

2023 complaints and cases by media

Media	2023				2022	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Online	20,944	14%	17,174	17%	18,422	14685
Television	13,604	19%	4,399	12%	11,385	3916
Email	1,210	14%	1,058	48%	1,059	717
Outdoor	989	-30%	573	8%	1,419	530
Radio	966	41%	566	30%	684	434
Other	510	114%	426	124%	238	190
Packaging and point of sale	552	40%	506	33%	395	380
Leaflet, brochure, catalogue or directory	409	-10%	339	3%	454	330
Transport	350	129%	100	18%	153	85
National press	339	19%	226	4%	284	217
Direct mail or circular	312	-40%	242	12%	518	217
Magazine	108	-31%	94	-30%	156	134
Local or regional press	106	-4%	96	14%	110	84
Cinema	57	138%	39	105%	24	19
Ambient	47	213%	37	236%	15	11
Press other	22	38%	20	67%	16	12
Phone call	7	-13%	7	-13%	8	8
Over-the-top	1	-	1	-	0	0
Total	40,533	15%	25,903	18%	35,340	21,969