



Annual Report 2021

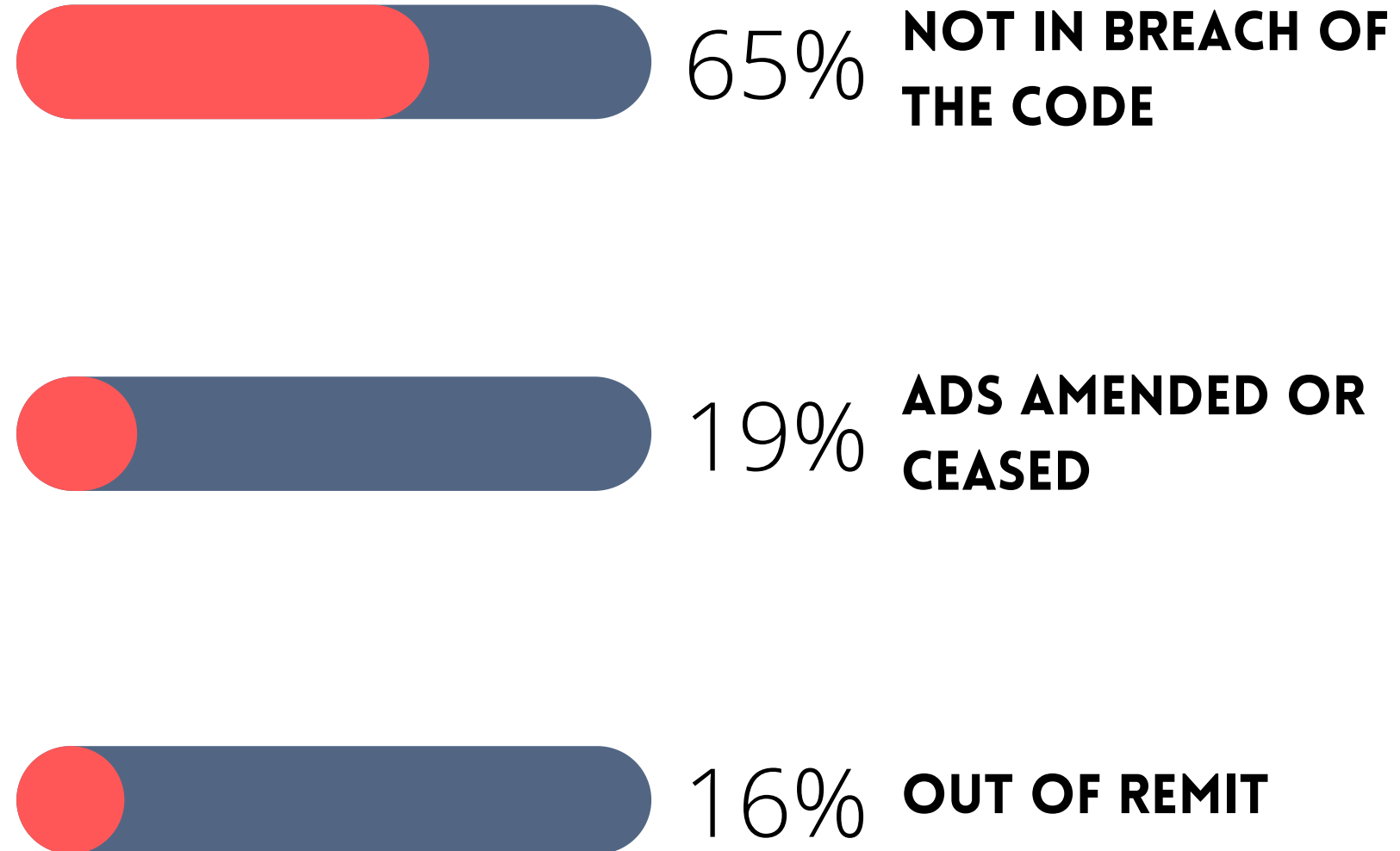
IAP Istituto dell'Autodisciplina Pubblicitaria

