

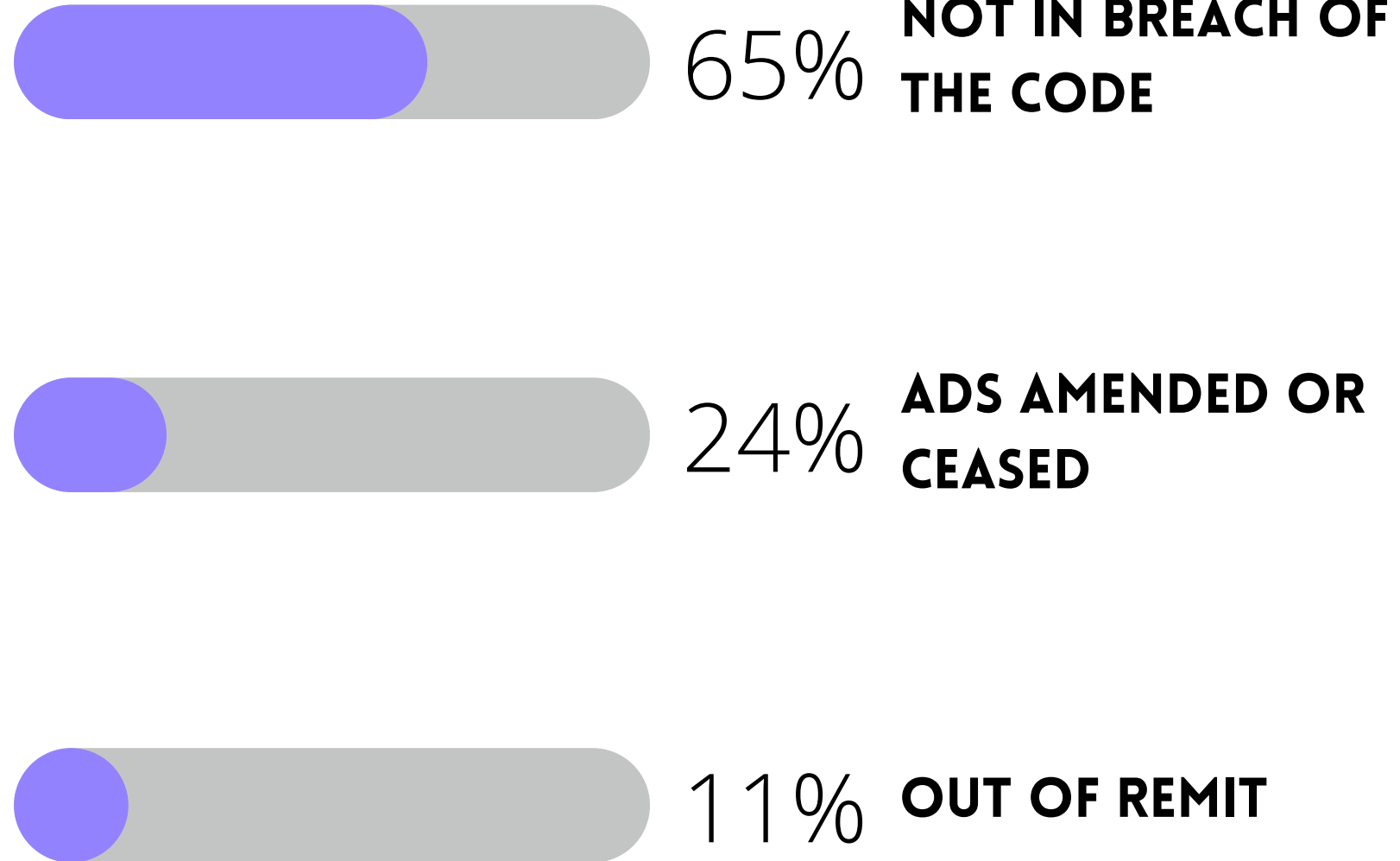
**Istituto dell'Autodisciplina Pubblicitaria**

