

**Seventh meeting of the Online Advertising Taskforce  
26 February 2026, 13:30 - 14:30**

### **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 the continued rise in trust in advertising.

The Deputy Chair of the Taskforce, Mark Lund, reflected on the work of the Taskforce noting the good progress made across workstreams and highlighted alignment with discussions at the recent LEAD Conference, particularly relating to ad fraud, information sharing, and the use of AI in advertising.

### **2. Online Advertising Taskforce Progress Report**

Janis Makarewich-Hall, DCMS, presented the progress report which sets out progress of the Taskforce in 2025 and next steps for 2026. Key achievements include reaching a milestone for the Information Sharing Working Group, with pilot participants now sharing fraud-related signals, and the Influencer Marketing Working Group hitting their market coverage target for the [Code of Conduct](#).

Konrad Shek, Advertising Association, led discussion of the AI Working Group noting the key achievement of developing the [AI Best Practice Guide](#) and publishing it to coincide with the LEAD Conference in early February. Work will now focus on ensuring the guide is promoted and used with all Taskforce members asked to consider how they could support this. Konrad Shek also noted successful progress on the Information Sharing Working Group; while initially the volume of signals shared is modest, it is playing an important role in building trust between partners.

Rob Newman, Incorporated Society of British Advertisers (ISBA), noted the progress of the Influencer Marketing Working Group, and that they are examining trends in [Code of Conduct](#) coverage, identifying further sectors to target where uptake is limited.

Taskforce members gave their approval for the publication of the progress report.

### **3. Age Assurance Working Group Update**

Rob Newman, ISBA, presented high-level findings from the Age Assurance Pilot held during 2025, measuring the effectiveness of advertisers' current targeting practice in limiting underage exposure to advertisements for age-restricted products. Findings were widely welcomed by Taskforce members, and it was agreed the working group should consider next steps to build on the pilot.

#### **4. Ad Fraud and Standards Working Group Update**

Sinead Coogan-Jobes, IAB UK, updated on the progress of the new Ad Fraud and Standards Working Group, which has been set up following agreement at the November 2025 Taskforce meeting. The group's draft Terms of Reference and plan for the year ahead were presented to and agreed by Taskforce members. Upcoming priorities will include a mapping exercise to understand what transparency standards and mechanisms already exist to detect, disrupt and prevent malicious advertising from entering the advertising supply chain. Sinead Coogan-Jobes agreed to report back at the next Taskforce meeting with an update on the first phase of work.

#### **5. Brand Safety Update**

Vita Maynard, DSIT, and Stephen Chester, ISBA, provided updates on the brand safety work, and on the challenges of legitimate advertising inadvertently funding legal but harmful content online. The update focused on recent evidence gathering through roundtable discussions with platforms, civil society organisations, the advertising industry, and brand safety/ad verification services. It was noted that further engagement will be required and the Taskforce will be updated at its next meeting.

#### **6. AOB and Close**

Minister Murray thanked Taskforce members for their attendance and continued engagement, and recommended reconvening in June.