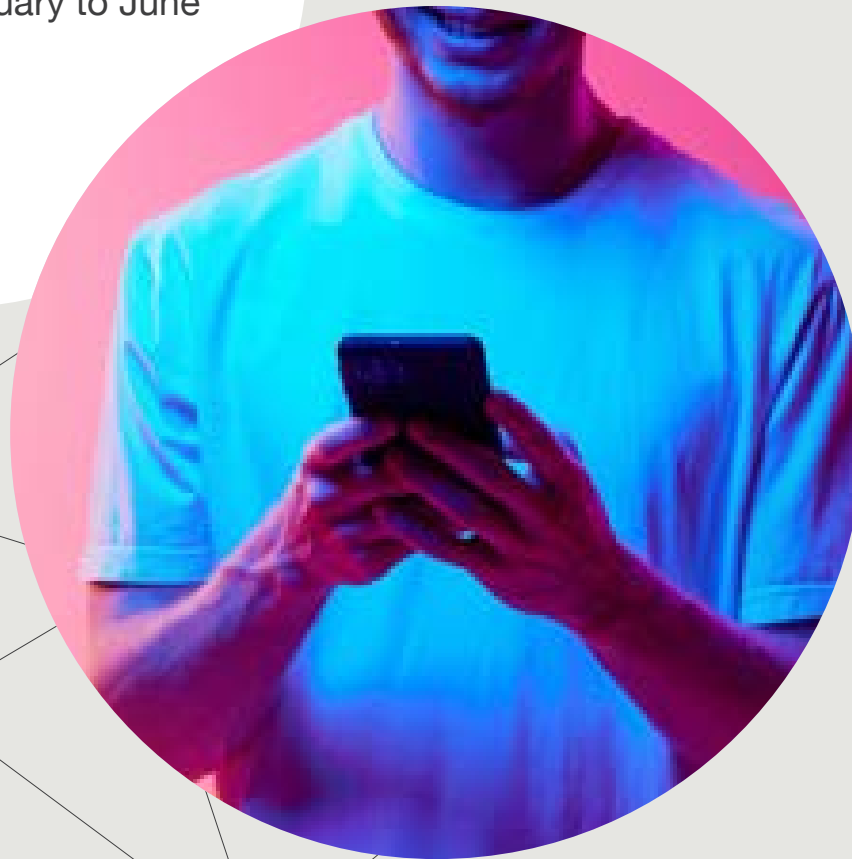


Mid-year report 2025

Performance January to June



22m

ads were scanned
by our Active Ad
Monitoring system



Legal, decent, honest and truthful

ASA  CAP 

Performance against our organisational KPIs

January – June 2025

Key performance indicators

Rating

✓ On target — Requires action ✗ Off target

1 Remove irresponsible ads



- ▶ 22m ads/potential ads scanned through our Active Ad Monitoring system (AAMs) [12m Jan–Jun 2024]
- ▶ Compliance-level reporting: Impact reviews for Mini Heaters and e-Cigarettes under way
- ▶ 197 non-Prescription Only Medicine (non-POM) ads amended or withdrawn [down 91% in Jan–Jun 2024]
- ▶ 16% of AAWs related to paid ads vs 84% non-paid ads
- ▶ 97% of Formal Investigations enforced vs target of 97% [92% Jan–Jun 2024]

2 Help businesses get ads right



- ▶ 302,908 discrete advice and training touchpoints delivered [777,322 in 2024]
- ▶ Cost per Touchpoint: £1.43 [£1.13 in 2024]

