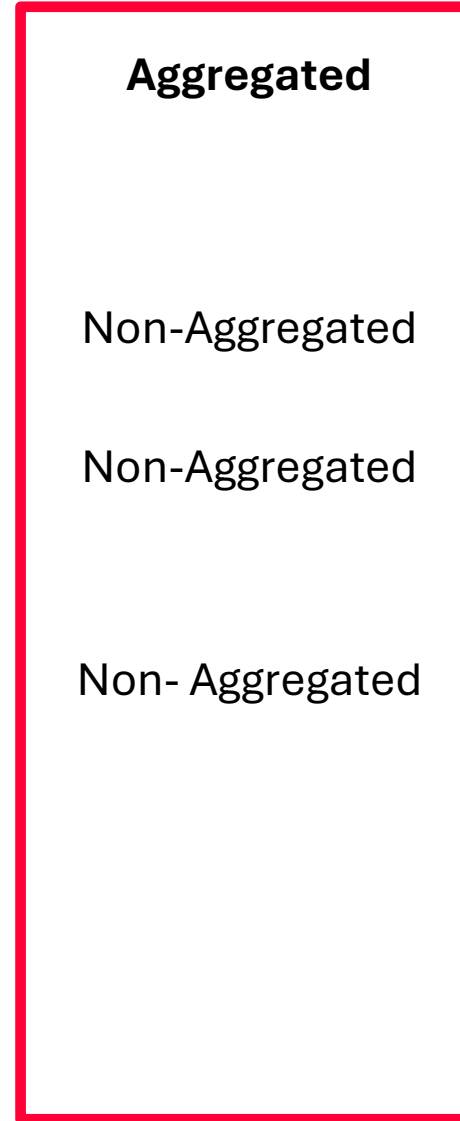
Non-Aggregated

Aggregated

Non- Aggregated

Non- Aggregated

Non- Aggregated



Halo v1

Model 1

Model 2

Model 3

Model 4

Aggregated

Aggregated

Aggregated

Aggregated

Aggregated

Non-Aggregated

Non-Aggregated

Non-Aggregated

Non-Aggregated

Non-Aggregated

Aggregated

Non- Aggregated

Non- Aggregated

(Non- Aggregated)

Non- Aggregated

Halo v2



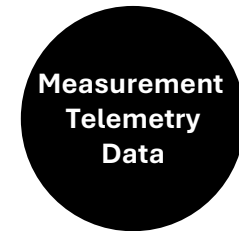
2. Apply Model

1. Panel Match

Personification Models



Data Edit Rules & Content/Ad IDs



Demand for standard inputs from Global Streamers

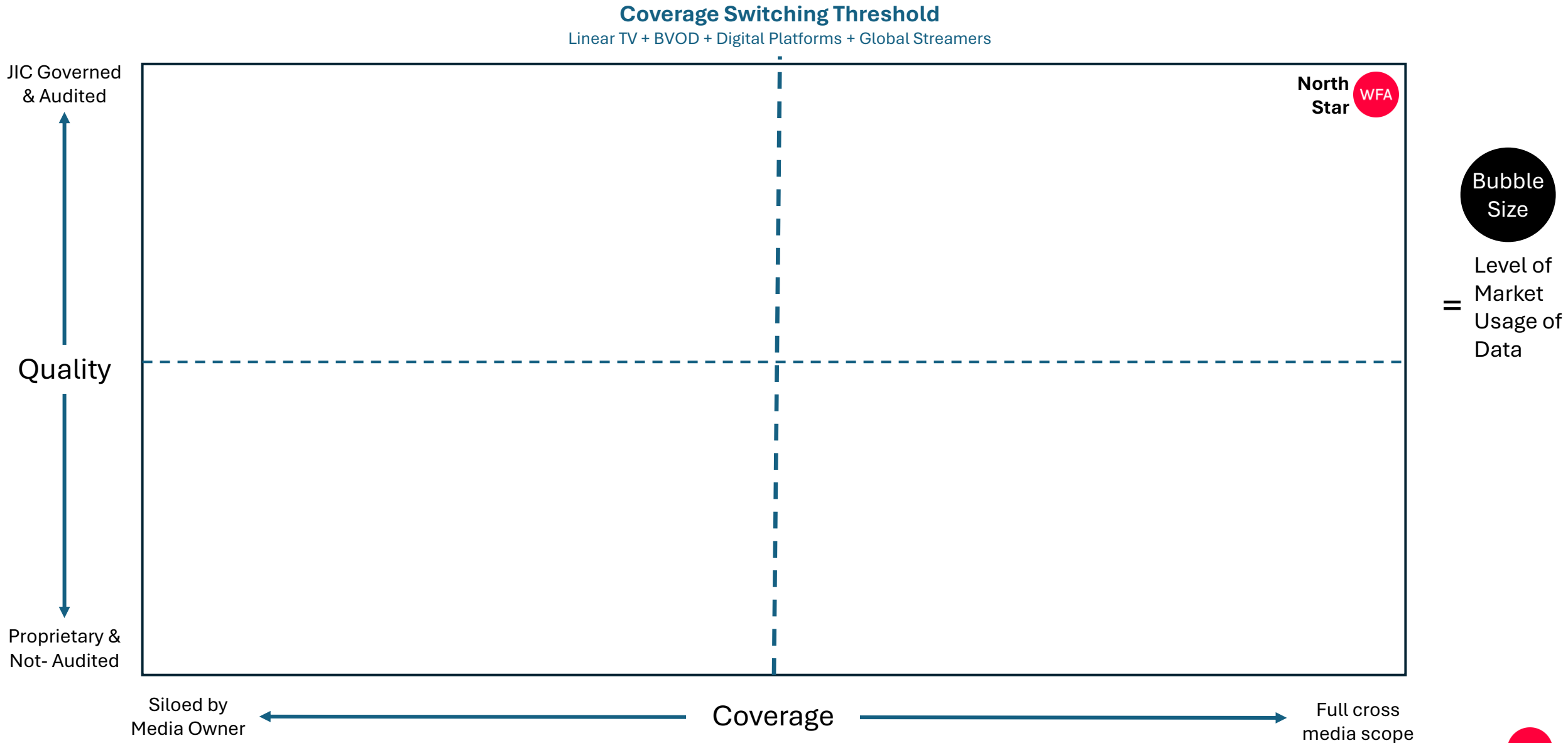


Project outline: Toward a More Interoperable and Inclusive European Framework for Streaming TV Measurement

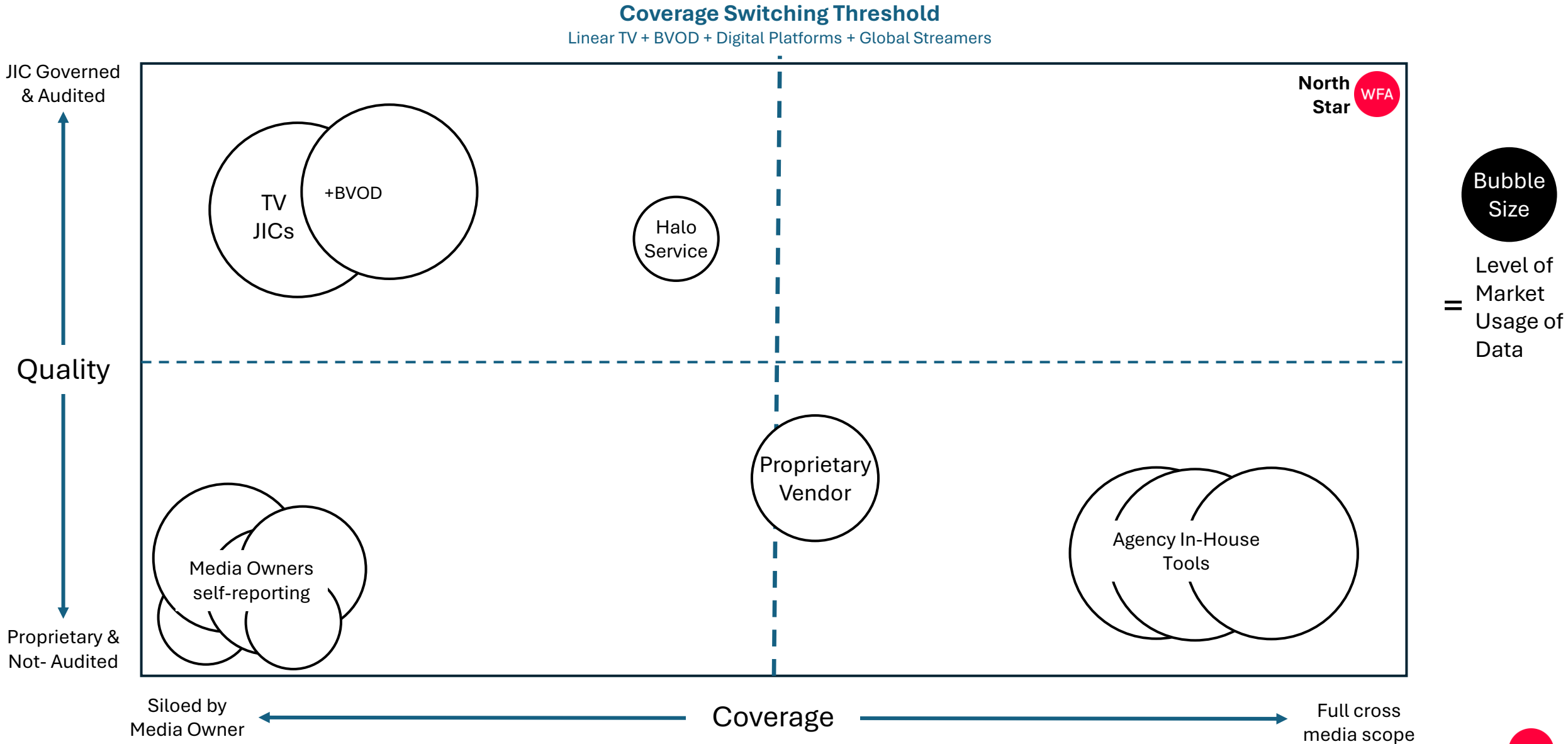
A Pan-European Study to Evaluate Options for Alignment, Interoperability & Future Currency Models

