

**Sixth meeting of the Online Advertising Taskforce**  
**10 November 2025, 14:00-15:00**  
**Minutes**

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

The Chair of the Taskforce, Ian Murray, Minister for Creative Industries, Media and Arts, opened the meeting by welcoming Taskforce members. He highlighted the value of the advertising industry to the economy, and welcomed its prominence in the Creative Industries Sector Plan. He noted it would be important for the Taskforce to continue its work to tackle online advertising harms.

The Deputy Chair of the Taskforce, Mark Lund, said that transparency is a key focus of the Taskforce, and it is important that industry works with Government to stay ahead of issues in the sector.

Lord Hanson of Flint, Minister of State for the Home Office, updated on the Home Office's forthcoming Fraud Strategy, highlighting emerging government ambitions for tackling fraud, including fraudulent advertising.

## **2. Forward Plan for Taskforce 2025/26**

### Ad Fraud and Standards Working Group

The Taskforce discussed and agreed the setting up of a new working group to tackle fraudulent adverts with a particular focus on transparency and standards. The group will help to understand the advertising ecosystem, examine best practice, and identify gaps in transparency mechanisms or adoption of existing standards. The group will be co-chaired by government and industry, and Paul Gordon of the Home Office and Sinead Coogan Jobes of IAB UK spoke about the context and plans for the group, including working in collaboration with relevant parts of the wider digital advertising ecosystem. Minister Murray expressed support for the establishment of the group and the ambition to make swift progress.

### Brand Safety

The Taskforce also discussed the issue of legitimate advertising inadvertently appearing next to and consequently funding legal but harmful content online, and noted the need for further work to understand the problem. Hannah Toms of DSIT and Rob Newman of ISBA spoke about the context, and ISBA will work with Government on setting up further meetings to take this forward, and report back at the next Taskforce meeting.

### Terms of Reference

Minor proposed changes to the Taskforce's Terms of Reference were discussed and agreed. They reflect the increased focus on transparency and updates to the Taskforce's membership, and will be published on gov.uk.

### 3. Working group updates

Working group leads provided a summary of their work since the last taskforce meeting in May 2025:

- **AI:** Stephen Woodford, from the Advertising Association (AA), updated on the work of the AI working group, which includes the drafting of a best practice guide for use of AI in online advertising, and the latest findings from the AA's quarterly trust tracker report, which now includes questions relating to the public's perception of AI in advertising.
- **Age Assurance:** Rob Newman, ISBA, updated on progress of work to provide a baseline measurement on the effectiveness of targeting of ads for age-restricted and age-inappropriate products. An active pilot is currently underway, with reporting expected in early 2026.
- **Intermediary and Platform Principles (IPP):** Baroness Nicky Morgan, Chair of the Advertising Standards Authority (ASA), updated on the implementation of a permanent full-scale IPP framework, with the ASA currently looking at the next set of platforms to work with in this area.
- **Information Sharing:** Konrad Shek, AA, summarised the ongoing work to establish a pilot for sharing data concerning scams and fraud using the advertising supply chain, via the Global Signals Exchange.
- **Gold Standard:** Sinead Coogan Jobes, IAB UK, summarised work to encourage greater sign-up to the Gold Standard over the summer. She also welcomed the Government Communication Service's agreement to pledge to be an advertiser supporter of the Gold Standard.
- **Influencer Marketing:** Rob Newman updated on the Influencer Marketing Code of Conduct, and work to increase market coverage across brands, talent agencies and influencers.

### 4. AOB and Close

Minister Murray thanked members for attending and their continued work, and highlighted the importance of pace and momentum of the Taskforce and its working groups working to deliver against harms. Minister Murray proposed that the Taskforce meets again in early 2026, and a progress report will be published to highlight the work of the Taskforce across 2025.