

Second meeting of the Online Advertising Taskforce
25 October 2023, 10:45-11:45
Minutes

1. Welcome and Introductions

The Minister for Media, Tourism and the Creative Industries chaired the meeting, and welcomed members to the second meeting of the Taskforce. The purpose was to discuss and formally adopt a draft Action Plan that Taskforce members had worked with the Department for Culture, Media and Sport (DCMS) to develop over the summer.

2. Overview of the Action Plan

The Chair emphasised that the aim of the Action Plan was to bring together commitments across industry and government that can help deliver against the two objectives of the Taskforce, outlined in its Terms of Reference.

Officials from DCMS, the Department for Business and Trade (DBT) and Department for Science, Innovation and Technology (DSIT) provided an overview of the Government-led initiatives in the Plan, including the wider Online Advertising Programme, Online Safety Act and the Digital Markets, Competition and Consumers Bill.

The Prime Minister's Anti-Fraud Champion Anthony Brown MP provided an update on progress with the Fraud Charter and the Deputy Chair of the Taskforce, Mark Lund, provided an overview of the industry-led commitments in the draft Action Plan. Guy Parker from the Advertising Standards Authority (ASA), Christie Dennehy from the Internet Advertising Bureau (IAB) and Phil Smith from the Incorporated Society of British Advertisers (ISBA) spoke on the key commitments in the draft Action Plan relating to their organisations. This included the IAB's Gold Standard, ISBA's Influencer Code of Conduct and the ASA's Intermediary and Platform Principles Pilot, and how enhancement of these initiatives could help further the objectives of the Taskforce.

3. Discussion on the Action Plan

The Deputy Chair facilitated a discussion on the commitments in the draft Action Plan. Taskforce members provided comments and reflection on the document. The Taskforce then formally endorsed the document.

4. Closing remarks

The Chair thanked Taskforce members for their attendance and involvement in developing the Action Plan, noting that it would be published soon once the government approval process was complete. The Chair confirmed that the next meeting of the Taskforce would take place in early 2024.