

**Media Statement**  
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## **ACCC'S FINAL REPORT ON DIGITAL PLATFORMS**

**Friday, 26 July 2019** - The Australian Association of National Advertisers (AANA) welcomes the publication of the ACCC's final report and congratulates Commissioner Sims and his team on a comprehensive response to a hugely important and complex array of issues.

"We will carefully consider the report and consult with our members before making detailed comment on the report's recommendations but it is clear to us already that much of the Commissioners' report will be warmly welcomed by our members. We particularly support the recommendations strengthening consumer protection and consent in relation to the use of their data and the recognition that media regulation must change to reflect the new reality.

"We will engage fully with the Government during the forthcoming consultation process and participate in the proposed inquiry into the operation of ad tech services and advertising and media agencies," Mr John Broome, the AANA's CEO said.

**- ENDS -**

**For further information:**

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