

Protecting Children Online

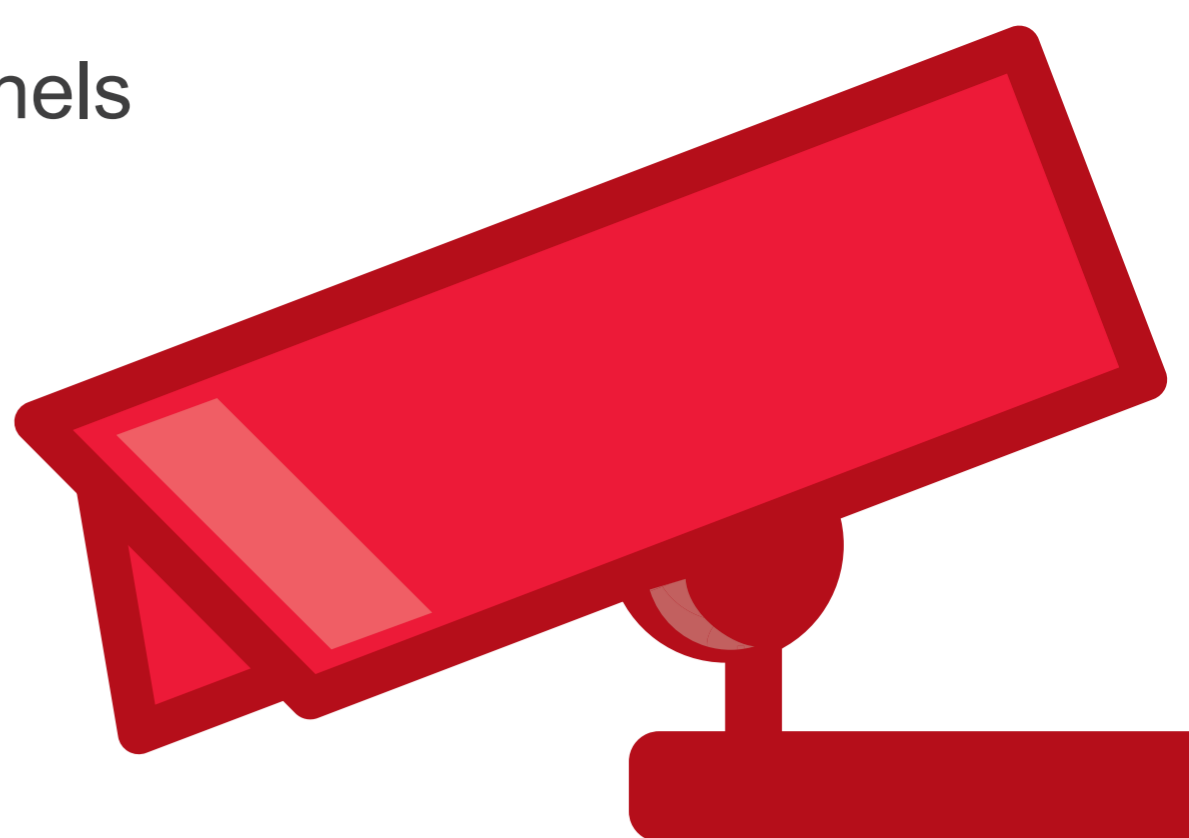
Monitoring ad breaches that occur on children's websites and YouTube channels

The ASA is taking a proactive approach to monitoring and tackling instances where age-restricted ads were in breach of the rules by not being targeted away from children.

By reviewing a sample of ads shown on a selection of websites and YouTube channels attracting a disproportionately high child audience, the ASA:

