



September 28, 2021

The ACCC Digital advertising services inquiry Final report

Commenting on the ACCC final report on the Digital Advertising Services Inquiry, published on 28 September 2021, Media Federation of Australia (MFA) CEO Sophie Madden said:

“We welcome and support the ACCC’s findings in the Digital advertising services inquiry Final report in relation to ad agencies.”

“It’s encouraging to note that in its report the ACCC acknowledged the important role agencies perform for advertisers, as well as calling out the work the industry has consistently carried out in seeking to empower advertisers by providing guidance on what they should expect and ask for in their dealings with agencies. Specifically, the MFA Transparency Framework for Agencies and Advertisers, the AANA’s Media Contract Template, and PWC’s checklist for brands on transparency and disclosure.”

“In recognition of this work and the competitiveness of Australia’s media agency industry, the ACCC further concluded that government intervention is not currently necessary to respond to transparency and conflict of interest issues relating to ad agency conduct.”

A copy of the full report can be downloaded [here](#).