

**Fourth meeting of the Online Advertising Taskforce**  
**4 November 2024, 15:00-16:00**  
**Minutes**

### **1. Welcome and opening remarks**

The Minister for Creative Industries, Arts and Tourism chaired the meeting and welcomed the taskforce, highlighting the importance of the advertising industry in the UK. The Minister thanked members for their work on the Taskforce and expressed his desire for it to continue and the importance of having outcomes as a result of the taskforce meetings.

The Deputy Chair of the Taskforce, Mark Lund, echoed support for the continuation of the taskforce and the six associated working groups, speaking of the need for each group to agree further targets and modes of delivery for the coming months.

### **3. Updates on working groups**

The chairs of the six industry-led working groups summarised their progress to date and gave updates on next steps. A progress report is published alongside these minutes.

- **Intermediary and Platform Principles (IPP):** Guy Parker from the Advertising Standards Authority (ASA) updated on the pilot. A further report will follow and the group will continue to be updated on options for incorporating the IPP into the ASA regulatory system.
- **Age assurance:** Phil Smith from the Incorporated Society of British Advertisers (ISBA) provided a summary on the importance of age assurance and updated on work to demonstrate compliance with the advertising codes and ISBA's Project Origin.
- **Gold Standard:** Christie Dennehy-Neil from the Internet Advertising Bureau (IAB UK) updated on work to increase adoption of the Gold Standard, IAB UK's certification scheme. She said that having the Gold Standard on the Taskforce has been beneficial for raising the awareness and profile of the standard.
- **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, to facilitate the exchange of information and address barriers in information sharing.
- **Research:** Laurence Green from the Institute of Practitioners in Advertising updated on work to increase baseline knowledge of how harms are affecting people, including DCMS-commissioned research regarding the perception of harmful advertising on adults and their children. The research group will consider the findings of this survey and what steps can be taken to build on that.
- **Influencer Marketing:** Rob Newman from the Incorporated Society of British Advertisers (ISBA) updated on work to raise standards in influencer marketing. A fourth iteration of the Influencer Marketing Code of Conduct is currently underway, seeking to update and strengthen guidance.

### **4. Terms of Reference**

Janis Makarewich-Hall, Deputy Director of Radio, Advertising and Press at DCMS, set out updates to the Terms of Reference, incorporating changes to membership and extending it by a further 12 months. Once agreed by members this will be published online.

## **5. Next steps**

Members discussed thoughts on future work for the taskforce. Officials will work with the Deputy Chair following the meeting to scope ideas into actions.

The Taskforce is expected to meet again in early 2025.