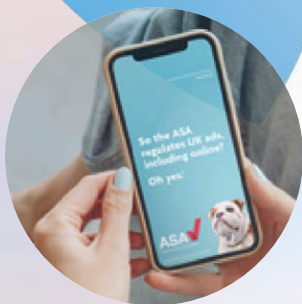


Mid-year report 2026

Performance January to June



40m

ads were scanned
by our Active Ad
Monitoring system

Performance against our organisational KPIs

January – June 2026

Key performance indicators

Rating

1 Remove irresponsible ads

On target ✓

- ▶ 2,301 ads were amended or withdrawn (AAWs)
- ▶ 50% of AAWs related to paid ads vs 50% non-paid ads
- ▶ 97% of Formal Investigations enforced vs target of 97% [96% in Jan–Dec 2025]

2 Help businesses get ads right

Requires action ⚠

- ▶ 299,454 discrete advice and training touchpoints delivered vs target of 650,000 +/- 5%
- ▶ Cost per Touchpoint: £1.42 [£1.43 in Jan–Jun 2025]

3 Be intelligence-led and proactive

Requires action ⚠

- ▶ 168 cases including 40 published rulings identified for investigation by data science vs target of ≈ 40 in full year: met
- ▶ Deliver proactive regulatory projects: met – numerous, including Finance; Gambling; Pricing; Climate change and the environment; Offence; Weight-loss POMs; AI product ads; Children's ad exposure on social media; and Health and wellbeing
- ▶ Four of five public compliance-level reports delivered: on track, comprising: Environmental Claims Pulse Report; Cosmetic Surgery Abroad/Liquid BBLs Enforcement Reports; Influencer Travel Snapshot; and Weight-loss POMs Enforcement Report [met in Jan–Dec 2025]
- ▶ Invest ≥ 58% of direct service resource in proactive and preventative activities vs ≤ 41% reactive complaints casework: met – 60% vs 39% [61% vs 38% in Jan–Dec 2025]

Key performance indicators

Rating

4 Deliver collective ad regulation

On target ✓

- ▶ Implement, entrench and communicate the Intermediary and Platform Principles as a permanent part of the ASA system: met – development workshops completed
- ▶ Collaboration with partners in high priority areas: met – numerous, involving government departments, industry bodies, online platforms, trade bodies and public health stakeholders
- ▶ Disrupt online scam ads via our Scam Ad Alert system: 54 alerts issued [169 in Jan–Dec 2025]; 97% 24-hr platform response rate [96% in Jan–Dec 2025]; one of two public reports delivered

5 Achieve mature data science capability:

On target ✓

- ▶ 40m ads/potential ads scanned through our Active Ad Monitoring system (AAMs) [60m Jan–Dec 2025]
- ▶ Evidence AAMs contribution to projects: Climate change and the environment; Gambling; Cosmetics; Lab-grown diamonds; Motor finance; Influencer marketing; Shared ownership; Cosmetic tourism; Liquid BBLs; and Testosterone

6 Casework volume, turnaround and productivity

On target ✓

- ▶ Publish 225–250 rulings, following formal investigation, targeting 15 high-priority issues through proactive cases/rulings: met – 157 [298 in Jan–Dec 2025], 15 priority issues covered [22 in Jan–Dec 2025]
- ▶ Meet turnaround targets for complaint cases (80% within working days target, depending on case-type): 6/6 case-types in target [5/6 in Jan–Dec 2025]
- ▶ Meet turnaround target for Copy Advice cases: met –
 - 100% for charged services vs target of 100%
 - 99.4% for free services vs target of 90%
- ▶ Achieve Cost/No Additional Investigation, Cost/Informal Investigation and Cost/Formal Investigation productivity of +/- 5% of 2025 performance (adjusted by inflation): 3/3 met –
 - Cost per No Additional Investigation case – £62 [2.3% better than Jan–Dec 2025*]
 - Cost per Informal Investigation case – £278 [17% better than Jan–Dec 2025*]
 - Cost per Formal Investigation case – £1,250 [0.8% better than Jan–Dec 2025*]

*including inflation

Performance against our organisational KPIs

January – June 2026 continued...

Key performance indicators

Rating

7 Casework quality

Requires action 

- ▶ Customer satisfaction for case/enquiry handling:
 - No Additional Investigation after Council Decision cases – 55% [56% in Jan–Dec 2025] vs target of 65%
 - Informal Investigation cases – 64% [68% in Jan–Dec 2025] vs target of 75%
 - Formal Investigation cases – 75% [77% in Jan–Dec 2025] vs target of 75%
 - Advertisers' satisfaction – 80% [75% in Jan–Dec 2025] vs target of 75%
 - Copy Advice – 95% [92% in Jan–Dec 2025] vs target of 90%
- ▶ Service Complaints:
47 received of which 8 merited/merited in part (17%) [22% in Jan–Dec 2025] vs target of $\leq 33.3\%$
- ▶ Independent reviews:
0.6% recommended for corrective action [0.7% in Jan–Dec 2025] vs target of $\leq 3\%$
- ▶ Judicial reviews:
Target of no judicial review losses: met [none in 2025]