# **Annual Report 2022**



Cases resolved informally: 271

**OUTCOME**

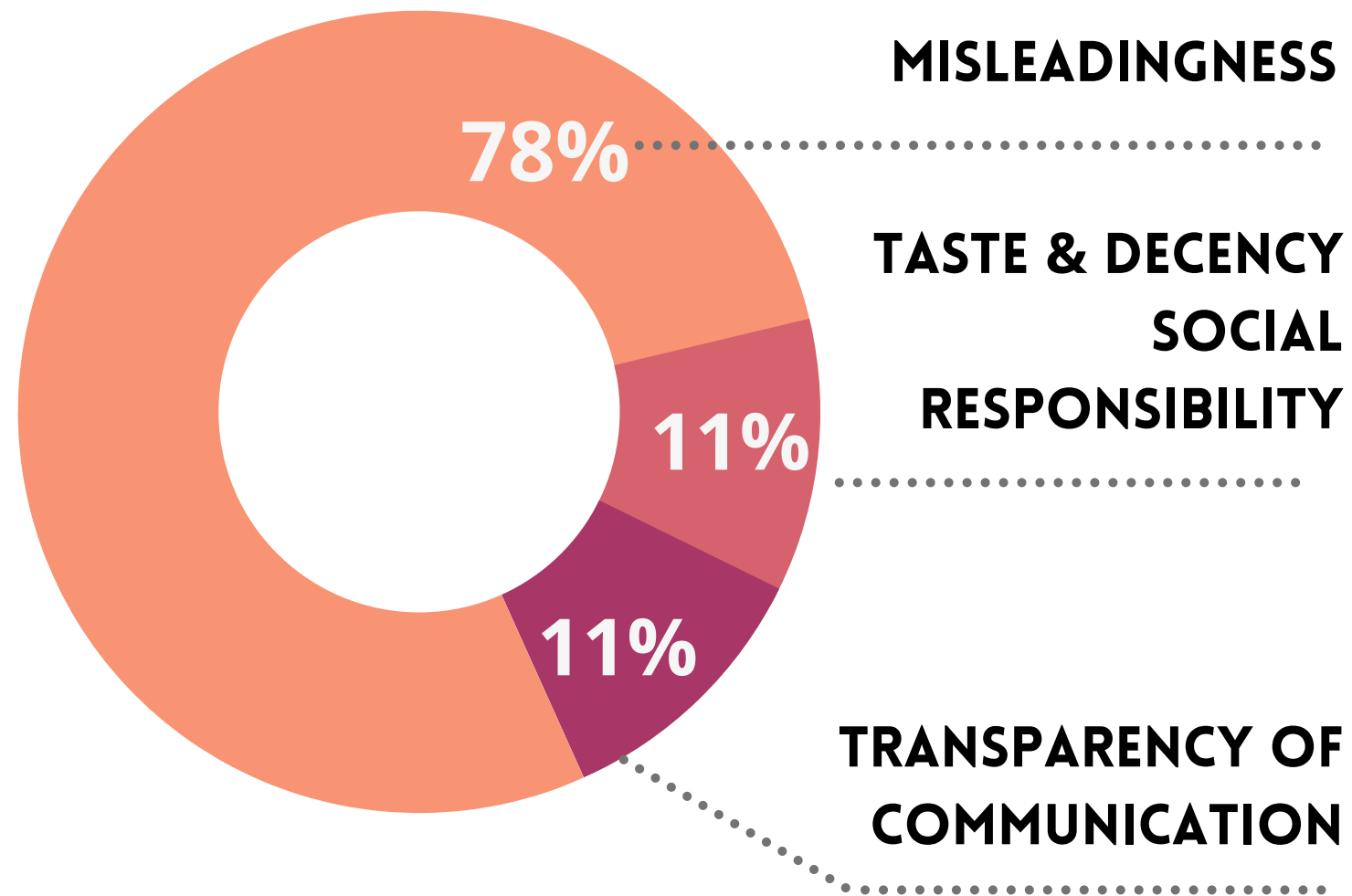


**SOURCE OF CASES**



# Formal adjudications: 