April 2026

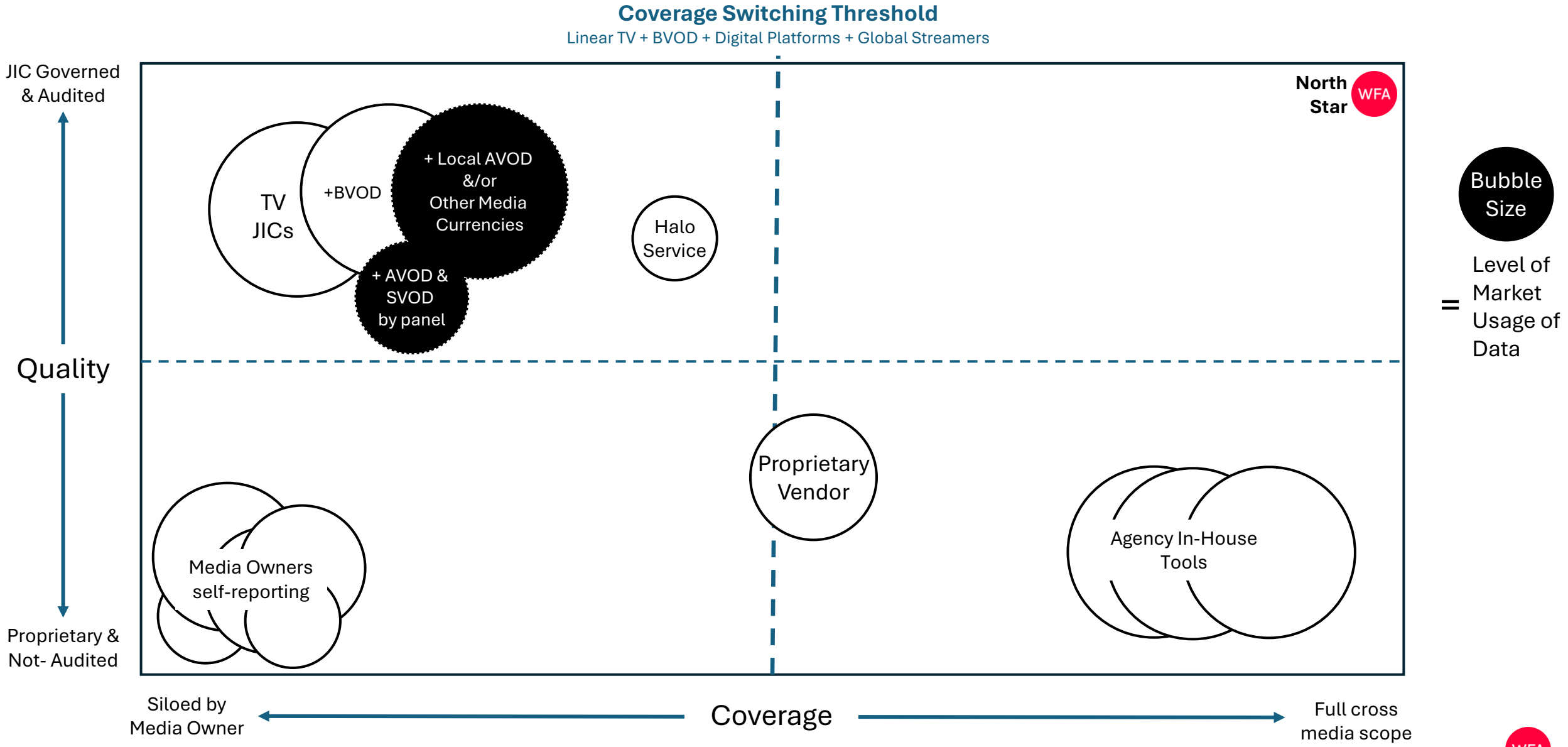
Quality vs Coverage Service Mapping



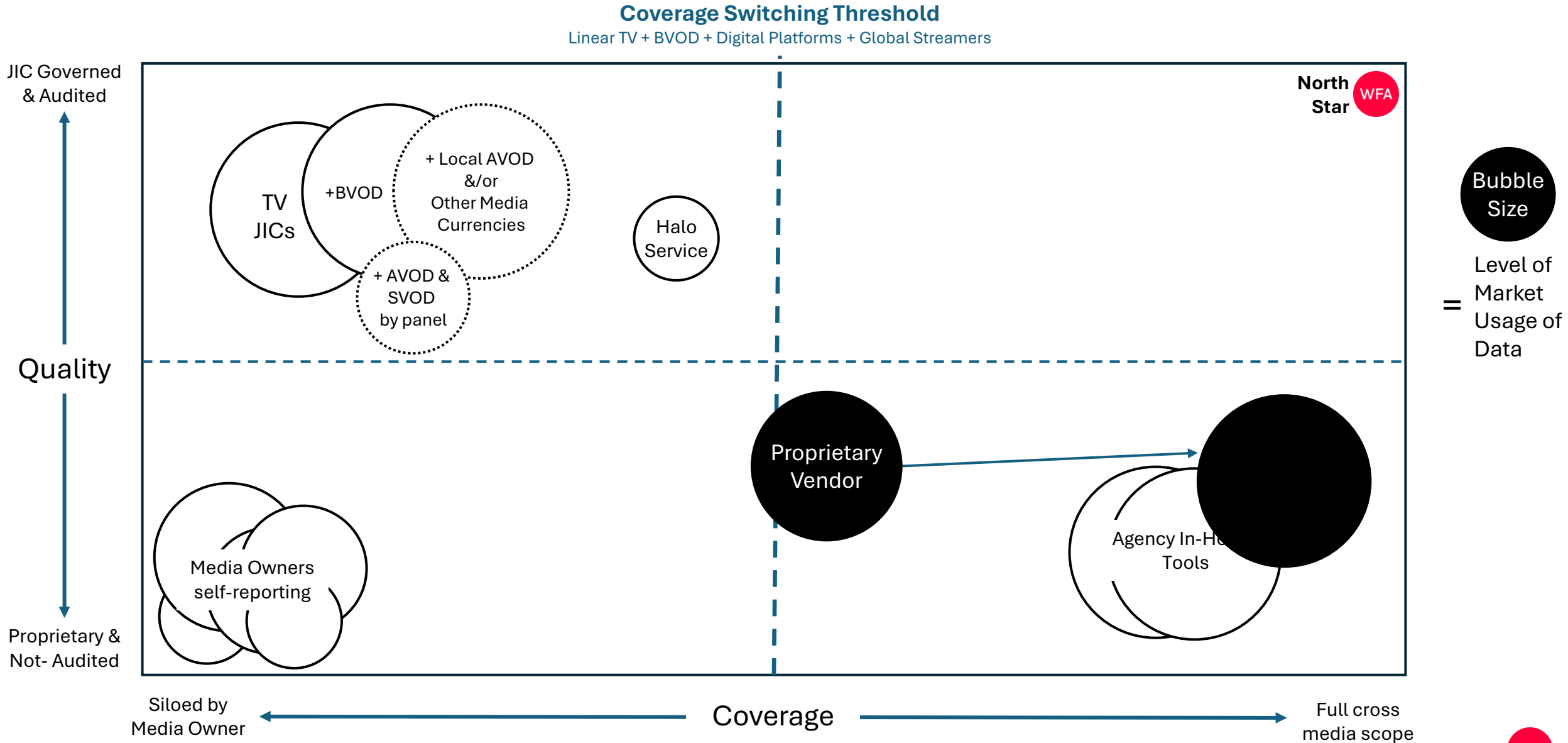
Quality vs Coverage Service Mapping



