

**iap**

istituto  
dell'autodisciplina  
pubblicitaria

# 2025 Annual Report

**59th year of activity**



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# New President's Speech



**Chiara Alvisi**

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**IAP President**



I am honored by the trust that has been placed in me and pleased to be able, in this role, to contribute to the promotion of the self-regulatory values of honesty, truthfulness, and fairness in commercial communication. These values represent the mission of the Institute of Advertising Self-Regulation (IAP) and serve the general interest of the entire legal system.

The self-regulation of commercial communication, which IAP has promoted for nearly sixty years, has made a fundamental contribution to building a market legal order in which the protection of individuals and citizens is recognized as a constitutive value. It also represents an excellent example of subsidiarity within civil society, particularly among companies investing in advertising, media organizations, and advertising professionals, who—through self-regulation—anticipated State intervention in pursuing the same general interest.

Today, the legal system, also strengthened by European sources, has assumed responsibility for safeguarding this interest while maintaining an open dialogue with the self-regulatory institution. This dialogue has already produced fruitful results and, I hope, can be further strengthened through forms of co-regulation, as already occurs in other European Union countries.

The mandate entrusted to me commits me to making a direct contribution to the further development of self-regulation, a task I intend to fulfill by ensuring a presidency that guarantees the impartiality of the adjudicating bodies and remains fully independent and above all parties with respect to the various components of the Institute.

**Milan, 14 April 2025**

# Numbers of activity in 2025

## 251

### Cases examined

**218** Cases resolved briefly by Review Board

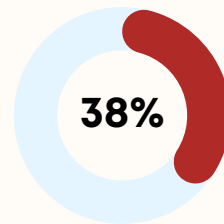
**19** Review Board's desist orders

**12** Jury's decisions

**2** Not pursued

## 138

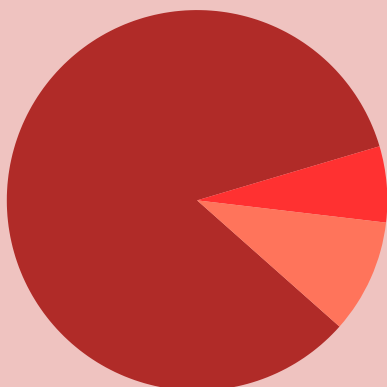
### Complaints



38% of the cases dealt with originated from a complaint by the public

## 31

### Formal adjudications (desist orders and Jury's decisions)



Citizen 84%

Consumer 6%

Competitors 10%

**Citizen and consumer's protection 90%**

# Review Board

Body responsible for the protection of the consumer-citizen

## 218 Cases resolved briefly

Cases resolved thanks to the cooperation of the advertiser, who modified the ads on Review Board's request, as well as cases examined and archived because they complied with the rules of the Code.

## 93 copy advice

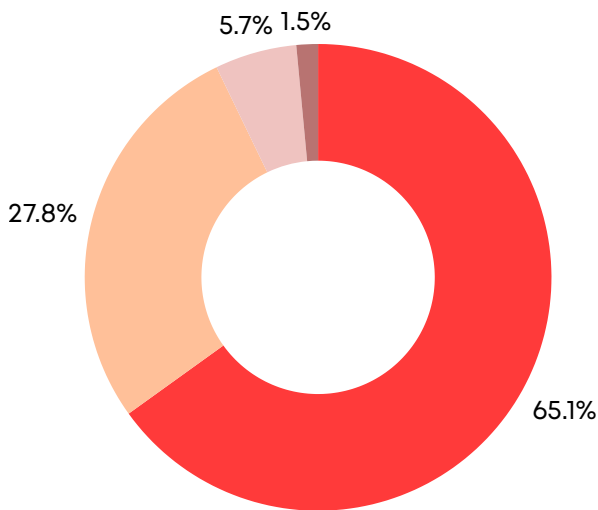
Copy advice Section of Review Board assesses compliance with the Code of Self-Regulation of commercial communications not yet disseminated.

## 19 desist orders

Procedure by which the Review Board orders the removal of the ad in breach with the Code. The advertiser can file an appeal.

