

2024 Financial Report

We are funded primarily by advertisers through arm's-length levy arrangements that guarantee the ASA's independence.

Collected by the Advertising Standards Board of Finance (Asbof) and the Broadcast Advertising Standards Board of Finance (Basbof), the 0.1% levy on the cost of buying advertising space and the 0.2% levy of the Royal Mail's Mailsort and others' mail contracts ensure that the ASA is adequately funded without revealing to us which companies are contributing. Asbof also receives other contributions, including from platforms, online search advertisers and teleshopping companies. We also receive a digital platform contribution via the European Advertising Standards Alliance (EASA), income from some advice and training services and a small amount of income from the European interactive Digital Advertising Alliance.

Year to 31 December 2024

Audited income and expenditure figures for the combined non-broadcast and broadcast activity in 2024 (see table) are the total of the amounts recorded in the Audited Report and Financial Statements of our two operating companies, namely The Advertising Standards Authority Limited (ASA) and The Advertising Standards Authority (Broadcast) Limited (ASA(B)). Those were adopted by the Non-broadcast and Broadcast Councils at their respective Annual General Meetings held on 25 April 2025.

Income for the year

Compared with 2023, total income received from Asbof and Basbof increased by £1,137,000 (12%) to £10,633,000, most of which was to fund our planned growth in headcount. Other income increased by £50,000 (7%) to £725,000. Other income included funding received via EASA (£449,225) and consultancy income totalling £276,201. Interest received increased by £7,000 to £92,000.

Expenditure for the year

Compared with 2023, total expenditure increased by £1,312,000 (13%) to £11,603,000. Salaries and other staff costs increased by £977,000 (13%), due in part to a planned 9% increase in headcount and the increased cost of core benefits.

Profit for the year

The combined loss before tax of both non-broadcast and broadcast activity was £153,000. After tax, the combined loss was £143,000.

The Audited Report and Financial Statements for ASA and ASA(B) reflect a split of costs, determined by Asbof/Basbof, to reflect the workload between non-broadcast and broadcast activities, of 65% and 35%, respectively, and applying them to the non-specific costs – overheads, general office costs and the like. Specifically identifiable costs were allocated in full to the relevant company.

Non-broadcast and broadcast combined

	2024 £'000	2023 £'000	2022 £'000
Income			
Funding received from:			
The Advertising Standards Board of Finance Ltd (Asbof)	6,967	6,397	5,535
The Broadcast Advertising Standards Board of Finance Ltd (Basbof)	3,665	3,098	3,312
Total Levy Income	10,633	9,495	8,847
Expenditure			
Salaries and other staff costs	8,520	7,543	6,707
Other operating costs	3,083	2,748	2,677
Total Expenditure	11,603	10,291	9,384
Operating loss	- 970	- 795	- 537
Interest Receivable	92	85	11
Other Income (i.e. European levy, seminars, advice, e-learning)	725	675	617
(Loss)/profit on ordinary activities before tax	- 153	- 36	90

Future Plans and Key Risks

Although the 0.1% levy is increasingly supplemented by direct contributions from platforms and digital advertisers, online ad spend is now at around 80% of total UK ad spend. We are supporting Asbof in their proposal to persuade major digital platforms to levy their direct advertisers whilst exploring opportunities to diversify non-levy income.

The Risk and Audit Committee reviewed the organisational risk register twice during 2024. The key organisational risks are: