



advertising
information
group.



About AIG

The Advertising Information Group (AIG) is a pan European advertising and media industry network that brings together different parts of the advertising industry: from advertising agencies, broadcaster and publisher bodies, direct marketing, to radio and online.

We exist to promote a genuine single market in commercial communications and support responsible advertising self-regulation in the EU.

We are also an industry member of the European Advertising Standards Alliance (EASA) – the advertising self-regulatory coordination body.

What we do

In addition to advocating for a responsible and sustainable advertising industry in Europe, AIG also holds regular discussion forums with senior EU officials, both in Brussels and virtually, and publishes a bi-weekly newsletter for AIG exchange partners, detailing and analysing legislative and political developments affecting all aspects of commercial communications in Europe.

AIG Secretariat

The AIG Secretariat is made up of three national advertising associations:

- The Advertising Association (UK)
- Fachverband Werbung und Marktkommunikation (Austria)
- Zentralverband der deutschen Werbewirtschaft (Germany)

**ADVERTISING
ASSOCIATION**



AIG Exchange Partners

- Association Européenne des Radios (AER)
- Association of Television and Radio Sales Houses (egta)
- European Advertising Standards Alliance (EASA)
- European Association of Communications Agencies (EACA)
- European Magazine Media Association (EMMA)
- European Newspaper Publishers' Association (ENPA)
- European Publishers Council (EPC)
- Federation of European Data and Marketing (FEDMA)
- Internet Advertising Bureau Europe (IAB EU)



Areas of focus

We regularly meet to discuss policy issues relevant to advertising such as:

- Digital Fairness
- Privacy and Data Protection
- Online Advertising
- Political Advertising
- Alcohol Advertising
- HFSS
- Single Market
- Sustainability
- Digital Economy
- Audiovisual Media Services (AVMS)
- Artificial Intelligence
- Influencer Marketing
- Legislative Simplification

Key strengths

- AIG has been representing advertising interests at European level since 1969.
- AIG's strength lies in its convening power. We unite national advertising tripartites and Brussels-based trade bodies via our regular meetings. This coordinated, cross-sector dialogue enables the industry to anticipate and respond effectively to legislative and regulatory developments across the EU.
- AIG's input and recommendations to EU consultations and TRIS notifications are often reflected in the Commission's final documents, demonstrating its credibility and influence.
- AIG also fosters direct engagement with policymakers through its Exchange Partners meetings and events. These high-level discussions foster mutual understanding and ensure advertising's voice is heard within EU institutions.
- AIG is also a member of EASA and currently holds the Industry Vice-Chair position on the EASA Executive Committee.

In 2025, we....

- We responded to **11** consultations.
- We achieved favourable outcomes on a number of policy files.
- We hosted **1** Directors' Lunch, attended by senior officials.
- We held **8** AIG Exchange Partners Meetings.
- We sent **91** letters to EC officials and MEPs on various topics such as Green Claims, and protection of minors.
- We sent **23 biweekly** newsletters to AIG Partners.

AIG in action



Contact us

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EU Transparency Register Number: 11220347045-31