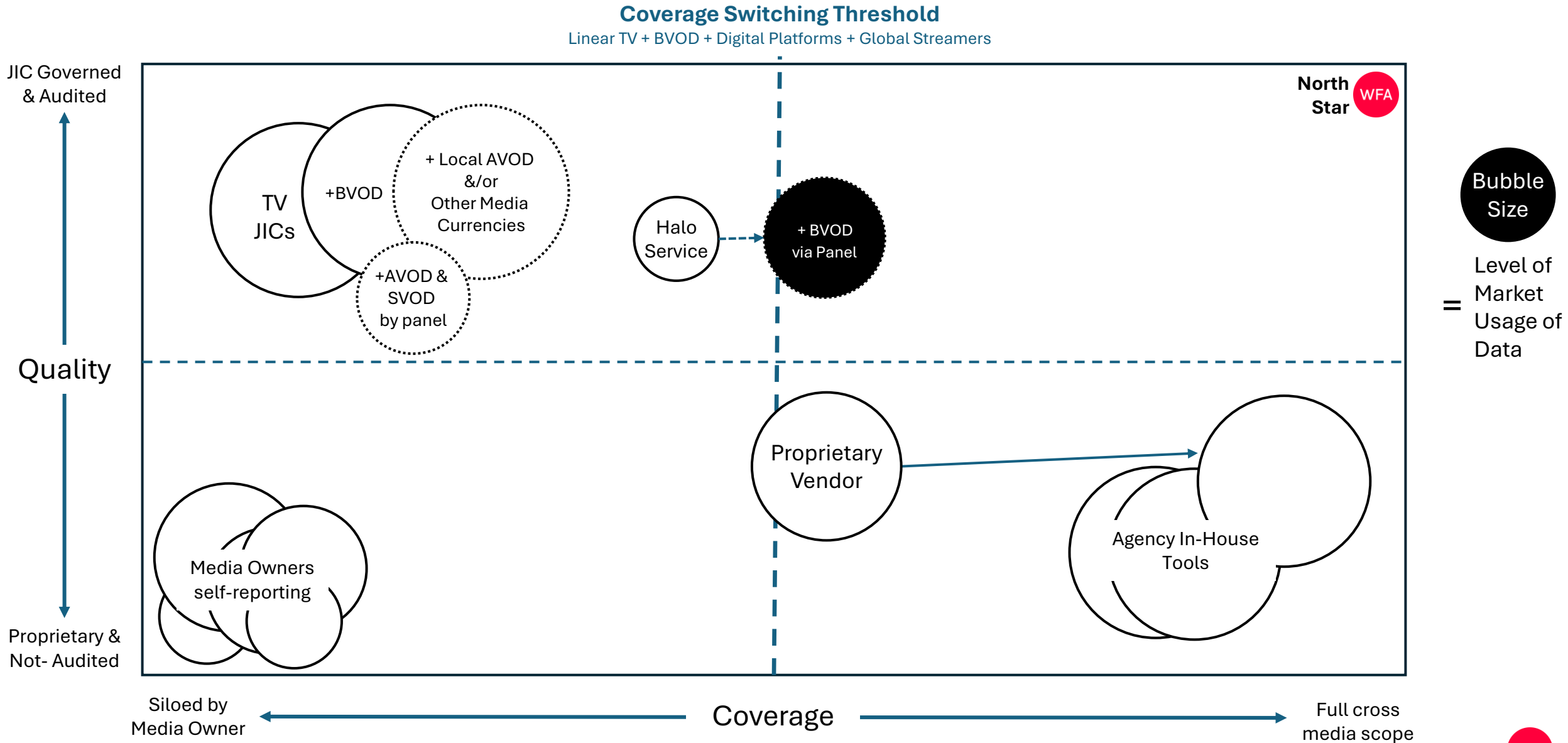
JICs expand towards Total Video (w/o platform participation)



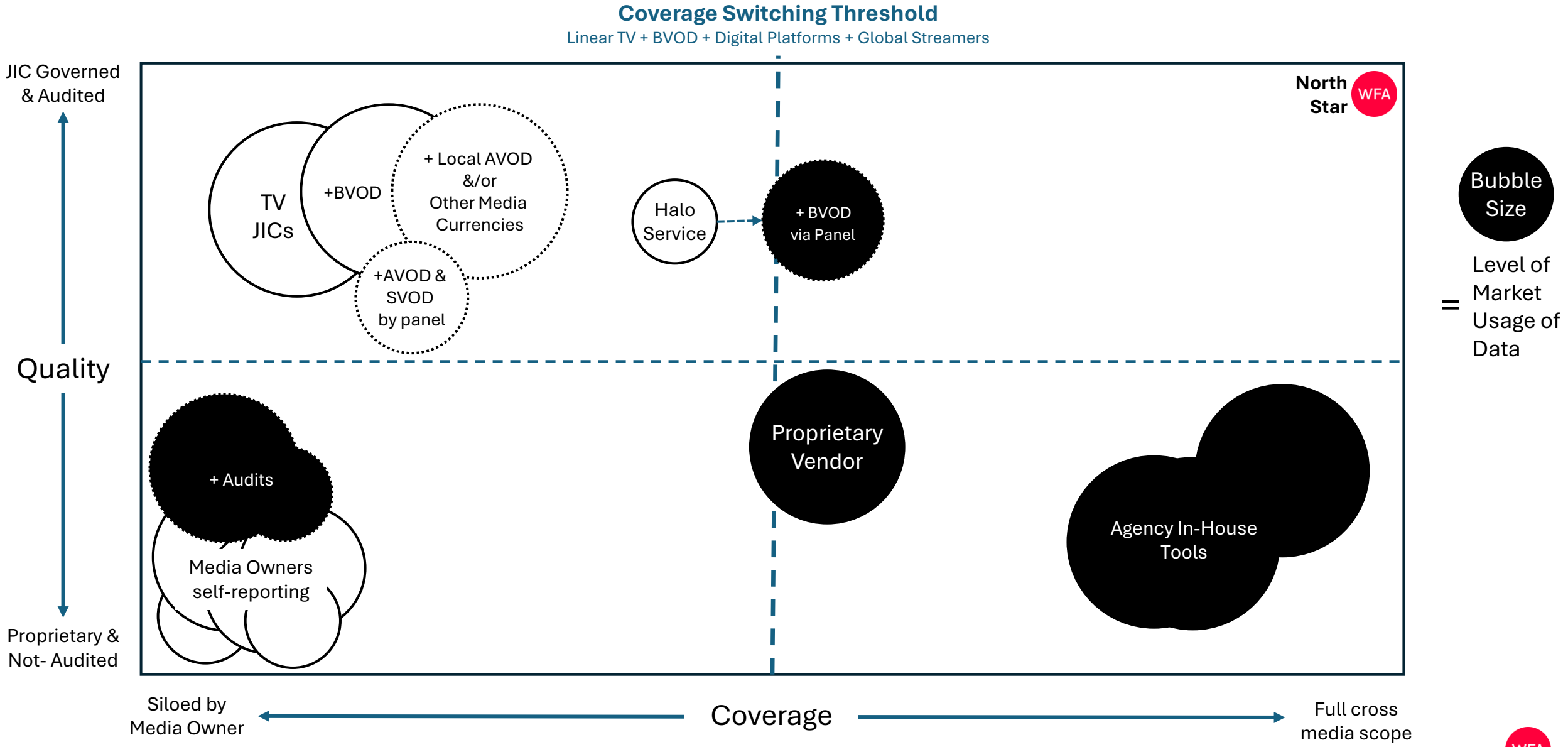
Proprietary Vendor gains greater adoption in agencies