**ISTITUTO DELL'AUTODISCIPLINA PUBBLICITARIA
VIA LARGA, 15
20122 MILANO**

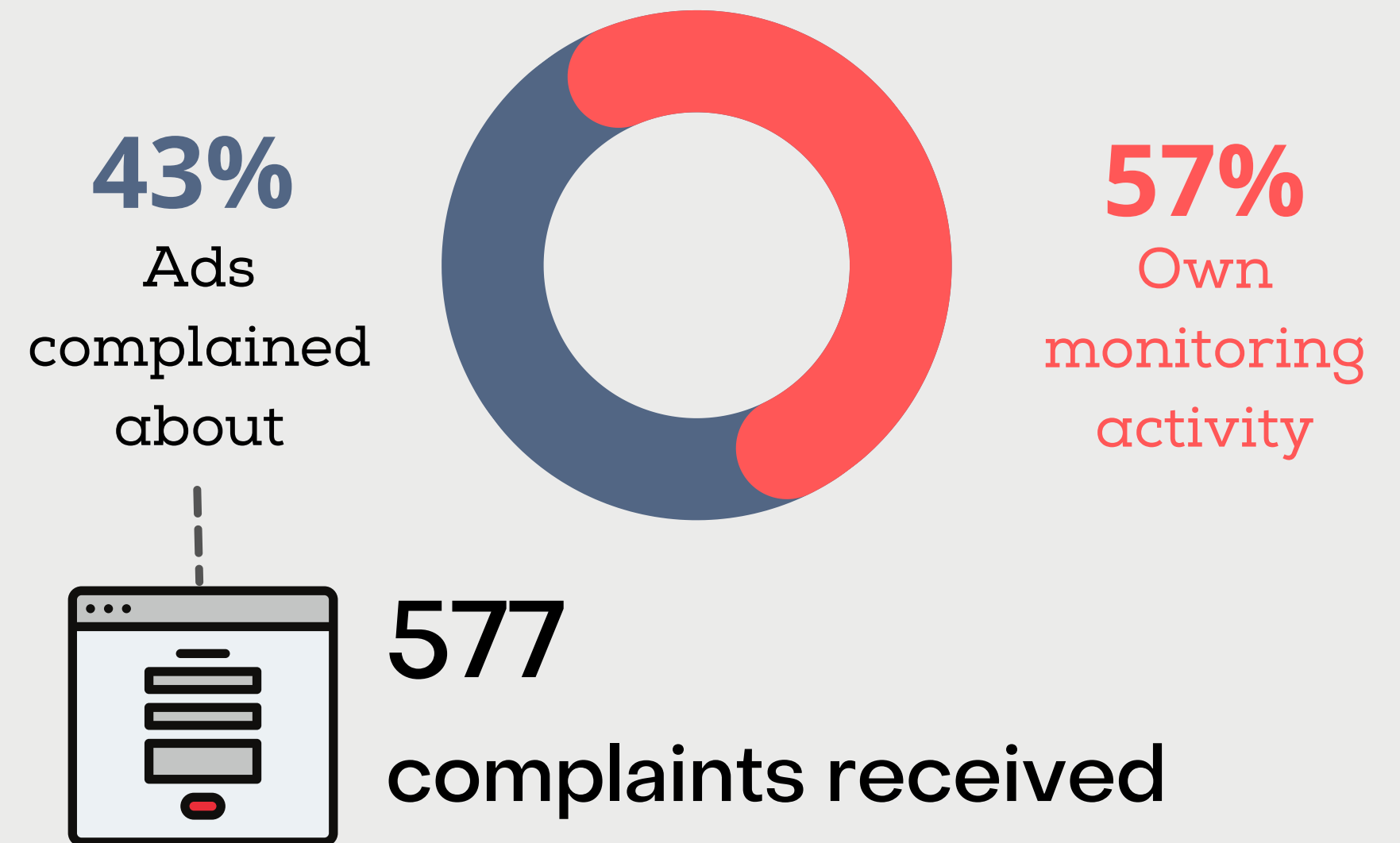
REVIEW BOARD

Cases resolved informally: 372

OUTCOME



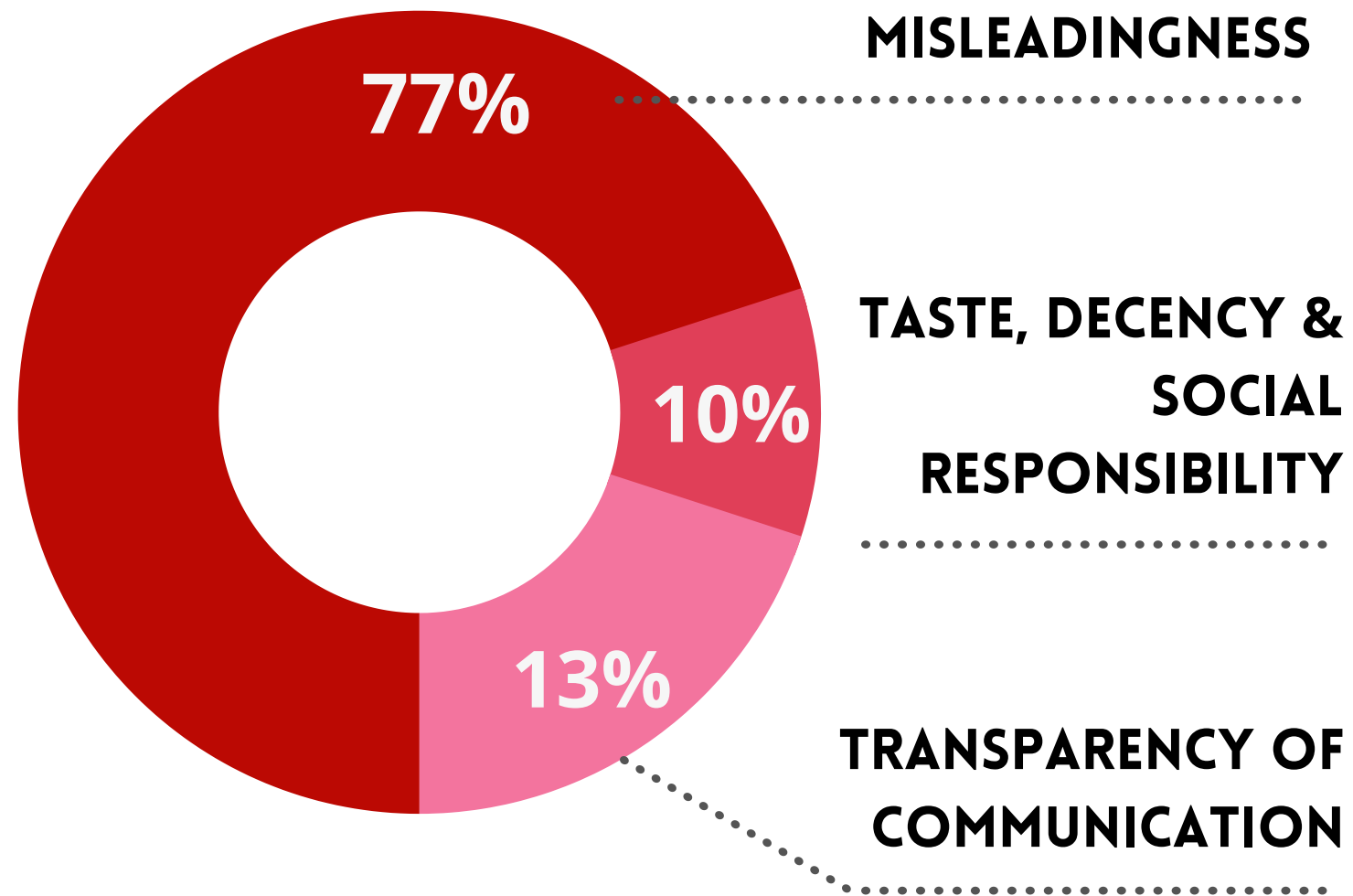
SOURCE OF CASES