18 desist orders

## ISSUES



## MEDIA



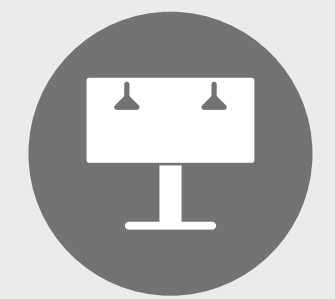
**TV**  
45%



**PRESS**  
39%

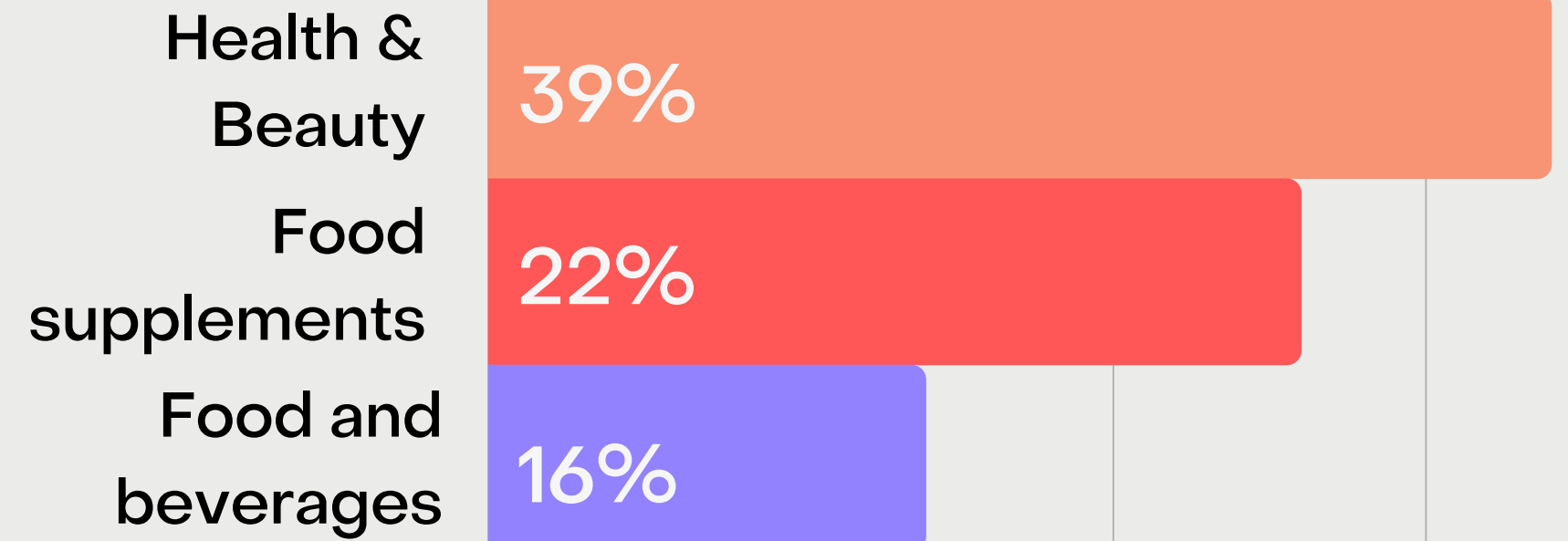


