

Consistency with Clearance Centres – a Review of 2025 broadcast rulings

The ASA is committed to working effectively with other regulators and stakeholders where necessary to avoid regulatory duplication or inconsistency. A key relationship is between ASA, Clearcast and Radio Centre and good communication between the three organisations is integral to good regulation. We routinely analyse variances in interpretation of the broadcast rules and discuss where inconsistencies occur.

The following are the key take-outs from the 2025 review of broadcast rulings.

The ASA published 21 TV rulings in 2025, with an upheld verdict on 15 of them. To put this into context, 15 upheld rulings represent just 0.03% of the total number of TV ads seen by Clearcast in 2024. Our analysis of the issues showed that misleadingness as opposed to substantiation, harm or offence was the most common reason for a difference of opinion between the ASA and Clearcast.

The ASA upheld on six occasions against Radio Centre advice. Four cases were upheld because we considered they gave a misleading impression and two because the evidence was insufficient. No complaints were upheld on the grounds of offence or irresponsibility.

We have discussed the findings with the Clearance Centres and we will undertake a similar review of 2026 rulings in early 2027.