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Branded Content Governance : a research proposal

Rui Estrela, Paula Lopes, Fábio Sandes



What is Brand Content?

The relationships between media and advertising are changing as they converge. Brands are involved in the production of publisher-hosted content

Branded content is content that is funded or produced by marketers. This includes brands' own media content but also forms of paid advertising that are 'native', blending into the non-advertising communications environment in which they appear, such as editorial-like 'sponsored content' hosted by publishers, and 'influencer marketing': paid promotions by social media communicators.

Branded content has been the focus of business and creative strategies, and of deepening controversy. Marketing that is disguised has generated most concern, ranging from deception and reader awareness to the impact on media quality and trust.

What's the problema?

- ▶ There are powerful pressures driving the integration of advertising and media. We need research to examine what is happening, to ask searching questions on behalf of consumers and wider society, and to put forward well-informed proposals for how rules and practices can be improved.

Project objectives



Produce a detailed mapping of the emerging rules and practices for branded content across the UK, all EU countries, the US, Canada and Australia.

The over-arching objective is to provide a detailed, cross-national, comparative mapping of the emerging regulation and industry practices of branded content across Europe and selected other countries to inform the assessment and development of governance arrangements by stakeholders

Research proposal

1. Country
Data

2. Media System; Media and
Advertising Markets

3. Communications: Legal and
Regulatory Framework

4. Advertising: Legal and
Regulatory

5. Advertising: Self-
regulation

6. Branded Content: General legal
and regulatory framework

7. Publishing

8. Audiovisual

9. Audio

10. Digital
Media

11. Social Media
Marketing

12. Outdoor

12. Experiential

14. Other

15. Convergence

16. Analysis and Evaluation