**WEB**  
11%



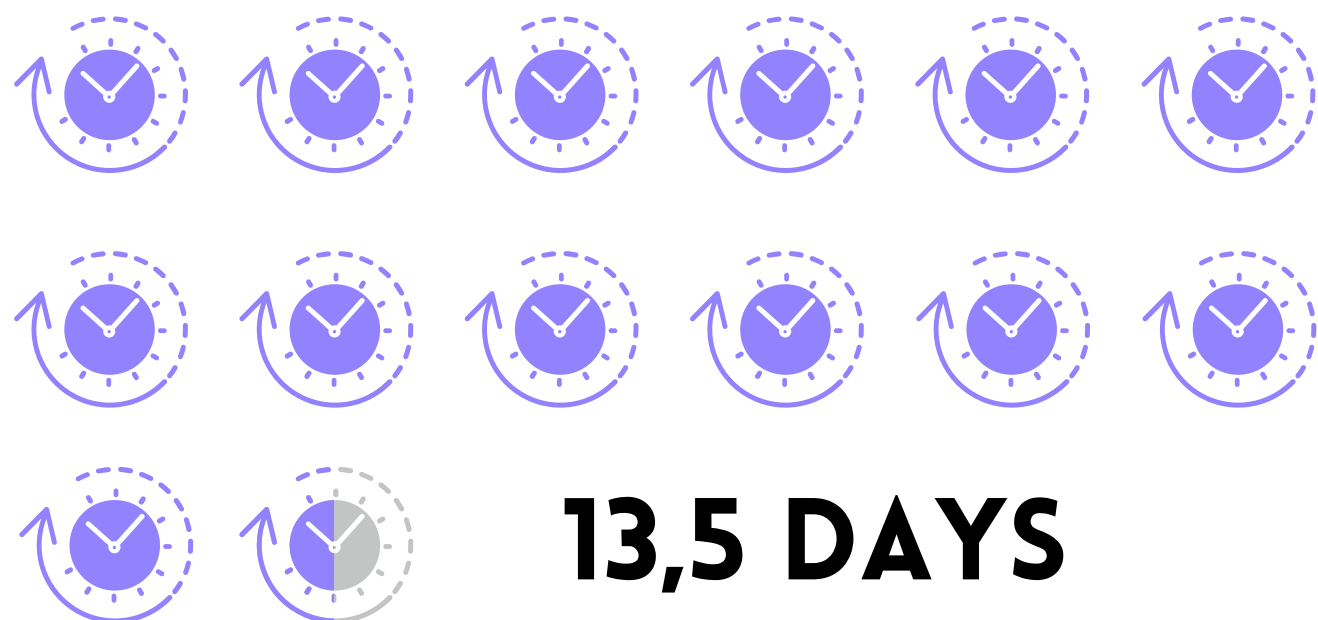
**OUT OF HOME**  
5%

## MAIN PRODUCTS & SERVICES ADVERTISED



# Jury's adjudications: 