REVIEW BOARD

Formal adjudications: 30 desist orders

ISSUE



MEDIA



PRESS

17%



WEB

27%



RADIO - TV

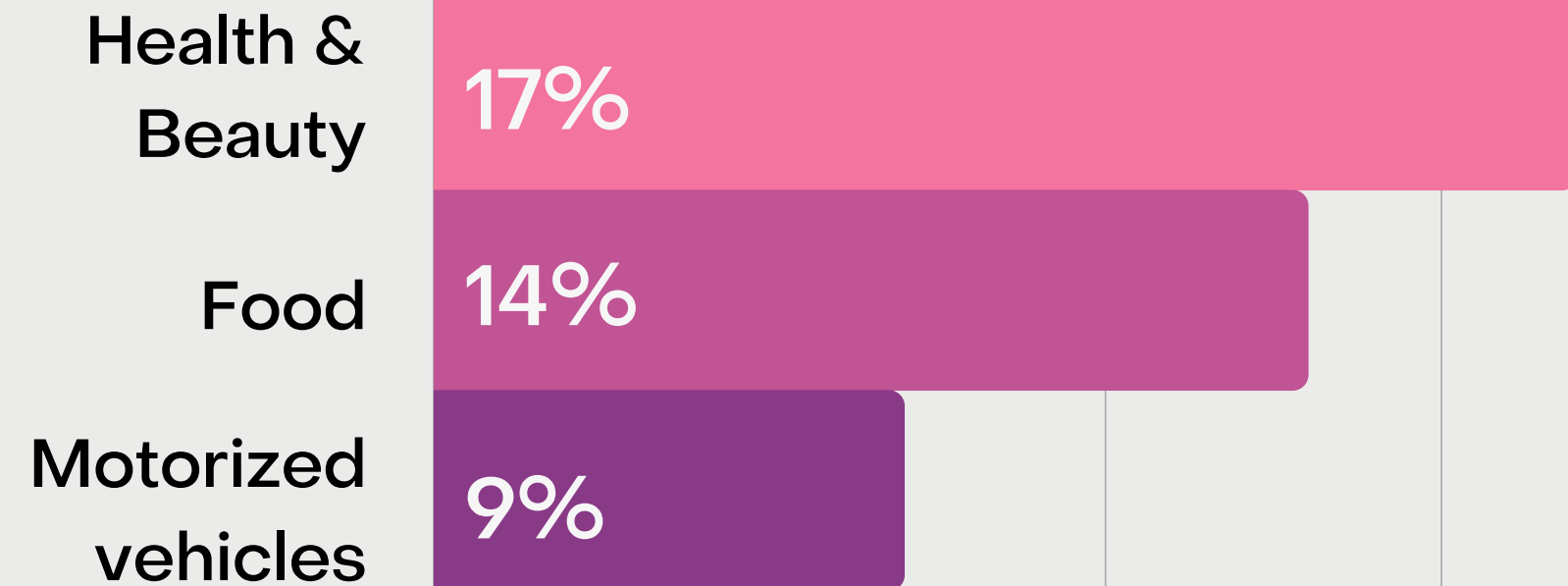
49%



OUTDOOR

7%

MAIN PRODUCTS & SERVICES ADVERTISED



18 Jury adjudications