3 Be intelligence-led and proactive



- ▶ Two of four Formal Intelligence Gathering reports delivered: on track
- ▶ Two pieces of public research considering the views of those living in different nations and regions delivered: met
- ▶ Report publicly on nation-level data and insights: met
- ▶ 19 published rulings from cases identified for investigation by data science (vs target of 55–65 in full year): off-track
- ▶ Deliver proactive regulatory projects: numerous; including ongoing Climate Change and the Environment project (airlines, travel agents, fast fashion, greener homes etc), Weight-loss POMs, Finance, Alcohol Sector Monitoring, Cosmetic Surgery Abroad, Influencer Disclosure, Liquid BBLs, Healthcare/Wellbeing Ads Online
- ▶ Invest ≥ 56% of direct service resource in proactive and preventative activities vs ≤ 41% in reactive complaints casework: met – 59% vs 40% [59% vs 39% in Jan–Dec 2024]

4 Deliver collective ad regulation



- ▶ Develop the online regulatory framework: additional social media and demand-side platforms engaged with and opted into the Intermediaries and Platform Principles v2 development process
- ▶ Collaboration with partners in high priority areas: met – numerous, including MHRA and GPhC on weight-loss POMs
- ▶ Disrupt online scam ads via our Scam Ad Alert system: 93 alerts issued [177 in Jan–Dec 2024]; 98% 24hr platform response rate [71% in Jan–Dec 2024]; one of two public reports delivered

5 Achieve mature data science capability:



- ▶ Report quarterly on (AAMs) ads scanned: not met – half-year reporting envisaged
- ▶ Evidence AAMs contribution to projects: Weight-loss POMs; Climate Change and the Environment; Finance; Offence Review; Speed of Investigations; Fertility; Cosmetic Surgery Abroad; Influencer Disclosure; e-Cigarettes; Mini-heaters; and Alcohol Sector Monitoring
- ▶ Secure better access to data/ads: met – API access to Meta Ad Library and Google Transparency Centre now available

6 Casework volume, turnaround and productivity



- ▶ Publish 275–325 rulings, following formal investigation, targeting 10 high priority issues through proactive cases/rulings: 112 [280 in Jan–Dec 2024], off-track, 10 priority issues covered: met
- ▶ Meet turnaround targets for complaint cases (80% within working days target, depending on case-type): 5/6 case-types in target [6/6 in Jan–Dec 2024]
- ▶ Meet turnaround target for Copy Advice cases (90% within 24 hours): met – 99% [99% in Jan–Dec 2024]
- ▶ Achieve Cost/No Additional Investigation, Cost/Informal Investigation and Cost/Formal Investigation productivity of +/- 5% of 2024 performance (adjusted by inflation): 1/3 met –
 - Cost per No Additional Investigation case – £67 [14% better than Jan–Dec 2024*]
 - Cost per Informal Investigation case – £356 [38% worse than Jan–Dec 2024*]
 - Cost per Formal Investigation case – £1,767 [95% worse than Jan–Dec 2024*]

*including inflation

Performance against our organisational KPIs

January – June 2025 continued...

Key performance indicators

Rating

7 Casework quality



- ▶ Customer satisfaction for case/enquiry handling:
 - No Additional Investigation after Council Decision cases – 56% [65% in Jan–Dec 2024] vs target of 65%
 - Informal Investigation cases – 67% [74% in Jan–Dec 2024] vs target of 75%
 - Formal Investigation cases – 62% [75% in Jan–Dec 2024] vs target of 75%
 - Advertisers' satisfaction – 84% [73% in Jan–Dec 2024] vs target of 75%
 - Copy Advice – 97% [93% in Jan–Dec 2024] vs target of 90%
- ▶ Service Complaints:
54 received of which 13 merited/merited in part (24%) [27% in Jan–Dec 2024] vs target of ≤ 33.33%
- ▶ Independent reviews:
0% recommended for corrective action [0.87% in Jan–Dec 2024] vs target of ≤ 3%
- ▶ Judicial reviews:
Target of no judicial review losses: met [None in 2024]

8 ASA awareness and trust



- ▶ Deliver statistically significant increases in:
 - Prompted awareness of the ASA: 60% [54% in Oct 2024] vs target of 56%
 - ASA trust: 51% [51% in Oct 2024] vs target of 53%
- ▶ ASA distrust: 6% [6% in Oct 2024] vs target of ≤ 6%