14

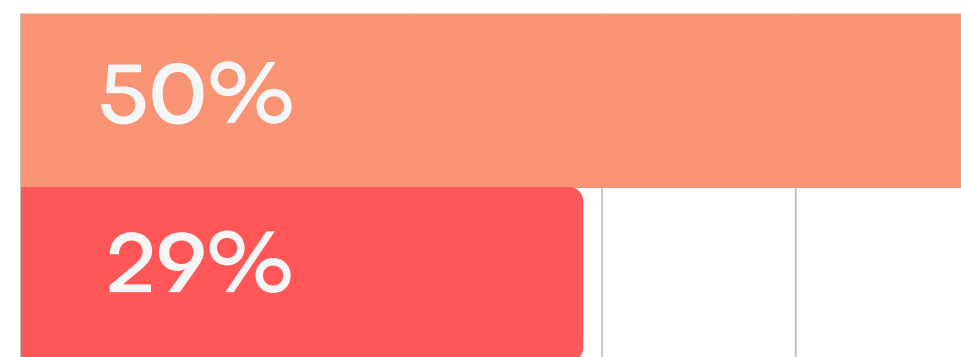
## SPEED OF INTERVENTION



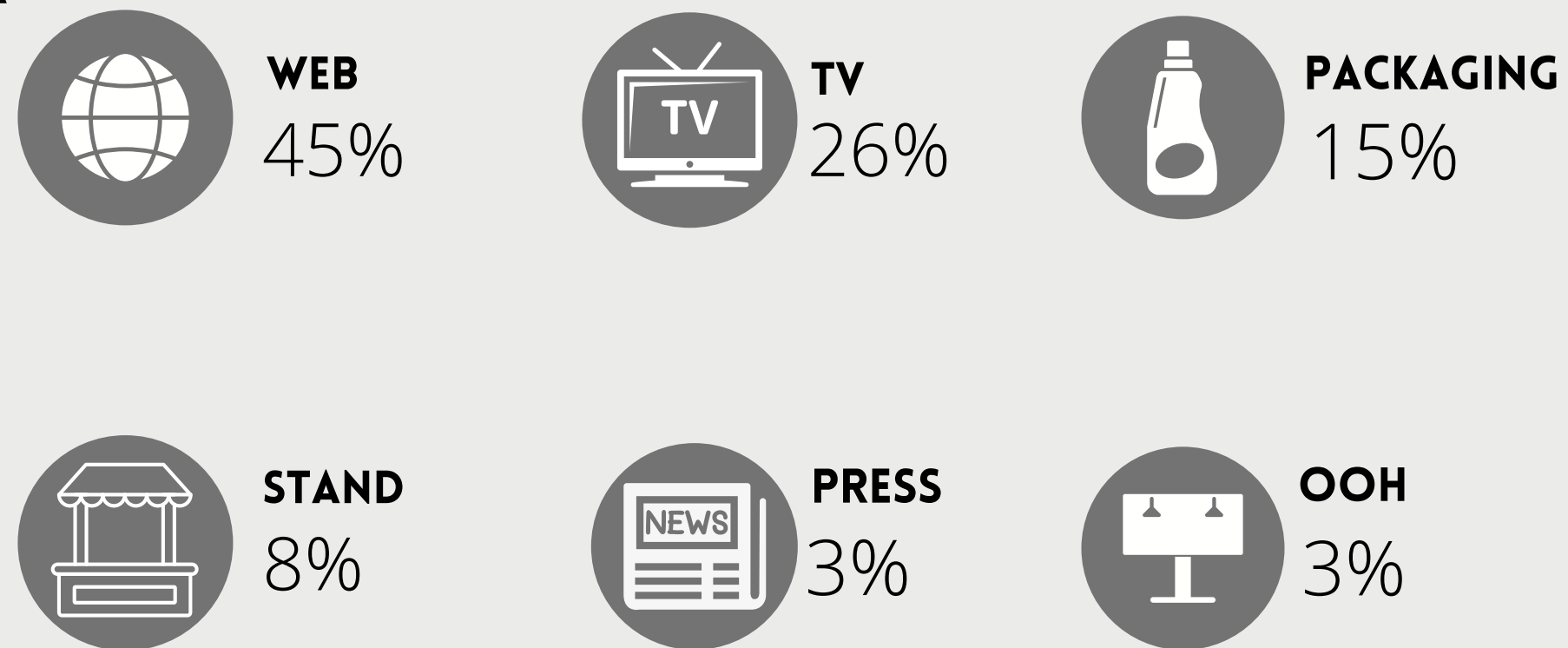
\* CLEAR WORKING DAYS

