



## Consistency with Clearance Centres – a Review of 2019 broadcast rulings

The ASA is committed to working effectively with other regulators and stakeholders where necessary to avoid regulatory duplication or inconsistency. A key relationship is between ASA, Clearcast and Radio Centre and good communication between the three organisations is integral to good regulation. We routinely analyse variances in interpretation of the broadcast rules and discuss where inconsistencies occur. The following are the key take-outs from the 2019 review of broadcast rulings:

The ASA published 61 TV rulings in 2019, with an upheld verdict on 33 of them. To put this into context, 33 upheld rulings represent just 0.05% of the total number of TV ads seen by Clearcast in 2019. Our analysis of the issues showed that misleadingness as opposed to substantiation, harm or offence was the most common reason for a difference of opinion between the ASA and Clearcast. The ASA upheld on four occasions against Radio Centre advice. Misleadingness was the most common reason we disagreed with the Radio Centre and no complaints were upheld on the grounds of offence.

We will undertake a similar review of 2020 rulings in early 2021.