8 ASA awareness and trust

On target 

- ▶ Prompted awareness of the ASA: 58% vs target of $\geq 59\%$ [59% in Aug 2025]
- ▶ ASA trust: 54% vs target of $\geq 55\%$ [54% in Aug 2025]
- ▶ ASA distrust: 8% vs target of $\leq 6\%$ [5% in Aug 2025]

9 Net zero and financial

On target 

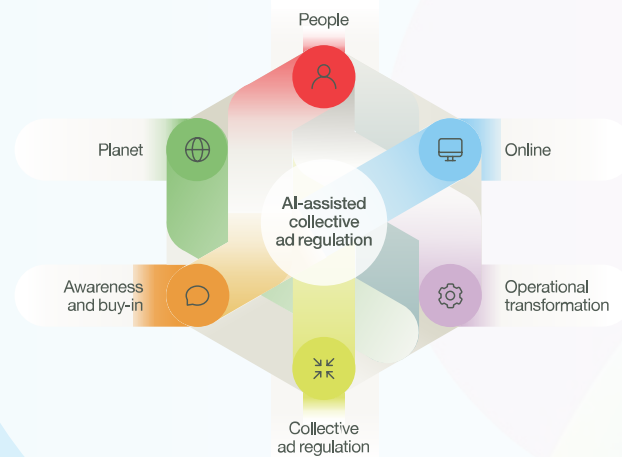
- ▶ Publicly report on our Net Zero performance: target under review
- ▶ Deliver £71,733 income from Copy Advice charged services: on track – £23,700
- ▶ Expenditure (excluding capital expenditure and legal advice) within 98.5–101.5% of budget: met – 101.5% [99.1% Jan–Dec 2025]



Preview of 2027 Corporate Objectives

In 2027, we will implement the fourth year of our 2024–2028 strategy – *AI-assisted, collective ad regulation* – in pursuit of our ambition to make sure every UK ad is a responsible ad, to protect people and to help them, society and business to feel more able to trust advertising.

That will involve us putting people first, focusing on online ads, using technology and working with both the businesses we regulate and other regulators.



Objective 1

Act on ASA-commissioned research, formal intelligence gathering and outputs from our proactive projects to help meet our priority of protecting vulnerable people from irresponsible advertising.

Objective 2

Continue to progress our Climate change and the environment project, prioritising our proactive activities on ad claims in the FMCG sector, plastic-free and recycling circularity claims and continuing to monitor fast fashion, greener homes and travel advertising. We will also help businesses to make responsible green claims.

Objective 3

Deliver proactive regulatory projects by continuing to develop our ‘whole system’ approach, further integrating our Active Ad Monitoring system into our processes and applying the latest advances in AI technology. Publicly report on the impact of our proactive and preventative work, including both areas where compliance needs to improve and where compliance is high.

Objective 4

Continue to prioritise reactive complaint cases, alongside targeting at least 20 high-priority issues through proactive cases/rulings, contributing to a total of 225-250 rulings. Trial and deploy AI tools to deliver case handling efficiencies.

Objective 5

Review how we tackle persistently irresponsible advertising in high-priority sectors and implement our new internal procedures to deliver faster assessment and removal of non-compliant ads. Play an active role in tackling consumer fraud involving online ads and review the effectiveness of our Scam Ad Alert system. Work closely with Ofcom as it implements new platform rules for fraudulent ads, and work in partnership with enforcement authorities, online platforms and businesses across the ad supply chain, encouraging businesses to adopt effective self-regulatory initiatives to help prevent fraudsters entering the ad supply chain.

Objective 6

Implement the first year of our permanent Intermediary and Platform Principles (IPP) self-regulatory framework, involving social media and demand-side platforms supporting the ASA to uphold responsible advertising online¹.

Objective 7

Continue implementing our Awareness Strategy, prioritising raising public awareness of the ASA and building our new website.

Objective 8

Promote our advice and training services to industry, prioritising the industry audiences that need it most, while delivering and, where appropriate, developing our premium Copy Advice charging service.

Objective 9

Work with Asbof and Basbof to put our funding on a long-term sustainable basis, supporting Asbof’s launch of a new funding model for online advertising. Review our operating model², including in light of the impact of AI, tightly controlling our operating costs and striving for greater efficiencies, including via our use of technology.

Objective 10

Continue delivering our People and Everyone Matters strategies to make the most of the diversity of skills, experiences and perspectives within our workforce. Respond to the people and governance implications of our operating model work, ensuring our structure and the geographic diversity of our workforce support our wider objectives. Strengthen how we use data and insight, manage risk and make decisions across the organisation, and plan for the move to a new office that supports our future workforce needs.

¹ Objective subject to IPP being approved in 2026

² Objective subject to new funding model for online advertising being approved in 2026



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