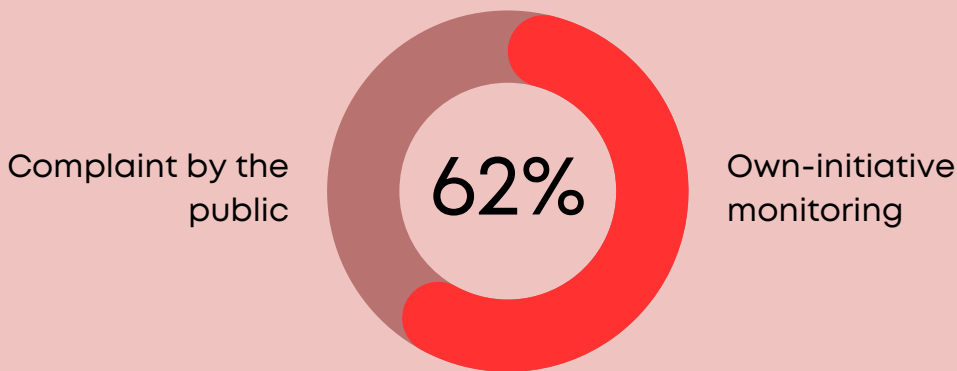
## 5 petition to the Jury

Ads that the Review Board submits to the Jury, even following a complaint, because in its opinion the advertising does not comply with the rules of the Code.



# 218 cases resolved briefly

## Origin of the cases examined



*In addition to monitoring traditional media, IAP in the last years has been carrying out extensive monitoring, using AI, on major social media in relation to influencer marketing.*

## Outcome

**62%**

Ads not in breach of the Code

**26%**

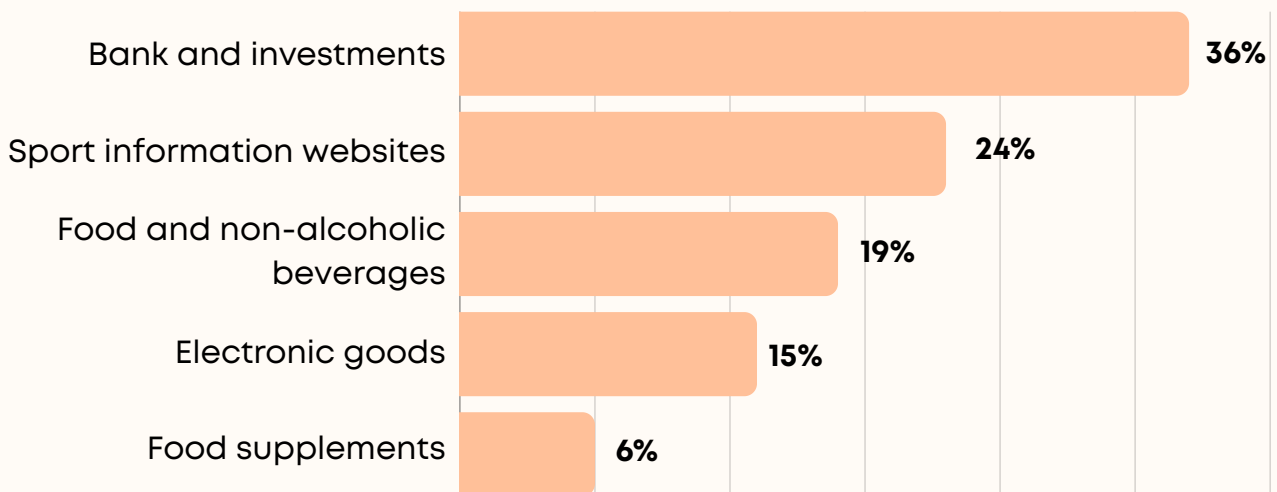
Ads amended or ceased by the advertiser

**12%**

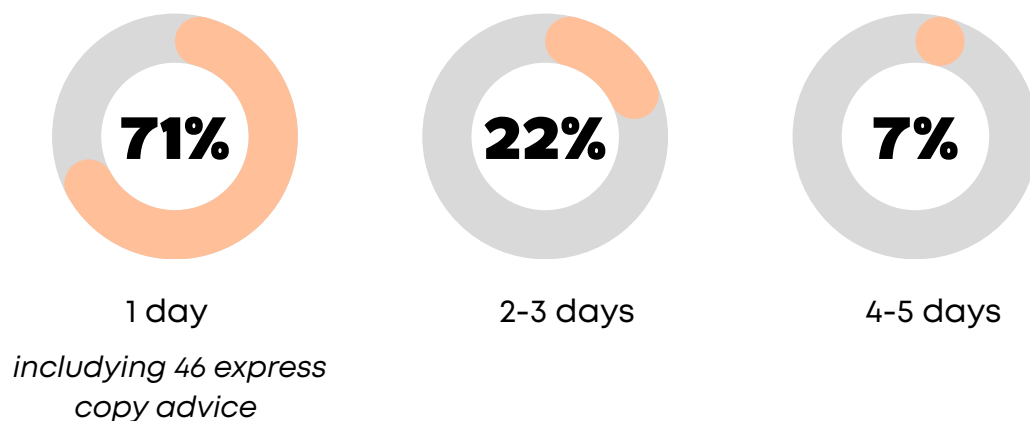
Out of remit: the parties involved (advertiser, media) are not bound to the Code

