

DIGITAL AUDIO SCRIPT ADVICE – Q&A

What is this new service?

- On 1 May 2019 the Radiocentre Clearance team launched a new service to offer advice on the compliance of certain digital audio ads (initially as a 6-month trial).

Why is it being introduced?

- Digital audio advertising is a growth area for commercial radio, so it makes sense for the current clearance service to evolve and provide advice in this area too.
- By offering this service Radiocentre can continue to support compliance and the high levels of trust in radio and audio advertising.

How is it different?

- Until now Radiocentre only provided **clearance** of ad scripts for broadcast radio services against the ASA's [BCAP Code](#). This is an obligation for all UK commercial radio stations.
- This new service will provide **advice** on compliance of ad scripts against the ASA's [CAP Code](#) that governs non-broadcast advertising. This is not an obligation.

What services will be included?

- At this stage advice is only being offered on **digital audio ads for commercial radio services**.
- This means it applies to digital audio ads inserted into commercial radio online content, such as that provided by Heart, Capital, Absolute Radio etc (although these ads may also run on other digital audio platforms).

What services won't be included?

- The service is **not available for ads that run exclusively on other digital platforms**.
- This means it is not available for ads due to run only on music streaming services (Spotify, Soundcloud), digital audio platforms (Audioboom, Acast) or individual podcasts.

How will it work?

- Users will be able to submit draft scripts in much the same way as they do for the existing Clearance service and will receive advice reference numbers to help keep track of campaigns.

For more information contact the Radiocentre Clearance team on 020 7010 0608 or at clearance@radiocentre.org. Find out more about Radiocentre Clearance [here](#).