Mid-year report 2023

Performance January to June

11,980

ads amended or withdrawn (AAW figure, KPI1)



Legal, decent, honest and truthful

Performance against our organisational KPIs

January - June 2023

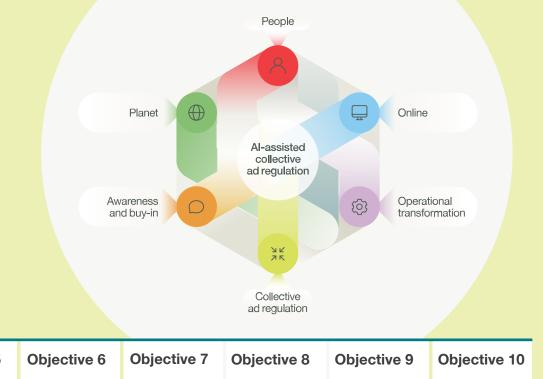


¹ From 1 January 2024, we will use a new provider to support the counting of our online Touchpoints. Our pre-testing shows it returns significantly fewer Touchpoints than our current counter, which will cause us to adjust our targets from 2024. We anticipate still delivering Touchpoints in the high hundreds of thousands.

Preview of 2024 corporate objectives

Al-assisted, collective ad regulation

Our new 2024-2028 strategy, Al-assisted, collective ad regulation, sets out our ambition for the way we will regulate ads in all media, including online, over the next five years.



Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Objective 9	Objective 10
Put people firs and prioritise protecting vulnerable people	Run our Climate change and the environment project throughout the strategy period, as well as continuing to implement our own Net Zero plan	Prioritise proactive regulatory projects that adopt a 'whole system' approach on ad-related issues that cause the most detriment to people, using tech-assisted monitoring to	Step-up our deployment of data science and secure access to more and better data/ads	Develop the regulatory framework with online platforms and intermediaries, championing an enhanced framework that delivers a more comprehensive, transparent and accountable system	Work closely with other statutory regulators whose remits overlap with ours and play our part in tackling fraud involving online ads	Be ambitious in increasing public and opinion-former awareness of, and trust in, the nature and extent of our ad regulation in all media	Better promote our advice and training services to industry, exploring charging or charging more for some added value services, and aim to simplify our regulation where possible	Continue to make the case for collective ad regulation to the ad industry to support Asbof and Basbof and continue to invest in our data science capability, more people to address	Make sure we have the best talent, recruiting, retaining and exploring more flexible working practices for people from both diverse backgrounds and a wider geographical area
		take swifter action against irresponsible online ads					0	over-leanness in some areas and more people to act on data science insights	



ASA

Advertising Standards Authority

Castle House 37-45 Paul Street London EC2A 4LS

Telephone 020 7492 2222

Email enquiries@asa.org.uk

www.asa.org.uk

@ASA_UK



Committees of Advertising Practice

Castle House 37-45 Paul Street London EC2A 4LS

Telephone 020 7492 2200

Email enquiries@cap.org.uk

www.cap.org.uk

@CAP_UK



E