## 93 copy advice

### Product/services that submitted most copy advice requests



### Duration

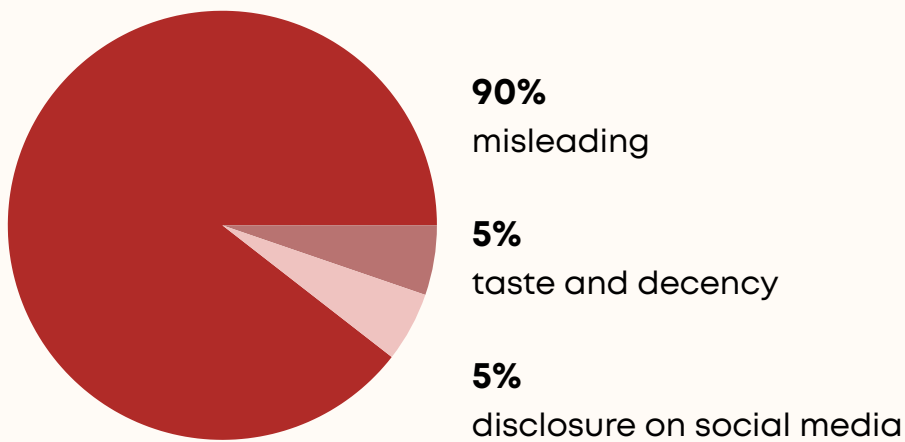


### Outcome

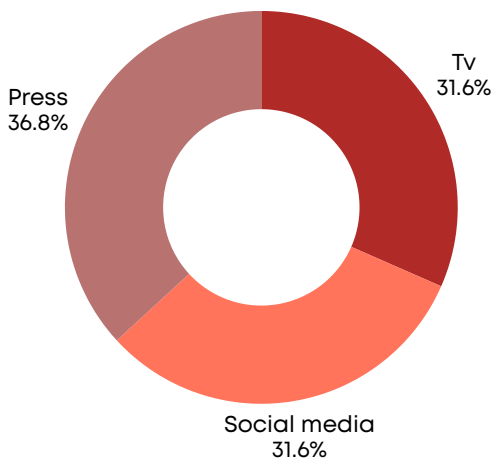


# 19 desist orders

## Intervention issues



## Media



## Most involved products/services



# Jury

Judging body

The decisions of the Jury, after being communicated to the parties, are published in brief on the IAP website and in full form in the Online Archive of Decisions (archivio.iap.it).