## MAIN PRODUCTS & SERVICES ADVERTISED

Health & Beauty  
Telecommunications

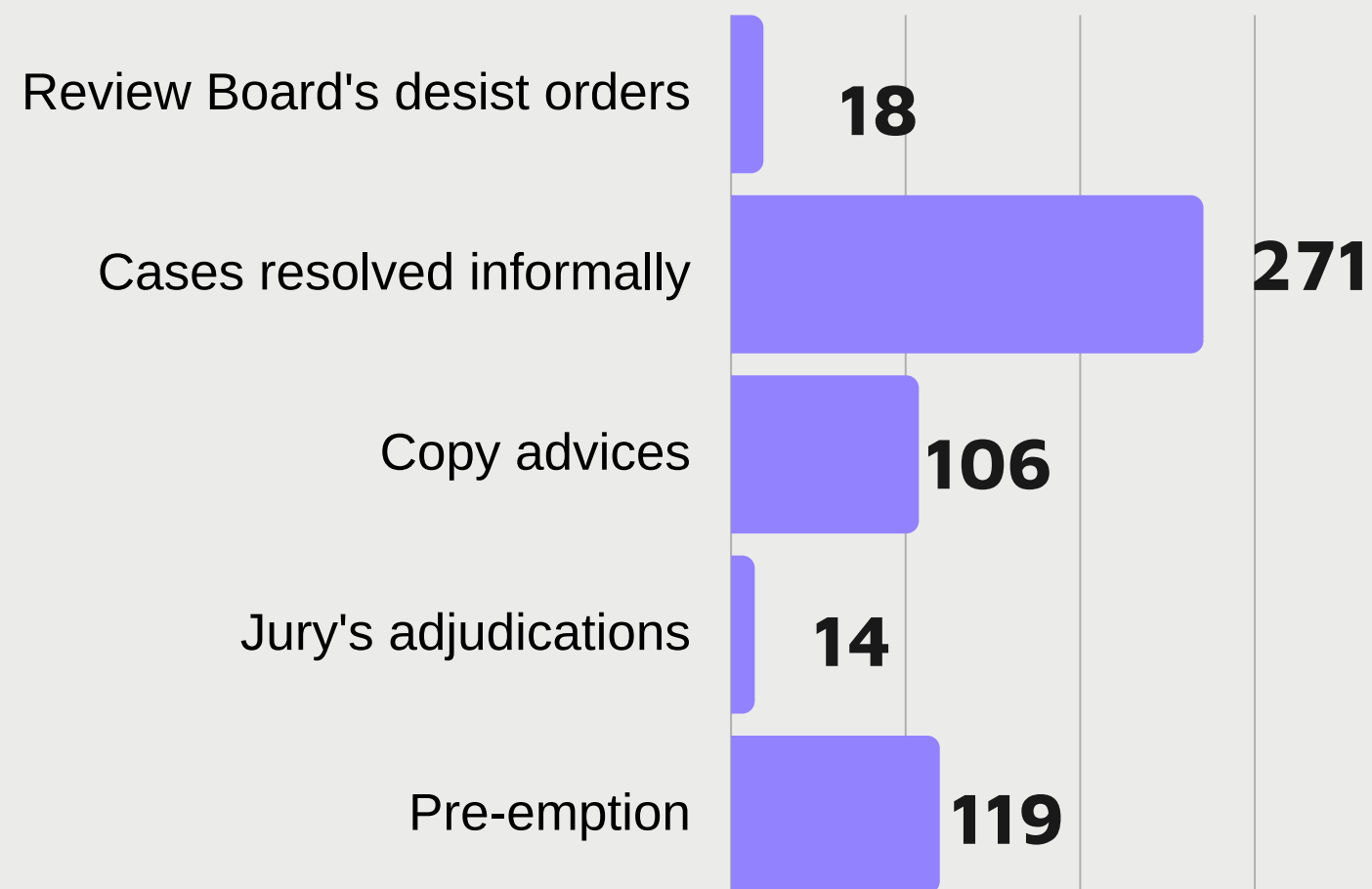


### MEDIA



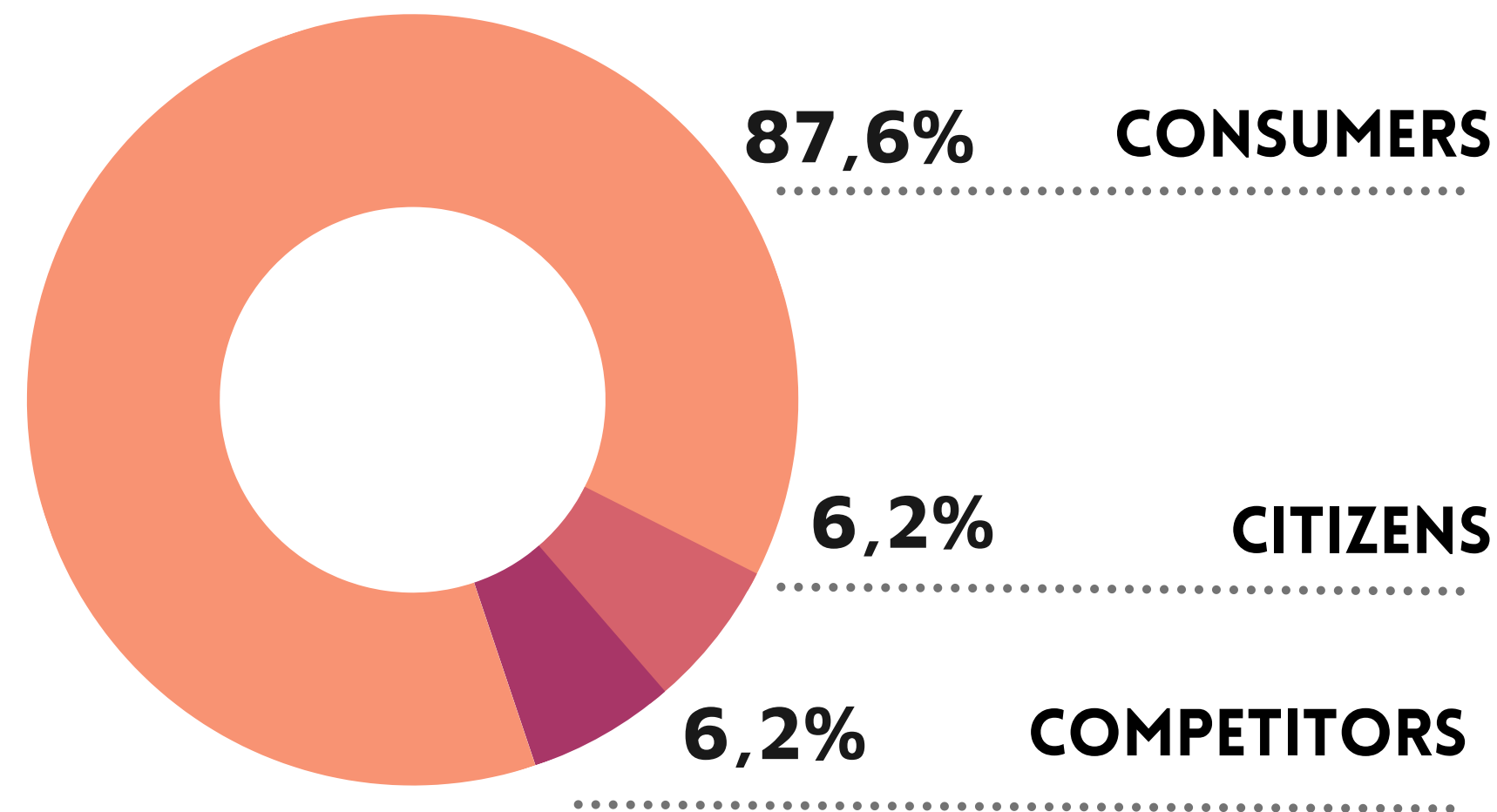
# General activity

## DATA



## ISSUES

Citizens-consumers protection 93.8%



**2378 complaints received**  
from consumers, Association and Institutions