

2024 Industry Advisory Panel report

The Industry Advisory Panel is comprised of marketing professionals, media practitioners and others with expert knowledge of the UK marketing industry, who volunteer their time to help ensure regulatory recommendations and decisions take account of the realities faced by the industry.

In 2024, the Panel provided advice across a range of topics, including complex remit considerations, guidance on ad disclosure in podcasts, contentious comparative claims, HFSS targeting and policy considerations around targeting and children.

The advertising industry is central to the success of the UK's advertising regulatory system. As part of that, the Panel continued to provide valuable support and a continually diverse range of opinions, allowing the ASA to benefit from knowledge across different industry sectors and experience.

2024 saw the Panel providing its crucial industry perspective on a wide range of complex and contentious issues, giving the ASA and CAP access to the time and wisdom of experts across the breadth of marketing techniques. Thank you to all Panel members, past, present, and future, for playing a valuable part in the UK's advertising regulatory system.

Tim Duffy
Chair, Industry Advisory Panel