

2024 complaints and cases by media

Media	2024				2023	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Online	20,423	-2%	16,530	-4%	20,944	17,174
Television	12,383	-7%	4,008	-9%	13,357	4,399
Email	1,186	-2%	1,033	-2%	1,210	1,058
Outdoor	960	-3%	568	-1%	989	573
Radio	980	1%	522	-8%	966	566
Other	905	20%	441	4%	757	426
Packaging and point of sale	528	-4%	495	-2%	552	506
Leaflet, brochure, catalogue or directory	331	-19%	289	-15%	409	339
Transport	184	-47%	110	10%	350	100
National press	249	-27%	209	-8%	339	226
Direct mail or circular	258	-17%	213	-12%	312	242
Magazine	121	12%	112	19%	108	94
Local or regional press	86	-19%	70	-27%	106	96
Cinema	58	2%	43	10%	57	39
Ambient	56	19%	45	22%	47	37
Press other	26	18%	23	15%	22	20
Phone call	14	100%	13	86%	7	7
Over-the-top	1	1100%	12	1100%	1	1
Total	38,749	-4%	24,736	-5%	40,533	25,903