

Webs Review

InfoAdex

www.infoadex.es

InfoAdex controls and analyses conventional media advertising in Spain. The website reports on the quantitative services (Info XXI, Ad Hoc reports) and qualitative services (Sistema Mosaico Premium, Sistema Alerta) the company offers. Some of these services are only accessible to clients. The section on publications allows the public to consult studies on advertising investments, reports, a press dossier and a glossary of terms.

European Advertising Standards Alliance

www.easa-alliance.org

The European Advertising Standards Alliance groups together national advertising self-regulatory organisations and organisations that represent the advertising industry in Europe. Its main purpose is to promote self-regulation in the advertising sector. The website includes indications on conflictive questions relating to advertising (gender stereotypes, protection of children, etc.) and links to the organisation's publications: the newsletter Focus, self-regulation guides, etc. It can be used to lodge complaints about advertisements, which are redirected to the national self-regulation organisation (in Spain's case, the Asociación para la Regulación de la Comunicación Comercial).

Marketing Directo

www.marketingdirecto.com

Marketing Directo is a portal devoted to advertising and marketing. You can consult studies and rankings related to these issues (advertising investment in Spain, sexist advertising, ranking of advertising agencies, etc.). Other site services include a news board, a news archive, documentation on campaigns and a list of sector companies.

World Advertising Research Center

www.warc.com

This website provides information on global advertising and marketing. It includes an extensive related bibliography classified by topics: different research projects, case studies, product categories, leading brands, etc. It also provides access to statistical data by countries. In most cases it is necessary to register to access the documents. It also includes the organisation's publications.

European Commission

europa.eu.int/comm/avpolicy/stat/studi_en.htm

The full study commissioned by the European Commission on the development of new advertising techniques is reproduced on this website. The 2002 study tackles the economic and legal aspects of advertising today and new techniques. It also includes specific reports by member states. The study was part of the process of reviewing the Television Without Frontiers Directive, given the difficulty in interpreting the regulation of new advertising techniques in the current legislation.

Asociación Española de Agencias de Publicidad

www.aeap.org

This organisation that was created in 1977 aims to defend the commercial freedom of expression and professional interests of ad agencies, and to promote and develop advertising activity. It comprises 40 agencies that account for around 85% of investment generated through agencies in Spain. The site has general information on the advertising agency sector and allows access to advertising studies carried out by different companies and associations. You can also consult a selection of publications from the AEAP itself and other organisations.

Asociación Española de Anunciantes

www.anunciantes.com

The Spanish Advertisers' Association, with more than 140 members, was established in 1965 to defend the interest of advertising companies with regard to commercial communication. The site has information on publications (a news bulletin, annual reports, other reports, etc.) and the association's activities. The latter includes the Advertising Observatory, a work group of advertisers. The studies focus on Spanish television and analyse the time dedicated to programming and advertising. They come out every month.

Adlatina

www.adlatina.com

This site, an advertising portal in Latin America, has a series of services relating to advertising and communication (research, current affairs, etc.). It also has an extensive database of advertisements and a directory with information on agencies, suppliers, festivals and awards, among other services. You must register to be able to access most of the information.

American Advertising Federation

www.aaf.org

A professional association that coordinates aspects of the industry with an academic basis and which represents advertisers, agencies and communication firms. The site has information on different advertising services and legislation. The project AFF Mosaic Center on Multiculturalism, which aims to be a think tank on cultural diversity, is explained in a section devoted entirely to multiculturalism.

Asociación de Usuarios de la Comunicación

www.auc.es

This is an independent organisation that defends the public's interest in relation to the different media and systems of communication and new information technologies. In the field of advertising, each year the AUC follows and controls advertisements on all types of media and supports. Through this website, you can access different reports on advertising (pseudoscientific, health-related products, toys, etc.). It also includes references to different activities the AUC undertakes, particularly claims and lawsuits related to advertising.

Asociación para la Autorregulación de la Comunicación Comercial (Autocontrol)

www.autocontrol.es

Autocontrol is an advertising self-regulatory organisation that aims to prevent and resolve advertising controversies. It bases its activity on the production of codes of behaviour that form the grounds for codes of ethics and their application through an independent ethics organisation. The site contains the codes of conduct and links with the complete texts of the latest resolutions from the ethics organisation. You can also consult the annual activities report. Members can access a database on advertising regulations.

Interactive Advertising Bureau

www.iab.com

The Interactive Advertising Bureau is an association founded in the United States in 1996 to promote the growth of the interactive marketing and advertising sector. It has more than 22 offices around the world, including in Spain. The site allows access to monthly information bulletins, which include news and information on recent research related to interactive communication. There is also a section on standards and recommendations.

Children's Advertising Review Unit

www.caru.org

This New York-based organisation assesses advertisements addressed at children and checks compliance with a series of regulations, from the perspective of self-regulation. The website allows access to the document entitled Self-Regulatory Guidelines for Children's Advertising, which includes the main principles that advertising aimed at children must respect in all types of media.

Advertising World

advertising.utexas.edu/world

The Department of Advertising at the University of Texas, Austin, presents a selection of links related to advertising and marketing: advertisements, educational sites, product placement, regulation, publications, etc. The site includes links to the Center for Brand Research and the Center for Interactive Advertising.