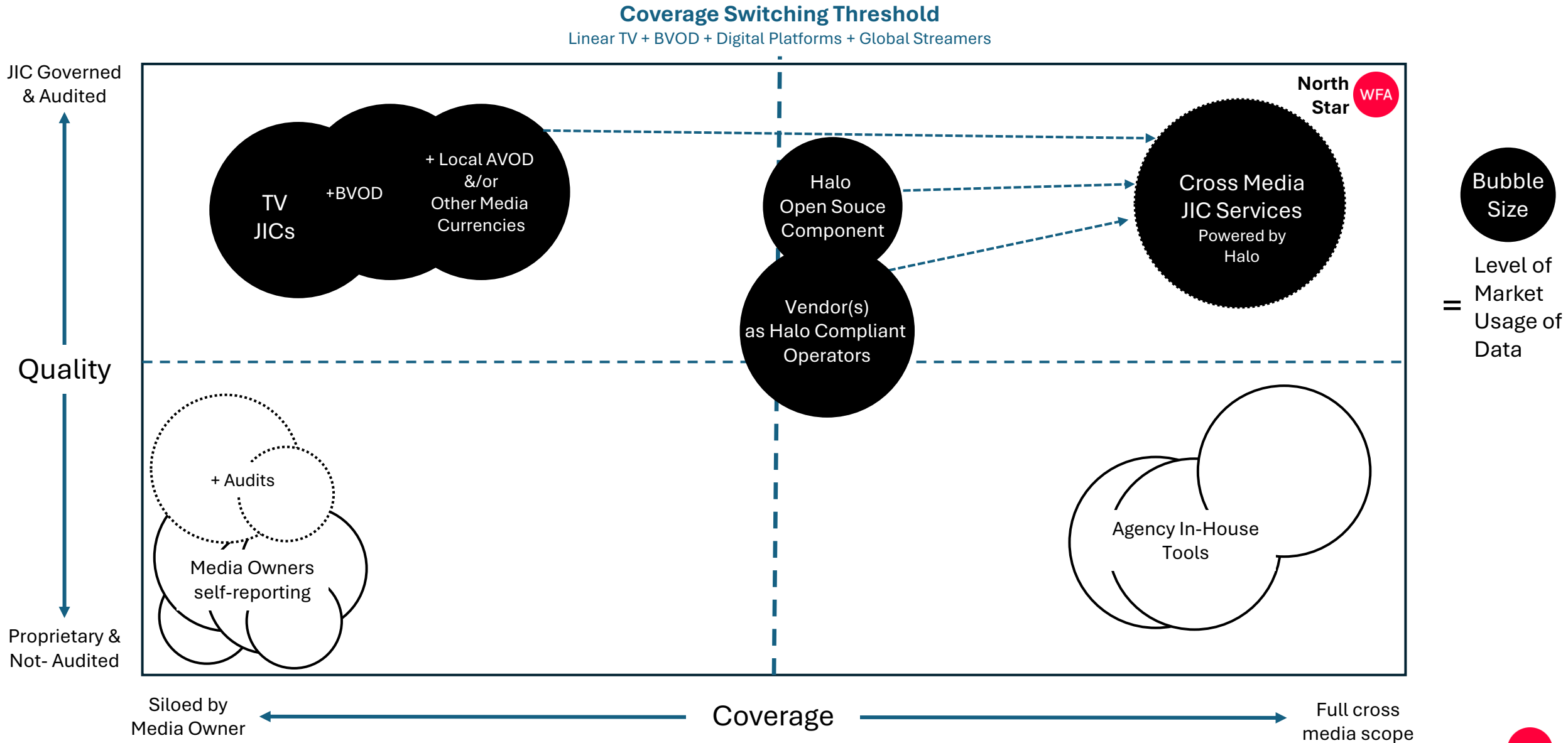
Halo Service expands to include BVOD via panel



Data Collection & Event Creation audits will lift all services



Opportunity for Halo to engage in debate over future path



As Voltaire (almost) said

“If Halo did not exist,
it would be necessary to invent it”

Halo Governance

Widespread adoption of Halo
dependent on expanded governance structure

What should this look like?

Call to action for advertiser associations

**Decide expanded
governance of
Halo**

**Continue to
pressure for
participation**

**Signal
willingness to
fund**

**Lobby regulators
for independent
audience
measurement**



Global Marketer Week
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Future of responsible marketing advocacy

Alexandre Boyer, Maxime Ricard (*WFA*),
Lindsay Mouat (*ANZA, New Zealand*),
Josh Faulks (*AANA, Australia*)



The WFA Policy Team



Gabrielle Robitaille
Director of Policy



Alexandre Boyer
Senior Policy Manager



Maxime Ricard
Senior Policy Manager



**Ana Mendieta
Ovejero**
Policy Officer

1. Influencer marketing: regulators explore increased liability for brands



Influencer industry on alert after ACCC's first crackdown on hidden ads

[Daily Telegraph \(AU\), March 2026](#)

New Spanish Royal Decree regulating influencers

[DLA Piper, February 2025](#)

The majority of influencer advertising is undisclosed

[VoxEU, Center for Economic Policy Research, May 2025](#)

Influencer marketing in fast-fashion and food sectors come under European scrutiny

[Euronews, December 2025](#)

BRANDS
ENGAGING WITH
INFLUENCERS

From Endorsement to Engagement



Influencer Marketing Regulation and Brand Responsibilities
— A Global Comparative Overview of Influencer Marketing Regulation, Ad Standards and Brand Responsibilities —

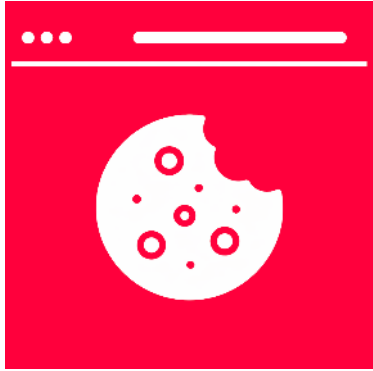
discl[]o[]seme
a tool by easa

Ad Ethics

Building Trust in Influencer Marketing.