**12** decisions

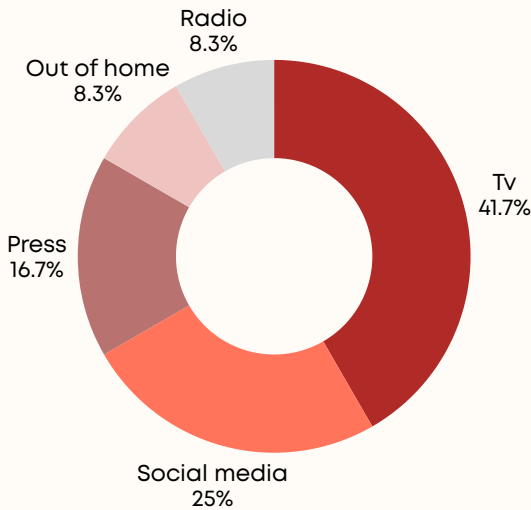
**58%**

on party's claim

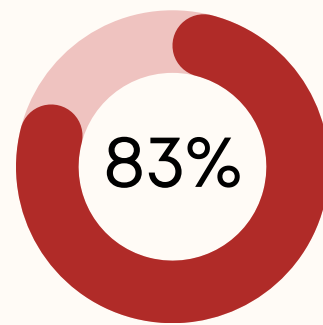
**42%**

on Review Board's claim

## Media

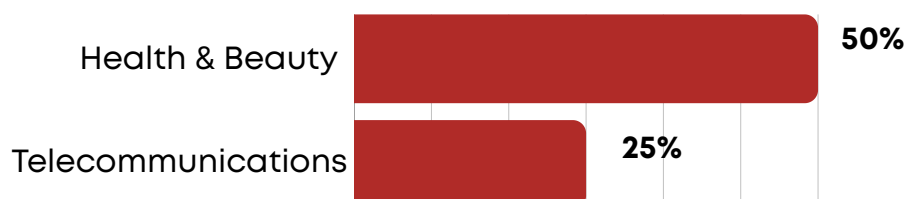


## Time frame from the beginning of the proceeding to the decision



**8-12 days**  
working days

## Most involved products/services



# Strengthening Institutional Relations

## Two Important Agreements Renewed

### **With ANCI for Monitoring Sexist Advertising**

In April 2025, ANCI and IAP renewed for a further three years the Memorandum of Understanding originally signed in 2014, with the aim of raising awareness among Italian municipalities regarding the application of regulations on advertising and public billposting.

Particular attention is given to combating messages that undermine personal dignity, contain representations of violence, or may encourage violent behavior toward women and men.

Over the years, a growing number of municipal administrations have fully implemented the Protocol. At the time of renewal, the following municipalities had joined: Arcore, Bergamo, Bologna, Catania, Cinisello Balsamo, Fano, Florence, Genoa, Legnano, Modena, Naples, Padua, Palermo, Pesaro, Ravenna, Rome, Ragusa, Ripalimosani, Savona, Siena, Turin, and Trento.

### **With AGCOM for Transparent and Fair Advertising**

Throughout 2025, collaboration between AGCOM and IAP—initiated in 2018—was further strengthened, continuing to represent a significant example of co-regulation in line with European guidelines aimed at promoting cooperation between public authorities and self-regulatory bodies.

The renewal of the Agreement, which took place in November 2025, introduced important innovations, with particular focus on the recognizability of commercial communications disseminated by influencers, in line with IAP's Digital Chart Regulation, which is expressly referenced by AGCOM's Influencer Code of Conduct.

The agreement also provides for the development of joint projects aimed at combating non-transparent advertising through the definition of shared reporting procedures and strengthened cooperation with European co-regulatory networks.

# Training Initiatives

## Online Training for Influencers on the Rules of Responsible Advertising

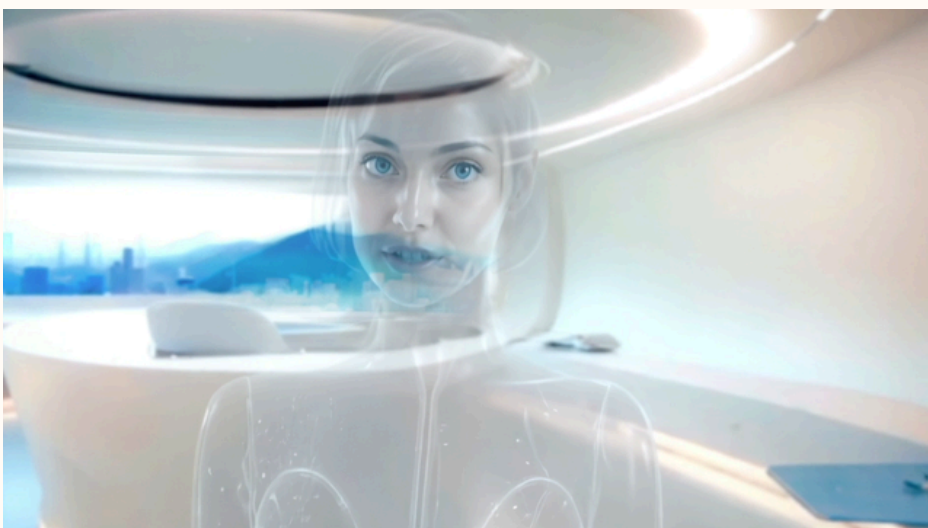
In October 2025, the Institute launched its first online training course for influencers dedicated to responsible advertising.

The course was created as part of the European project “Adethics,” promoted by EASA, the European Advertising Standards Alliance, which has already trained more than 10,000 influencers and creators across several countries.



The format was adapted to the Italian context and supplemented with a module developed by AGCOM. The course provides practical tools to ensure compliance with regulations, also in light of AGCOM’s Influencer Code of Conduct, with particular attention to transparency and the recognizability of commercial communications.

Delivered through e-learning and accessible at affordable conditions, the course includes a final test, the issuance of an attestation, and publication of successful participants on the IAP website.



The initiative was accompanied by a communication campaign aimed at promoting transparency as both a value and a competitive advantage for creators.



