

## 2023 online complaints and cases broken down

Online media	2023				2022	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Website, social media or app (own site)	9,770	34%	8,345	28%	7,282	6,520
Website, social media or app (influencer)	4,809	-10%	3,894	-4%	5,318	4,044
Website, social media or app (paid ad)	4,185	13%	3,567	23%	3,719	2,893
Video on demand	1,340	3%	583	14%	1,297	510
Search	425	-2%	407	-3%	432	418
Game	166	-2%	146	11%	170	132
Messaging app	173	17%	162	41%	148	115
Audio podcast or on demand	52	18%	46	31%	44	35
Website, social media or app (other)	21	163%	21	163%	8	8
Augmented or virtual reality	2	-60%	2	-50%	5	4
Voice Assistant	1	0%	1	0%	1	1
Viral	0	-	0	-	0	0
<b>Online total</b>	<b>20,944</b>	<b>14%</b>	<b>17,174</b>	<b>17%</b>	<b>18,424</b>	<b>14,680</b>