

INTERVIEWS

Europe

Stig Carlson, EAAA
DG XV
Michel Grégoire, EGTA
Alison James, ACT
EASA

The Netherlands

Caroline Emmen, *Stuurgroep Reclame*
Karen Rethmeir, *Stuurgroep Reclame*

Spain

Manuel Aguirre, RTVE
Fidel Berlinches, RTVE
Lourdes Dietta, Spanish National Consumer Council
Miguel Angel Fontán, SOFRES (audience research company)
José Viana Martín, Spanish Federation of Advertising Industries
Jose Antonio Pastor, Spanish Association of Toy Manufacturers
Mónica Perpiñá, Association of Advertising Self-control
Cram Rincón, Catalan Audio-visual Council
Juan José Rivero, *Publiespaña* (selling house for private broadcaster *Telecinco*)
Carlos Rubio, Spanish Association of Advertising Agencies
Rafael Urrialde, Spanish Consumer Union
Georgina Vigó, Catalan Consumer Association

Sweden

Axel Edling, *Konsument Ombudsman*
Ingela Allenbert, Swedish Consumer Agency
Annika Ahlberg, Swedish Consumer Agency
Maria Holmkvist, Swedish Consumer Association
Anna Serner, Advertising Association
Anders Stenlund, Swedish Industry Federation
Bo O. Johansson, Advertisers Association
Tobias Eltell, Advertisers Association
Helena Dyrssen, commercial broadcaster TV4
Helene Hillerstrom, commercial broadcaster TV4
Claire Liley, commercial broadcaster TV3 (established in the UK)
Chris Quinlan, Media Matrix
Helena Strömback, EPPA Sweden

UK

Geoffrey Draughn
Uisdean Maclean, BACC
Frank Willis, ITC
Diana Whitworth, NCC

Other organisations that have been contacted and have provided data:

Europe

BEUC
Toys Industries of Europe

The Netherlands

Commissariaat voor de Media
Consumentenbond
IP Netherlands
Intomart
STER
Federation of Sugar and Glucose Producing and/or Processing
Industries

Sweden

Regeringskansliet (Ministry of Culture)

Spain

Comunicación empresarial (Association of Toy Manufacturers)

UK

Scottish Consumer Council
The National Food Alliance