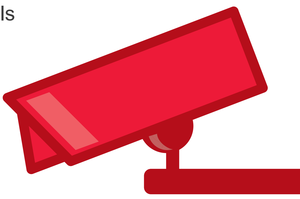
Protecting Children Online

ASA

Monitoring ad breaches that occur on children's websites and YouTube channels



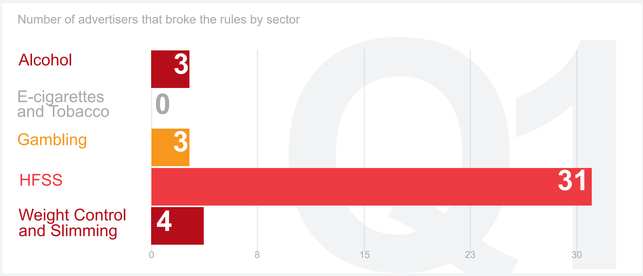
The ASA is taking a proactive approach to monitoring and tackling instances where age-restricted ads were in breach of the rules by not being targeted away from children.

By conducting quarterly reviews of a sample of ads shown on a selection of websites and YouTube channels attracting a disproportionately high child audience, the ASA has been:

- identifying the number of breaches,
- securing the removal of the ads; and,
- warning the advertisers to review and amend their practices.

Through this proactive approach the ASA is building a culture of zero tolerance for age-restricted ads appearing on children's websites and YouTube channels.

How many advertisers were caught breaking the rules in January – March 2021?



How many alcohol breaches did the ASA find in Q1 2021?

The ASA identified 7 alcohol ads from 3 brands that appeared across 8 children's websites within the sample.

How many gambling breaches did the ASA find in Q1 2021?

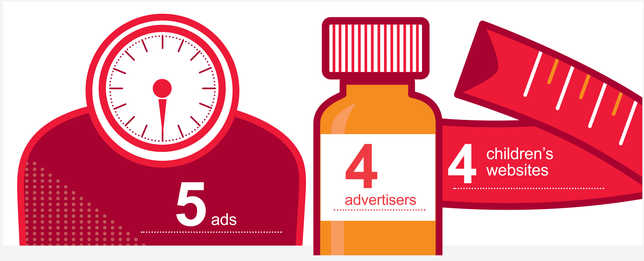
29 ads from 3 gambling operators on 17 different children's websites were identified as in breach of the rules in the sample.

How many HFSS breaches did the ASA find in Q1 2021?

The ASA found 117 ads for high fat, salt or sugar (HFSS) products from 31 advertisers in breach of the rules. In the sample the ads related to 35 brands and appeared on 31 children's sites and 8 YouTube channels.

How many weight control and slimming ad breaches did the ASA find in Q1 2021?

In the sample the ASA identified 5 ads from 4 advertisers across 4 children's sites.



How are we monitoring children's websites?

We used data collated by Nielsen's media monitoring tools: Ad Dynamix and Portfolio UK.

Based on our analysis of online audience data, we identified 49 websites and 12 YouTube Channels, monitored by these tools, that are aimed at children or had a disproportionately high child audience.

Media monitoring data is categorised by industry sector enabling us to look at the incidence of age-restricted ads appearing in these children's media.

Read more at **www.asa.org.uk/T4Gmethodology**