

Taken from Eversheds Sutherlands Global Advocate Quarterly Newsletter second edition published November 2024. IAP's new/ updated digital chart

<https://www.eversheds-sutherland.com/dfsmedia/5773992fa8424b37ace0cac119d920b9/23592-source> (The Newsletter EN)

<https://www.iap.it/codice-e-altre-fonti/regolamenti-autodisciplinari/regolamento-digital-chart/>
(The IAP Digital Chart IT)

The key updates are:

- introduction of a simplified language and structure: new terms like “influencer marketing” and a clear distinction between rules applicable to contents sponsored in the context of a stable contractual relationship as opposed to occasional collaborations have been introduced
- immediate disclosure of the advertising purpose: the promotional purpose of the digital contents shall be “immediately visible, without further actions needed by the users”
- expanded content types: in addition to posts and videos, the regulation now covers audio content (e.g., podcasts)
- platform tools: the use of tools set up by social media platforms to denote the advertising content is expressly recognized
- event invitations and free services: the same rules on advertising content apply to invitations and free services received by influencers without a formal agreement, like free trips
- affiliate marketing hashtags: additional hashtags are required to explicitly denote the affiliate marketing content
- self-promotion: new rules address influencers promoting their own brands and initiatives

These updates reflect current trends and emphasize co-regulation between the IAP and AGCOM (the Italian Regulatory Authority for Communications), ensuring that the advertising content is clear, responsible, and of high-quality

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