

2024 online complaints and cases broken down

Online media	2024				2023	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Website, social media or app (own site)	9,204	-6%	7,614	-9%	9,770	8,345
Website, social media or app (paid ad)	4,771	14%	3,919	10%	4,185	3,567
Website, social media or app (influencer)	4,057	-16%	3,517	-10%	4,809	3,894
Video on demand	1,461	9%	646	11%	1,340	583
Search	469	10%	448	10%	425	407
Game	199	20%	151	3%	166	146
Messaging app	166	-4%	152	-6%	173	162
Audio podcast or on demand	76	46%	64	39%	52	46
Website, social media or app (other)	13	-38%	13	-38%	21	21
Augmented or virtual reality	6	200%	5	150%	2	2
Voice Assistant	1	0%	1	0%	1	1
Viral	0	NA	0	NA	0	0
Online total	20,423	-2%	16,530	-4%	20,944	17,174