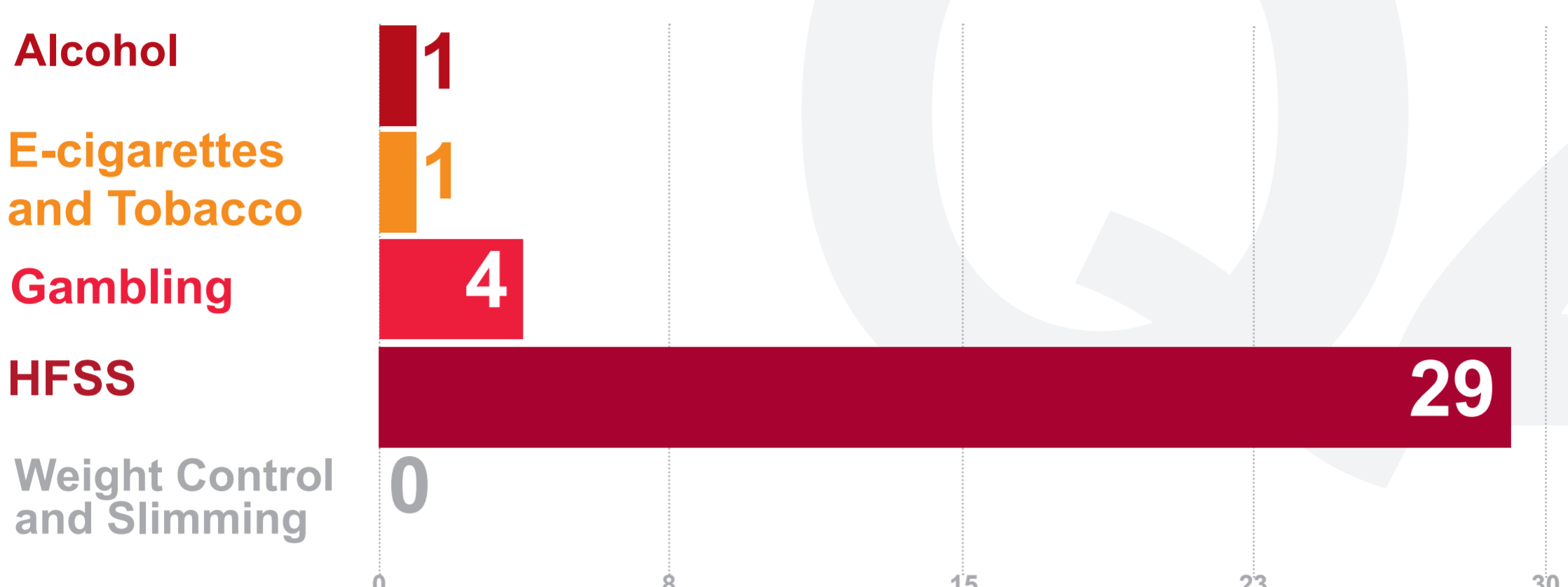
- identified a number of breaches,
- is securing the removal of the ads; and,
- is warning the advertisers to review and amend their practices.

Over the next twelve months we'll report publicly on our monitoring and engage relevant industry groups about our findings. Through this proactive approach the ASA is building a culture of zero tolerance for age-restricted ads appearing on children's websites and YouTube channels.



How many advertisers were caught breaking the rules in April – June 2020?

Number of advertisers that broke the rules by sector



How many alcohol breaches did the ASA find in Q2 2020?

The ASA identified 10 alcohol ads from 1 brand that appeared on 1 website within the sample.



How many gambling breaches did the ASA find in Q2 2020?

70 different ads from 4 gambling operators on 8 different websites were identified in breach of the rules in the sample.



How many HFSS breaches did the ASA find in Q2 2020?

The ASA found 78 ads for high fat, salt or sugar (HFSS) products from 29 advertisers in breach of the rules. In the sample the ads related to 32 products and appeared on 24 children's sites and 5 YouTube channels.



How many e-cigarette and tobacco ad breaches did the ASA find in Q2 2020?

1 e-cigarette ad was identified on 1 children's website.



How many weight control and slimming ad breaches did the ASA find in Q2 2020?

No instances of weight control or slimming ads were identified.



How are we monitoring children's media online?



We used data collated by Nielsen's media monitoring tools: Ad Dynamix and Portfolio UK.

Based on our analysis of online audience data, we identified 49 websites and 7 YouTube Channels, monitored by these tools, that are aimed at children or had a disproportionately high child audience.

Media monitoring data is categorised by industry sector enabling us to look at the incidence of age-restricted ads appearing in these children's media.

Read more at www.asa.org.uk/T4Gmethodology