

**Third meeting of the Online Advertising Taskforce**  
**28 February 2024, 15:45-16:45**  
**Minutes**

## **1. Welcome and introductions**

The Minister for Media, Tourism and the Creative Industries chaired the meeting and thanked members for all their work since the last meeting. The purpose was to discuss progress and next steps against the Taskforce's [Action Plan](#) which was published in November 2023. The Deputy Chair, Mark Lund, gave an update on his work with the Taskforce's industry members to establish six working groups to drive progress against commitments in the Action Plan.

## **2. Update on progress against government led commitments in the Action Plan**

Simon Fell MP, the Prime Minister's Anti-Fraud Champion, spoke on the Home Office's efforts to tackle online fraud through its recently published [Online Fraud Charter](#). Officials from DCMS, the Department for Business and Trade (DBT) and Department for Science, Innovation and Technology (DSIT) provided updates on other Government-led initiatives in the Plan, including next steps on the Online Advertising Programme, implementation of the Online Safety Act and the progress of the Digital Markets, Competition and Consumers Bill.

## **3. Update on progress against industry led commitments in the Action Plan**

The chairs of the six industry-led working groups gave updates on their plans to build evidence and promote initiatives to improve standards and address harms:

- **Research:** Laurence Green from the Institute of Practitioners in Advertising updated on a workstrand that will identify gaps in the evidence base, alongside DCMS's commissioned research on advertising harms.
- **Intermediary and Platform Principles (IPP):** Guy Parker from the Advertising Standards Authority updated on its IPP Pilot, a set of principles applied to platforms and intermediaries to help prevent harmful advertising.
- **Information sharing:** Konrad Shek from the Advertising Association updated on work to identify better ways for data to be shared between industry, regulators and government.
- **Gold Standard:** Christie Dennehy-Neil from the Internet Advertising Bureau updated on work to increase adoption of the certification scheme for companies that buy and sell digital advertising, to help improve transparency in the supply chain.
- **Influencer marketing:** Rob Newman from the Incorporated Society of British Advertisers (ISBA) updated on work to raise standards for influencer advertising through their fourth iteration of the Influencer Marketing Code of Conduct.
- **Age assurance:** Phil Smith from ISBA updated on work to promote better compliance with standards for the targeting of age-restricted advertising, and to improve these standards.

#### **4. Next steps and closing remarks**

DCMS officials spoke to plans for ongoing engagement with Taskforce members and working groups. Work will continue over the next few months and a progress report will be drafted and published after the next Taskforce meeting. The Minister thanked members and working group leads for their collaborative and proactive approach to driving progress against the Action Plan, indicating that the next Taskforce meeting will likely take place in late June or early July, ahead of Summer Recess.