## Annual Course: “The Rules of Advertising”

24 editions

5 training modules

39 participants

17 speakers

In November 2025, the **24th edition** of the annual course “The Rules of Advertising” took place, with **39 participants** and contributions from **17 speakers**, including AGCOM President Giacomo Lasorella.

The course was divided into **five training modules** dedicated to the main topics of advertising regulation, updated to reflect the most current aspects of commercial communication.

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24.a edizione

**LE REGOLE DELLA PUBBLICITÀ**  
CORSO IN PRESENZA E ONLINE

**1° MODULO** 18 NOVEMBRE 2025  
CONSUMATORI E IMPRESE 1

**2° MODULO** 19 NOVEMBRE 2025  
INTELLIGENZA ARTIFICIALE

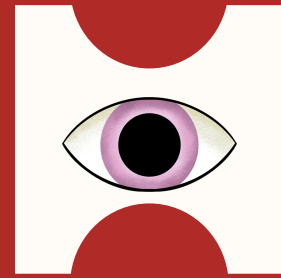
**3° MODULO** 20 NOVEMBRE 2025  
ISTITUZIONI

**4° MODULO** 24 NOVEMBRE 2025  
DIGITAL ADVERTISING

**5° MODULO** 25 NOVEMBRE 2025  
CONSUMATORI E IMPRESE 2



# Influencer Marketing Monitoring



In recent years, the Institute has strengthened its activities by complementing rule-setting with an advanced AI-based monitoring system capable of analyzing large volumes of content and systematically verifying compliance in online communications. For this project, collaboration with the Catholic University of Milan was renewed, under the supervision of Professor Nicoletta Vittadini.

## Project Figures

**400+ influencers monitored**

**2 key content economy sectors: beauty and food supplements**

**3 platforms: Instagram, TikTok, YouTube**

**2 monitoring periods: March–April and June–July 2025**

**13,000 advertising contents examined out of more than 220,000 published contents**

The **beauty sector** demonstrates substantial maturity and compliance, with 70% of content complying with the rules—a stable figure compared to 2024.

Some uncertainty and resistance remain in adopting unequivocal disclosure practices, especially in dynamic formats, including:

- poorly visible or temporary labels (11% of content)
- absence of explicit sponsorship disclosure (19% of content)

Communication regarding **food supplements** shows several positive aspects alongside some room for improvement. A particularly positive figure is that more than 60% of the promotional content analyzed is compliant and transparent toward followers. An additional figure is that only 16% is partially compliant, meaning the rules are applied imprecisely or incompletely.

The main area for improvement is represented by the 21% of content that

violates the Code of Advertising Self-Regulation.

Messages attributable to Unionfood member companies stand out positively, with only 0.6% of content found to be non-compliant with the Code and 1.4% only partially compliant.

From the perspective of the platforms analyzed, TikTok shows some areas for improvement regarding transparency in advertising content.

YouTube demonstrates an overall high level of compliance, with some critical issues in short-form content, where disclosure is not always present, and in long-form videos, where advertising disclosure is sometimes provided only verbally and not also through on-screen text.

As for Instagram, room for improvement emerges particularly in reels, where more than half of the analyzed content is not fully compliant.

The full report is available at this [link](#).

# Members

Ordinary and supporting members of the Institute in the year 2025

## Ordinary Members

**ADVERTISERS** UPA

**BROADCASTERS** CONFINDUSTRIA RADIO TELEVISIONI  
MEDIASET SPA  
RAI SPA  
SKY ITALIA SRL

**GLOBAL DIGITAL COMPANIES** GOOGLE ITALY SRL

**ASSOCIATIONS** AAPI  
FCP  
FEDOWEB  
FIEG  
IAA ITALY CHAPTER  
IAB ITALIA  
UNA

**NO-PROFIT ORGANISATIONS** COMITATO UPA FORMAZIONE  
FONDAZIONE PUBBLICITÀ PROGRESSO



new Ordinary Member in 2025

# Members

## Supporting Members

### ASSOCIATIONS

AICAP  
AIPE  
ADCI  
AOI  
ASSITOL  
ASSOBIO  
Cosmetica Italia  
Logico  
Unione Imprese Centenarie Italiane  
Unione Italiana Food

### INFLUENCER AGENCIES

40Degrees Srl  
Autentica Srl  
Buzzoole Srl  
Doom Entertainment  
Flu (part of Uniting)  
Hoopygang Srl  
Open Influence  
Skeepers  
Stardust Srl  
TBS Crew Srl  
The One Celebrity  
Wannabe Mgmt

### MEDIA

FILE  
FISC  
RTL 102.5 SRL

+ **3** new Supporting Members in 2025





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