SPEED OF INTERVENTION

8-12 DAYS

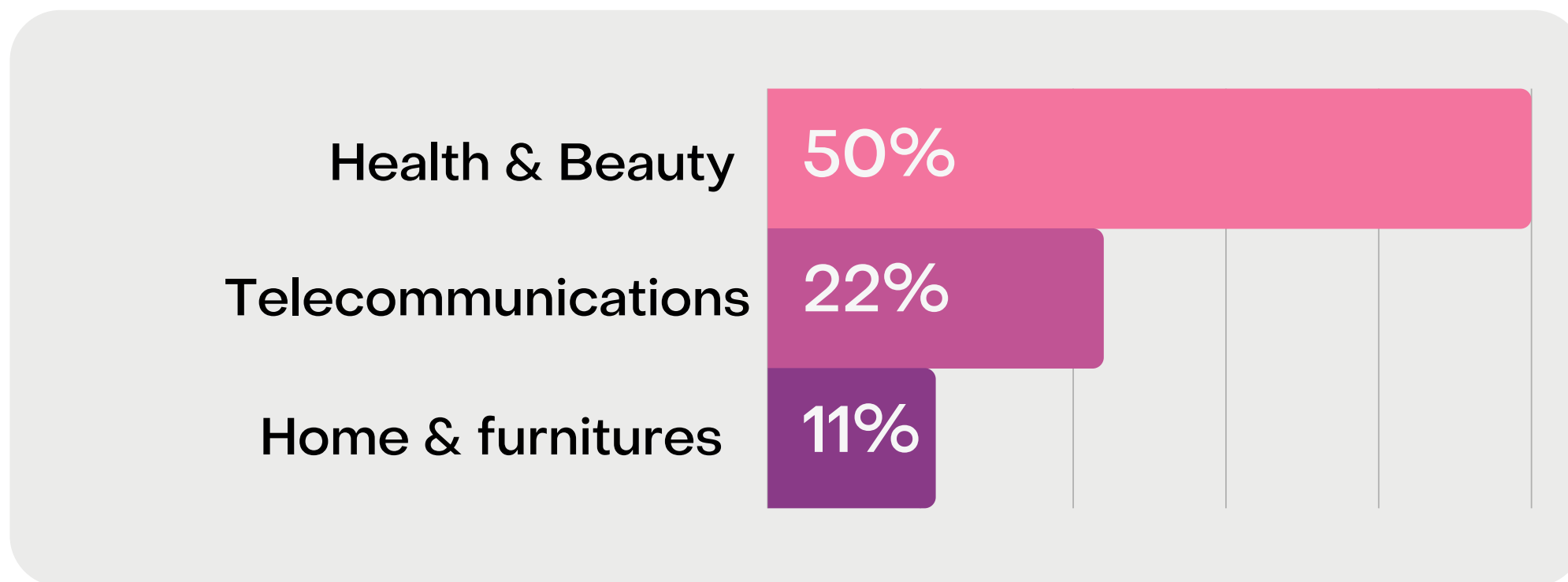


13-15 DAYS



* WORKING DAYS

MAIN PRODUCTS & SERVICES ADVERTISED



MEDIA



TV

50%



PRESS

15%



WEB

27%



LEAFLET

4%



RADIO

4%