A call for collective responsibility and transparent practices

2. Ad tracking and measurement: regulators debate consent fatigue and measurement



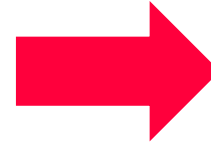
Centralising consent at browser level



Less data, less ad effectiveness

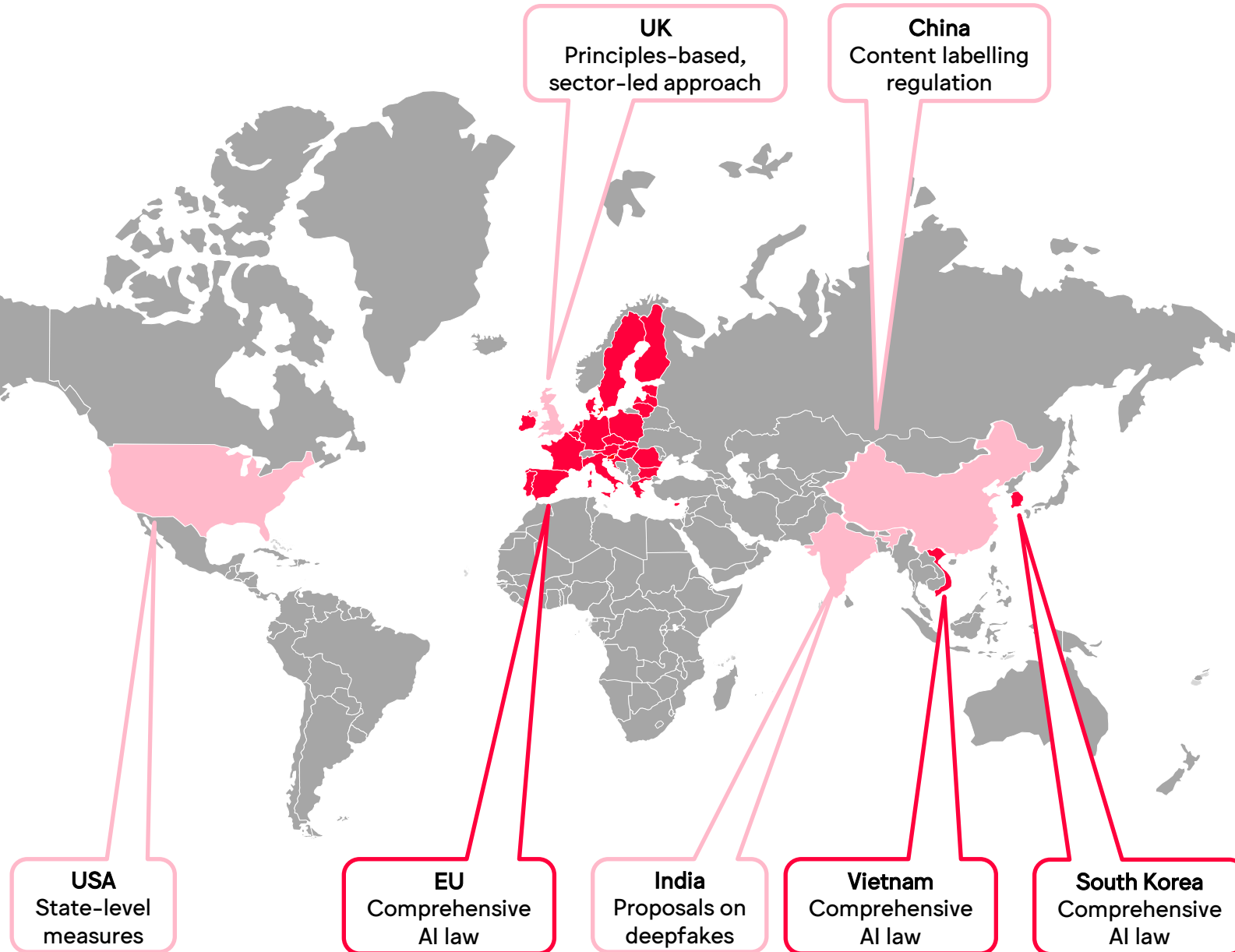


Overlooking third-party measurement



Less metrics, more reliance on platforms

3. AI labelling: regulators call for transparency in AI-generated content



Transparency in AI-generated marketing creative

A practical guide for brand advertisers



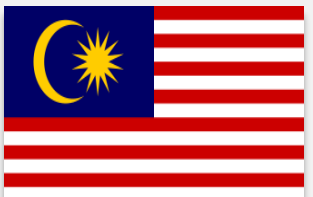
In partnership with:



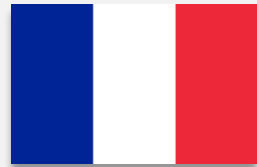
- ➔ Increased regulatory pressures globally
- ➔ More extensive scope of current laws (incl. advertising)
- ➔ Need for clarity, both for upcoming rules and guidance

4. Social media age bans gain global momentum

Countries that have adopted ban



Countries in the process of adopting or have signalled intention to adopt ban



5. Growing scrutiny on marketing 'harmful products' to children & minors

WFA

Norway's new legislation shields children from marketing of unhealthy foods

[WHO](#), 2026

IRELAND

Teenagers being bombarded with unhealthy food ads online, study finds

[Ireland](#), 2026

Children being 'bombarded' with 'harmful' fast food ads, charity warns

Youngsters say they are more likely to engage with content about junk food if it is shared by influencers

[UK](#), 2025

Commodifying childhood: NZ children see marketing for unhealthy products 76 times a day

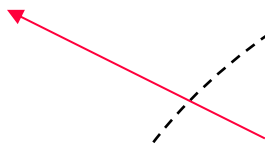
[New Zealand](#), 2025

Federal government tightens rules on alcohol advertising: 'Alcohol is harmful to health'

[Belgium](#), 2025

And no channel is immune to criticism by policy-makers & NGOs

Issues of hidden advertising,
children/ minors exposure to
'harmful products'



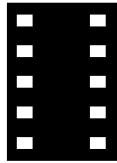
Influencers



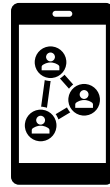
TV / Broadcast



OOH / Print



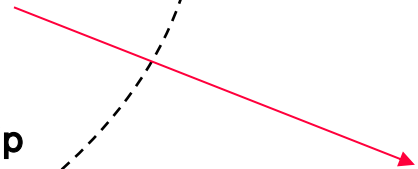
Streaming / VOD



Social / Digital



Sponsorship



Questions around promotion of
alcoholic beverages &
'unhealthy' foods at sponsored
events

2026 is crunch time to demonstrate responsibility

Global

Mandate

UN Political Declaration on NCDs *adopted*

→ UN Recognises the role that advertising self-regulation can play in addressing public health concerns.

Results

Food

1.53%

of online ads served to children are for **HFSS** foods and beverages

Alcohol

1 in 420

websites visited by a minor would have an alcohol ad

EU

Audiovisual Media Services Directive (AVMSD) *being evaluated*

→ Encourages the set-up of codes & self-regulation to reduce exposure of children & minors to food & alcohol ads.

0.84

daily average ad exposure of children for foods HFSS products

0.28%

of ads across the internet were for alcohol.

Demonstrating industry leadership is more important than ever



Global Roadmap

for setting standards for the advertising of HFSS food and non-alcoholic beverages

Making the case for industry-wide standards

Introduction

Advertisers have a role in creating a healthy food environment

The advertising industry has always recognized that a commitment to strong values of corporate responsibility builds and maintains trust with consumers and society in general. A strong and enduring commitment to self-regulation, setting high standards of public protection is central to this. Arguably, the most important focal points for these efforts are matters relating to health and the protection of children. The industry must continue its commitment to play a part in improving food environments around the world.

Over one billion people worldwide are estimated to be living with obesity today – and 159 million of them are children or adolescents. Researchers, businesses, public health authorities and policymakers agree that tackling obesity and what are often described as ‘obesogenic environments’ requires broad societal action. The 2018 United Nations’ political declaration on non-communicable diseases (NCDs) calls on the private sector to further reduce children’s exposure to the marketing of foods and beverages high in fats, sugars or salt (HFSS).

Over the past 15 years, WFA, in partnership with the International Food and Beverage Alliance (IFBA), has driven initiatives aligned with this private sector mandate. In particular, WFA has helped launch voluntary pledges worldwide – from the regional EU pledge, to pledges in Colombia, Brazil and Canada, to Saudi Arabia, Malaysia, Australia and the Philippines. Many of these pledges have led to industry-wide ad standards that restrict the targeting of children with HFSS ads in markets like Belgium, the Netherlands and Australia.

If food advertising standards are to remain relevant and credible and meaningfully contribute to reducing the exposure of children to HFSS foods and beverages, then they must appropriately restrict marketing targeted to children, based on common nutrition criteria and on all media.

This collaboration between the World Federation of Advertisers (WFA), International Food and Beverage Alliance (IFBA) and the International Council for Ad Self-Regulation (ICAS) supports a global move towards collective advertising standards that reduce children’s exposure to the marketing of HFSS foods and beverages.



- Global call to move from voluntary pledges to advertising codes.
- Only 9 food advertising codes globally – how can we fill the gap?
- Opportunity to demonstrate proactivity as the EU will revise key legislation.

To access the **WHY, WHAT** and **HOW** about food advertising codes, scan the QR code.



CREATING AN EVIDENCE BASE FOR ADVERTISING CODE COMPLIANCE

And tackling public health
misinformation

CODES ARE GREAT, BUT...



Threats of advertising regulation are not going away



The Public Health Narrative is Consistent

'Not strong enough': Call to tighten alcohol ad rules around children

A recipe for harm: supersized junk food ads near schools

Supported by Media Headlines

Junk food ads are flooding your teenager's social media feeds and it's influencing what they choose to eat

New research suggests the widespread marketing of junk food on social media is influencing the food choices of young people.