9 Net zero and financial



- ▶ Reduce our emissions by 14%: NA – measured annually
- ▶ Deliver an additional £40k revenue from charging/charging more for added value advice and training: not met – changes to charging for bespoke Copy Advice to go live in Q1 2026
- ▶ Make planned investments in our data science capability and more people to act on data science insights and address over-leanness: met
- ▶ Expenditure (excluding capital expenditure and legal advice) within 98.5–101.5% of budget: not met – 98.1% [95.2% Jan–Dec 2024]

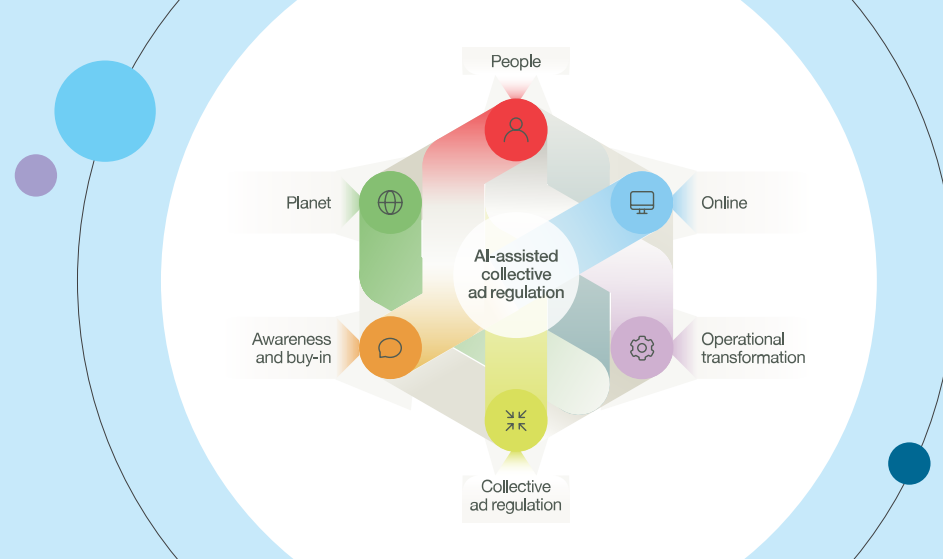
✓ On target − Requires action ✗ Off target



Preview of 2026 Corporate Objectives

In 2026, we will implement the third 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, as well as implement the Less Healthy Food ad restrictions and appropriate changes from our Regulating Offence review, 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 for carbon neutrality and net zero, greener homes, fast fashion, transport and travel, energy, green disposal and meat, dairy and plant-based alternatives.

Objective 3



Deliver proactive regulatory projects using a 'whole system' approach by continuing to integrate our Active Ad Monitoring system into our processes, developing our technical capabilities, and reporting publicly on the impact of our proactive and preventative work.

Objective 4



Implement and monitor the impact of process, team structure, cultural changes, and the use of generative AI to help process cases. Further develop our approach to securing faster identification of obviously irresponsible ads and their subsequent removal, refining our non-broadcast compliance procedures.

Objective 5



Complete the development and launch of our permanent Intermediary and Platform Principles self-regulatory framework, involving social media and demand-side platforms supporting the ASA to uphold responsible advertising online.

Objective 6



Deliver against our public affairs engagement strategies and work with Governments and statutory regulators to ensure the ASA system's voice is heard on relevant policy issues and legislation. Together with our collective industry, trade body and regulator partners, ensure our Scam Ad Alert system continues to operate effectively.

Objective 7



Continue implementing our Awareness Strategy, prioritising raising public awareness of the ASA.

Objective 8



Promote our advice and training services to industry, prioritising the industry audiences that need it most, and develop our bespoke Copy Advice charging service.

