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CAP Updates Advice on Promotional Marketing T&Cs 257

This article considers the Committee of Advertising Practice's updated advice on "Promotional Marketing: Terms and Conditions". The updated advice, published on 4 April 2017, reminds advertisers of the specific T&Cs that are likely to be considered significant and therefore should be included upfront in initial marketing material. This article also considers a number of ASA rulings which serve as examples of good and bad practice.

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In 2016 AMC Entertainment Holdings Inc. expanded their international presence with the acquisition of Odeon and UCI Cinemas. That same year, AMC also acquired Carmike Cinemas Inc.. The acquisition of Carmike by AMC gave rise to two major antitrust concerns by the US Department of Justice (DOJ). This article considers the two main components of the DOJ antitrust claims: that ticket prices would increase in markets where AMC dominates; and that competition would be lessened in the market for cinema advertising.

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With growing concerns around online safeguarding of children and young people there is increasing interest, particularly from policy makers and legislators, around technological intervention and app based "solutions" to keeping young people "safe online". However, we would argue that technology can never solve what are essentially social problems and more significantly, some of the approaches used have serious impact on children's rights.

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In a piece of elegant reasoning that would have made Dickens proud, the Court of Appeal in Northern Ireland overruled a lower court decision that referring to the claimant as a Scrooge was a statement of fact. The court held that the statement would plainly be seen by the ordinary reasonable reader to be a statement of opinion and not fact because Scrooge is a fictional character.

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