Weak or Selective Research Shapes the Narrative



Kiwi kids are exposed to 27 junk food advertisements a day, study finds

Weak or Selective Research Shapes the Narrative



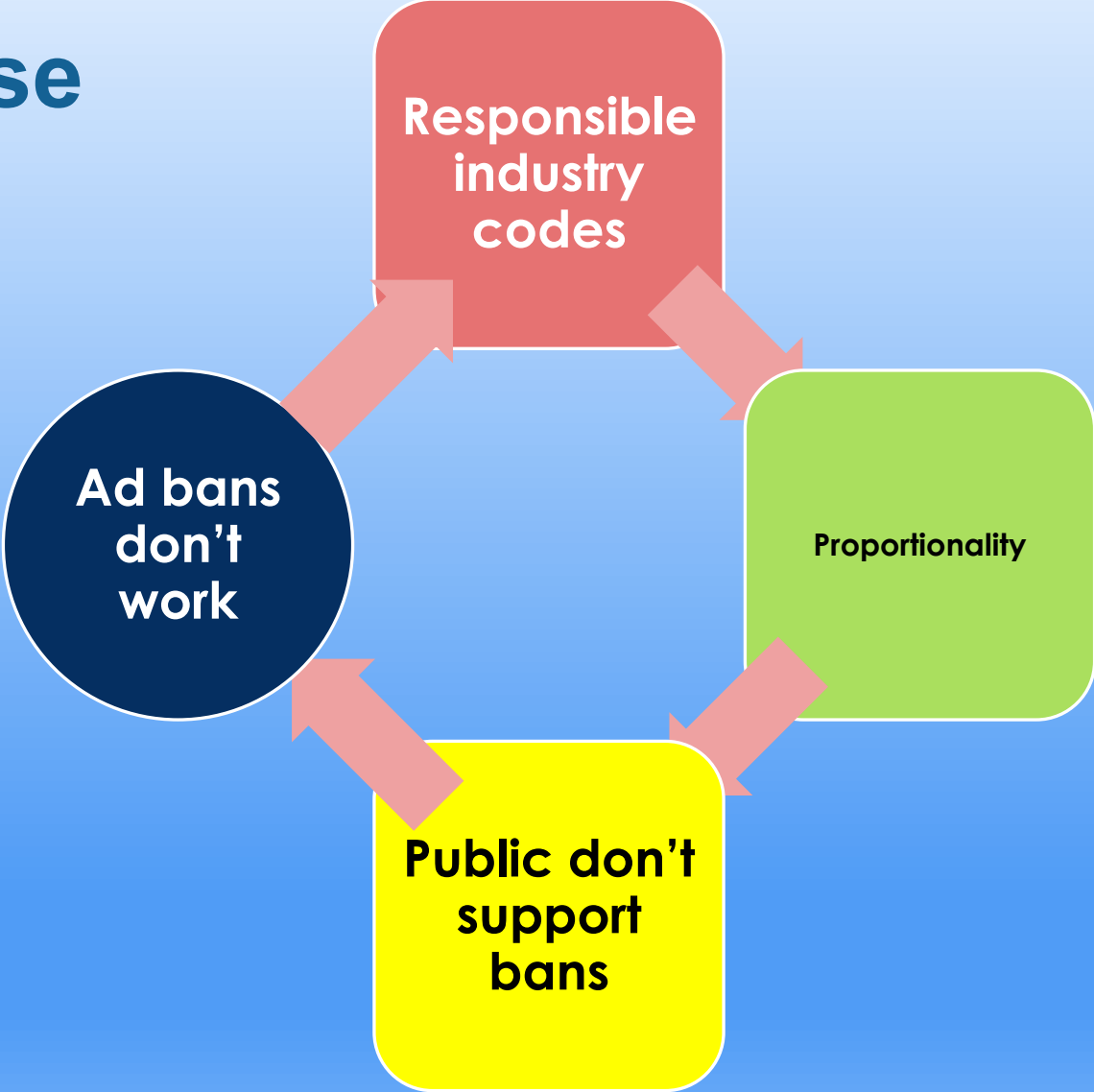
A recipe for harm: supersized junk food ads near schools

Not just in New Zealand

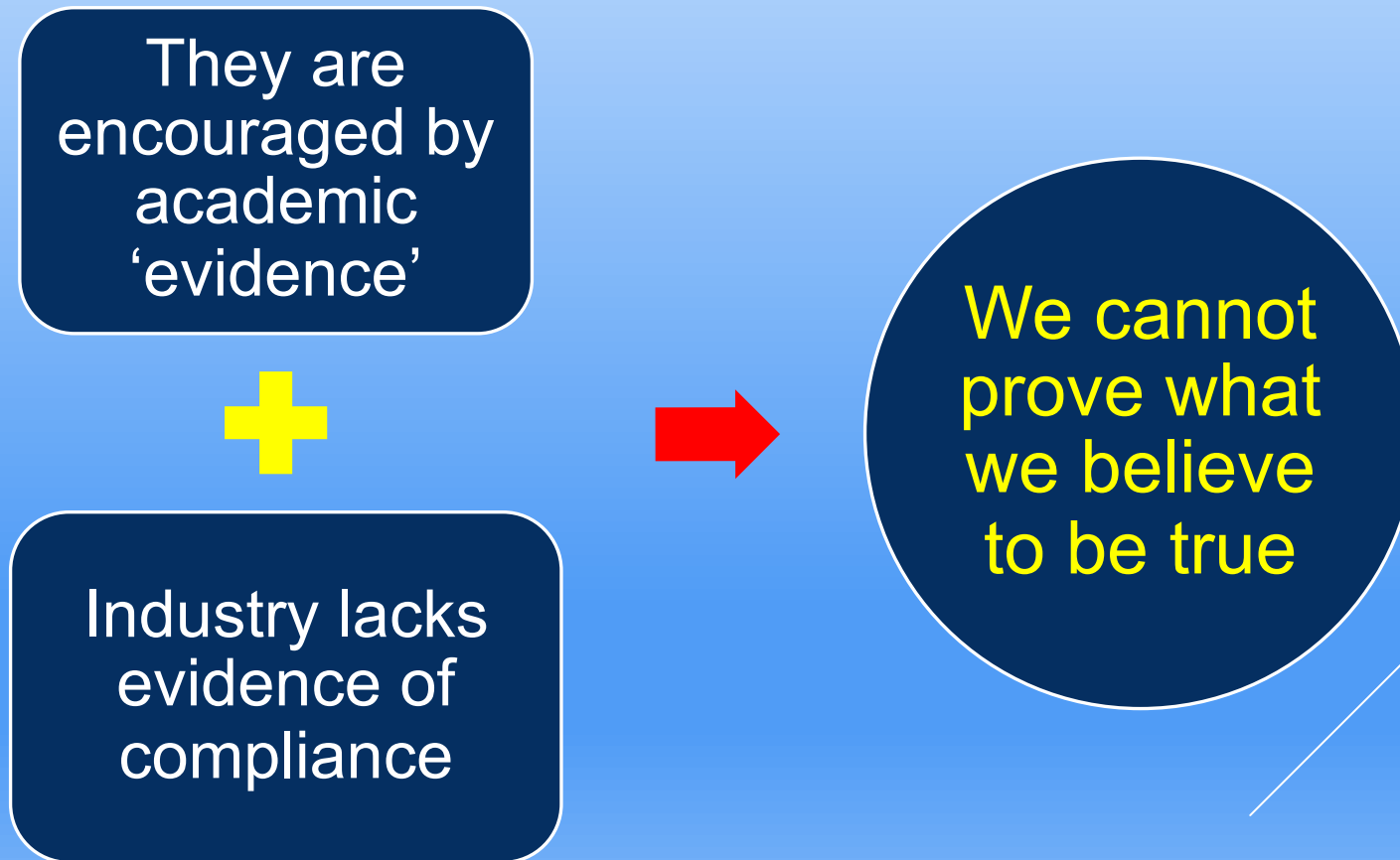


First gambling, now alcohol ads are in booze 'loophole' bust

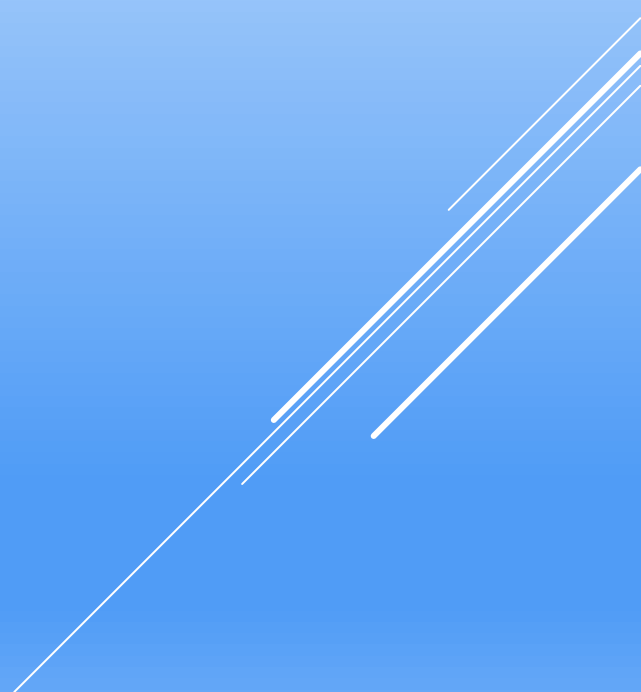
Our response



The Core Issue: Regulators still question advertising self-regulation effectiveness



Our problem:

- Compliance measured by negatives not positives
 - No. of complaints don't tell the story
 - The absence of current industry compliance data allows critics to define the narrative
- 
- A decorative graphic consisting of several parallel white lines of varying lengths and orientations, located in the bottom right corner of the slide.