Objective 9



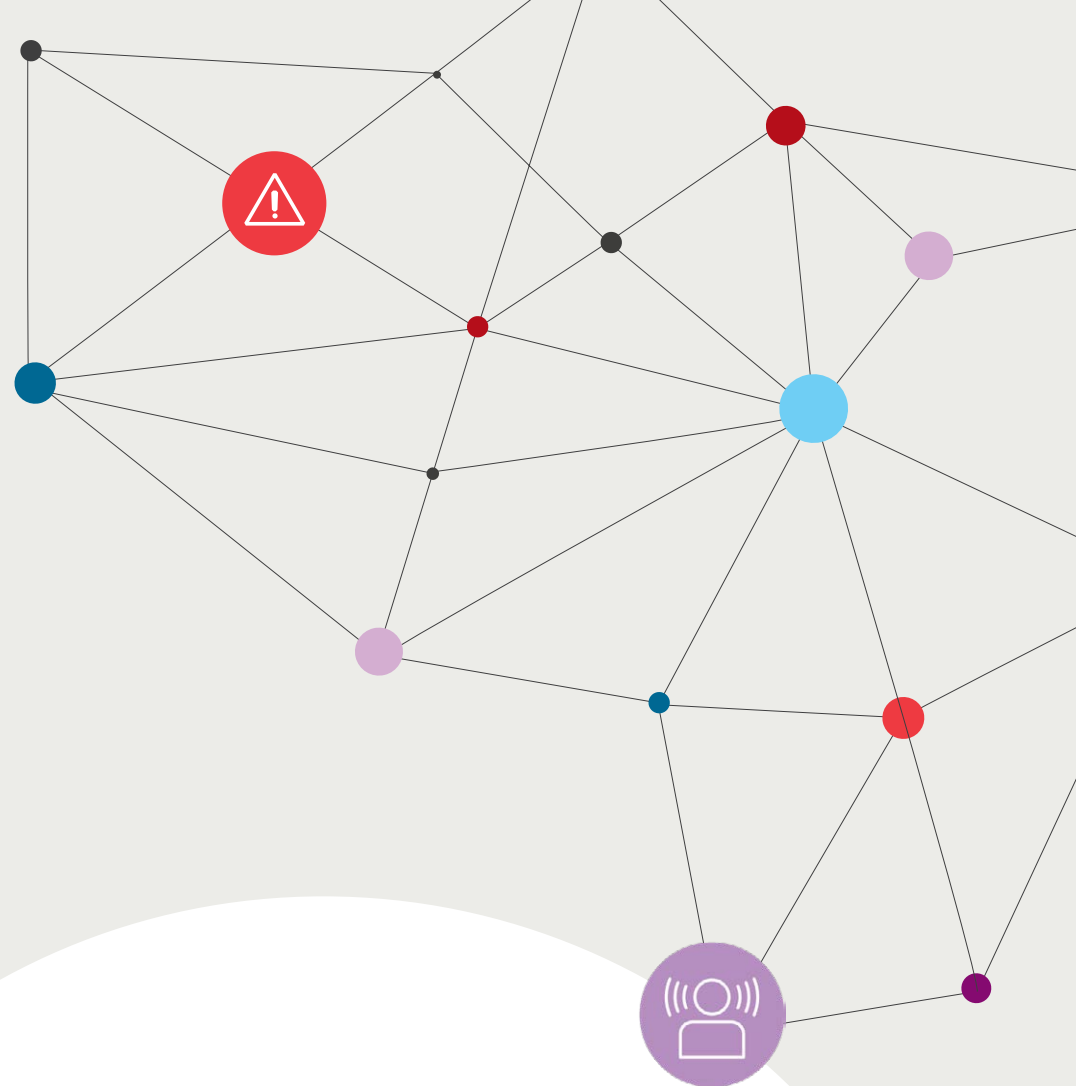
Support Asbof and Basbof in putting our funding on a long-term sustainable basis by continuing to make the case for collective ad regulation to the ad industry and working with Asbof to deliver new channels of funding.

Objective 10



Continue to implement our People and Everyone Matters EDI strategies, including improving the geographic diversity of our workforce and reviewing the effectiveness of our talent initiatives.





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