

2025 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 receive digital platform contributions via the European Advertising Standards Alliance (EASA), income from a joint regulatory agreement with Ofcom for less healthy food ad regulation, income from some advice and training services and a small amount of income from the European interactive Digital Advertising Alliance.

Year to 31 December 2025

Audited income and expenditure figures for the combined non-broadcast and broadcast activity in 2025 (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 24 April 2026.

Income for the year

Compared with 2024, total income increased by £1,215,000 (11%) to £12,573,000, to offset the majority of the increased expenditure (see below). Levy income from Asbof and Basbof increased by only £489,000 (5%) to £11,122,000, as the majority of the overall increase was driven by growth in other income, which rose by £726,000 (100%) to £1,451,000.

Other income comprised funding received via EASA from digital platforms (£1,026,000), consultancy income (£289,953), and income from events and eLearning (£125,124). Interest received decreased by £34,000 to £58,415.

Expenditure for the year

Compared with 2024, total expenditure increased by £1,104,000 (10%) to £12,707,000. Salaries and other staff costs increased by £917,000 (11%), due in part to a planned increase in employer pension matching, a 3% 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 £76,000. After tax, the combined loss was £75,000.

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

	2025 £'000	2024 £'000	2023 £'000
Income			
Funding received from:			
The Advertising Standards Board of Finance Ltd (Asbof)	7,130	6,967	6,397
The Broadcast Advertising Standards Board of Finance Ltd (Basbof)	3,992	3,665	3,098
Total Levy Income	11,122	10,633	9,495
Other Income (i.e. European levy, seminars, advice, e-learning)	1,451	725	675
Total Income	12,573	11,358	10,170
Expenditure			
Salaries and other staff costs	9,437	8,520	7,543
Other operating costs	3,270	3,083	2,748
Total Expenditure	12,707	11,603	10,291
Operating loss	(134)	(245)	(121)
Interest Receivable	58	92	85
(Loss)/profit on ordinary activities before tax	(76)	(153)	(36)

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 75% 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.

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