Weakness in our evidence

- When we do measure there are strong results,
- But what evidence we have is
 - Ad-hoc rather than systematic
 - Geographic gaps leave many markets without 'local' evidence
 - Lack consistent affordable scalable methodology
- **The opposition is winning the evidence game**

Two Critical Compliance Dimensions

Creative Content

Are advertisements compliant with code requirements on responsible messaging?

Media Targeting

Are campaigns avoiding vulnerable groups as codes require?

Step 1: Kids & TV

- Objective: Demonstrate that young people were not targeted with either F&B or alcohol ads
- Why television?
 - Very measurable
 - Specific argument to address: absolute viewer numbers vs %s



Kids Are Not Seeing Food Or Alcohol Ads on TV

- Kids just 3% of audience for average QSR ad. Less for food & beverage brands.
- The highest rating sports programme had just 9% of all 5-15s watching
- Cost of evidence – US\$4k



Step 2: Alcohol on Social

- Alcohol ad content
- Partnered with BigDatr (Aust)
- AI evaluation of all alcohol ads in social media in January 26 against ASA Code for one month



Alcohol Ad Sweep

- 1098 pieces of content from Jan 2026
- 774 'Alcoholic beverages'
- Activity heavily concentrated in Social, especially Facebook
- Every ad assessed against risk of ASA Code breach (AI)
- Highest 10% externally evaluated
- **Code breaches: 0%**
- Cost of evidence – <US\$2k*



Step 3:

- Review methodology
- Repeat trial in second category (HFSS?)
- Engage with SRO (independence)
 - Evaluation
 - Report writing
 - Funding?

Step 4

1. Develop proof points on targeting compliance
 - OOH
 - BVOD
 - Social
2. Trial collaboration with media agencies to demonstrate targeting compliance on sample campaigns
3. Independent analysis


The OMNICOM logo is displayed in white, bold, uppercase letters on a black rectangular background. The logo is positioned on the right side of the slide, with several white diagonal lines extending from the top right corner of the black box towards the right edge of the slide.

OMNICOM

Why This Matters Now


- Risk of regulation intervention is not going away
- Critics fill our evidence vacuum with poor or outdated research
- Public health officials accept weak evidence to pursue statutory controls
- Without current, robust data, the argument that self-regulation is effective will always be vulnerable

Can we Collaborate?

- Build an international evidence framework we can share
 - Using common methodology scalable across markets
 - Demonstrating both creative + targeting compliance
 - That is independently validated (SROs?)
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

The Time to Act is Now

Work together to building an evidence base that:

- demonstrates commitment to responsible advertising
 - and gives regulators confidence
- 



FUTURE PROOFING SELF-REGULATION

Josh Faulks

CEO, Australian Association of National Advertisers

AREAS OF BROAD ALIGNMENT

1

PROTECT & PROMOTE

The need to protect and promote advertising self-regulation to guard against overregulation.

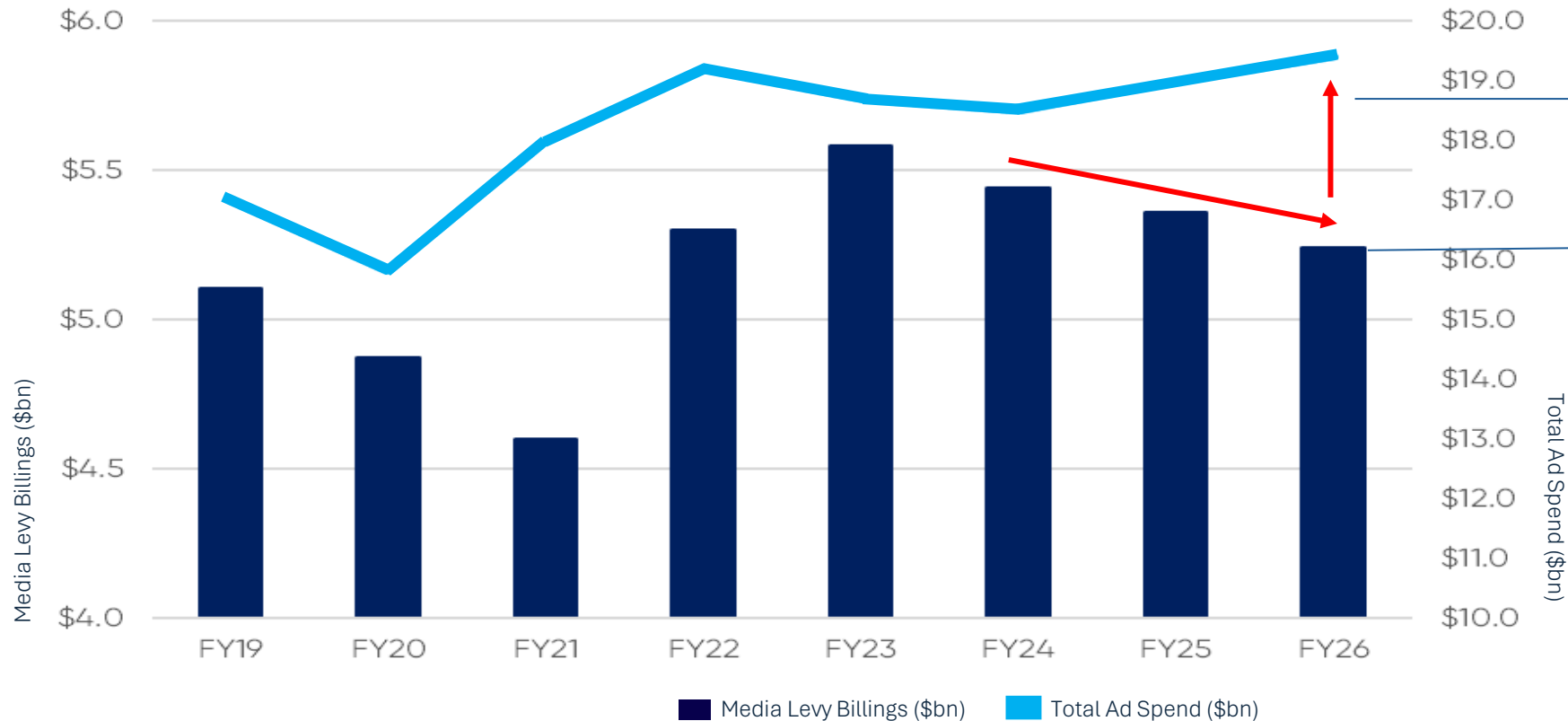
2

SUSTAINABLE FUNDING

The need for sustainable, long-term funding solutions for Self-Regulatory Organisations (SROs) globally.

IN AUSTRALIA

Self-regulation funding is in structural decline



The gap between Total Ad Spend and Media Levy Billings is substantial and increasing.

Media Levy Billings (through media agencies) are in structural decline.

Complaint volumes in are growing faster than average cost to serve can be reduced.

DIFFERENT MODELS ACROSS MARKETS



Global SRO Funding Models
(by Market Count)

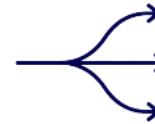
21% OTHER/HYBRID
(10 MARKETS)

12% LEVY SYSTEMS
(6 MARKETS)

67% MEMBERSHIP FEES
(32 MARKETS)



Different models across 48 markets



Will not be a one size fits all solution



Need a solution for countries outside
UK/Europe

UK TASKFORCE

PURPOSE

Secure the ASA's long-term funding to keep UK advertising regulation effective, independent and trusted.

CORE OBJECTIVES



Modernise the levy for a digital-first market.



Create a sustainable multi-year funding model.



Safeguard regulatory independence.



Oversee interim platform funding pending a permanent solution.



PROPOSAL

Establish a Global Taskforce to Secure Sustainable Funding for Advertising Self-Regulation

STRATEGIC MISSION

Build a future-proof global funding model(s) for advertising self-regulation that reflects digital-first ad spend, diverse market approaches, and rising consumer expectations.

PARTICIPANTS

- World Federation of Advertisers (WFA)
- International Council for Advertising Self-regulation (ICAS)
- European Advertising Standards Alliance (EASA)
- SRO/industry body representation from each funding model (including UK)
- Platforms(?).

NEXT STEPS

ICAS discussion at Milan in May.



THE ASK

NAC in principle support to establish a Global Taskforce.

Next meetings & AOB





hosted by:



Polska
Organizacja
Reklamodawców

NATIONAL ASSOCIATIONS COUNCIL
October 22 & 23, 2026
WARSAW

Upcoming NAC meetings



- **June 30**, Tuesday, 1-2:30pm CET remote
- **October 22-23** Warsaw, hosted by POR
(+ NAC Dinner on Oct 22)
- **NAC @ Global Marketer Week 2027**
– location & date TBC!

Details and other upcoming meetings and events at wfanet.org/events



NAC repository

→ [View WIP version](#)

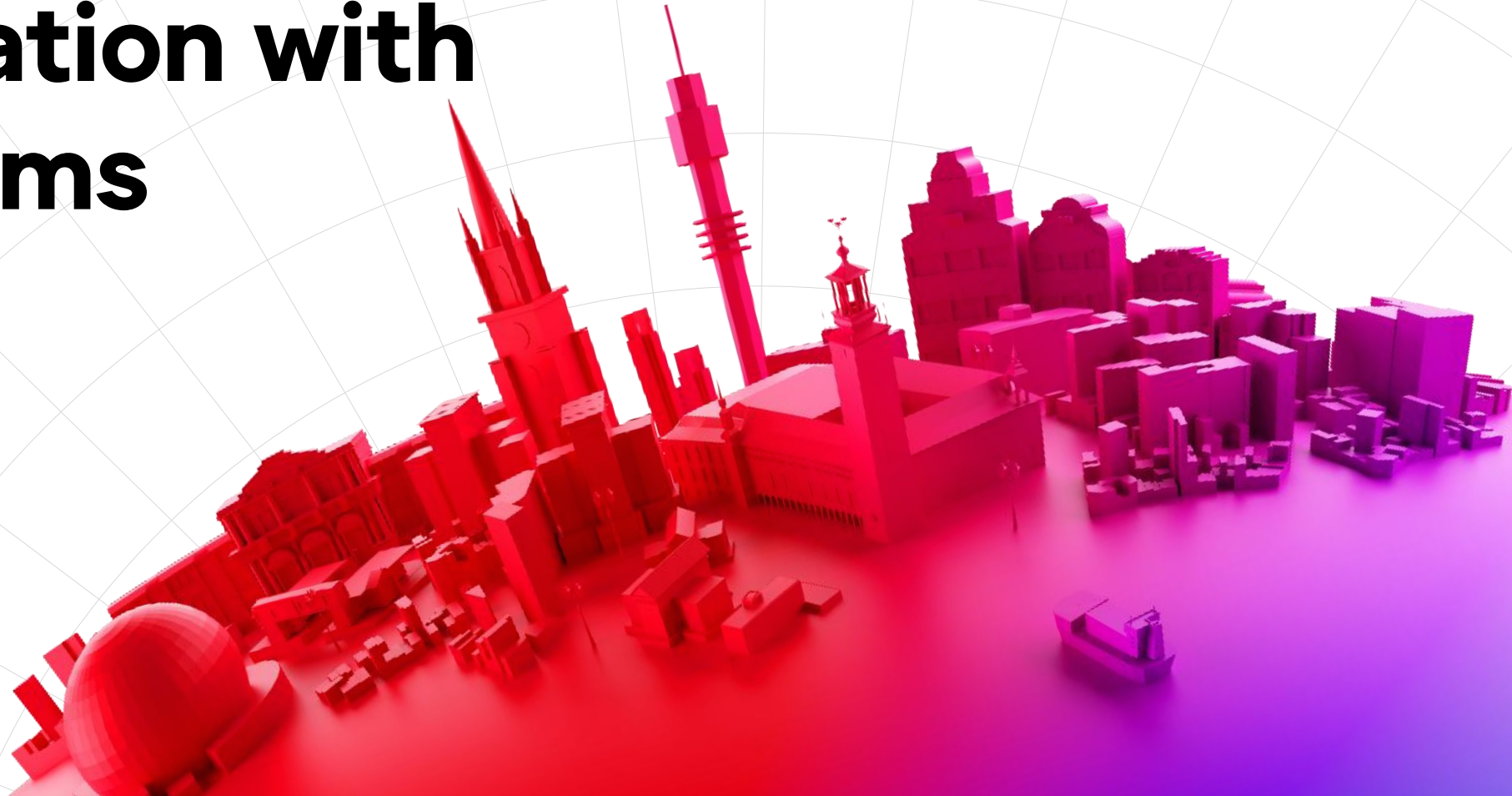


Topic / area	WFA initiatives & resources (for more info/access, contact Laura I.baeyens@wfanet.org)	National Association initiatives & resources	NA contact for more info/access
Marketing fundamentals & thought leadership	→ Marketer of the Future research (2025) Research conducted with Oxford and national associations which identifies key areas where marketers who are leading and helping to grow their brands are succeeding and where struggling brands are failing to compete.	→ Sveriges Annonsörer (Sweden) – Campus Marketing Training platform designed to help marketing teams gain new knowledge and implement marketing strategies. It combines on-site, teacher-led training for individuals with digital micro-courses available for the rest of the team.	Hanna Riberdahl
	→ The Candid CMO series (2025-)	→ UBA (Belgium) - UBA Academy	Luc Suykens
	→ Better Marketing podcast (2020-)	→ Marketing Finland - Match Up Tour	Riikka-Maria Lemminki
	→ Clients & Creativity research (2022)	→ ANA (US) - Marketing Capabilities Framework (2023)	Riikka-Maria Lemminki
		→ Marketing Finland Academy	
Media fundamentals	→ Global Media Charter (2023)	→ ANA (US) - Programmatic Benchmark Study (2024-)	
	→ Media's Got Talent? research (2022)	→ ISBA (UK) - Responsible Media Guide (2025)	
		→ ISBA (UK) - Programmatic Supply Chain Transparency Study (2023)	
		→ ISBA (UK) - Media Foundation & Media Excellence Certificates	
Cross-media measurement	→ Halo cross-media measurement initiative	→ ISBA (UK) - Origin	Phil Smith
	→ Halo framework (2023)	→ ANA (US) - Aquila	
Retail media	→ Establishing principles for a new approach to cross-media measurement (2020)	→ Sveriges Annonsörer (Sweden) - The Advertising Value Chain (2021)	Hanna Riberdahl
	→ Questions to Ask Your Retail Media Partners (2024)	→ ISBA (UK) – Responsible Retail Media Framework	
		→ ANA (US) - Report on Retail Media Networks: Optimism Tempered with Caution (2024)	
Marketing effectiveness	→ Report on creating a global culture of marketing effectiveness (2023)	→ Sveriges Annonsörer (Sweden) – The Effectiveness System & Marketing Effectiveness database, certification and reports	Hanna Riberdahl
		→ Sveriges Annonsörer (Sweden) – Effectiveness Handbook	Hanna Riberdahl
		→ ANFO (Norway) - ANFO Effekt Project	
		→ AEA (Spain) - Premios Eficacia / Effectiveness Awards	Silvia Bajo
Agency & partner relations	→ Report on the Future of Agency Remuneration (2024)	→ Union des marques (France) – Start-up your brand programme	
	→ Report on the Future of Media Agency Models (2023)	→ ANA (US) – Report on the Acceleration of Principal Media (2024)	
	→ Report on the Global Trends in Agency In-housing (2023)	→ ISBA (UK) - Pitch Positive Pledge	
	→ Report on the Evolution of Sponsorship (2023)	→ ADVAN (Nigeria) - ADVANxChange hub connecting brands, marketing service providers, agencies	Ediri Ose-Ediale
	→ Report on Agency Roster Transformation (2022)		
	→ Guide to appointing media agency networks on a global or multinational basis (2025)	→ ISBA (UK) - Media Services Framework (2025)	Stephen Chester



Global Marketer Week
Stockholm '26

Working lunch: In conversation with the platforms



In conversation with the platforms



Michael Todd
Global Director,
Industry Relations,
Google



Christy Cooper
Global Director,
Industry Relations,
Meta



Francis Stones
Global Head of Brand
Safety & Responsible
Media, *TikTok*



Gabrielle Robitaille
Director of Policy,
WFA

World Federation of Advertisers

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WFA

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