

Eighth meeting of the Online Advertising Taskforce
2 July 2026, 09:30 - 10:30

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.

The Deputy Chair of the Taskforce, Mark Lund, reflected on the recent Cannes Lions festival, where the UK advertising industry was very successful, noting that much of the UK-led discussion focused on the impacts of technological transformation, including the impact of AI on the sector, and the importance of maintaining trust in the advertising sector.

Stephen Woodford, Advertising Association, raised the Government's consultation on changes to the Nutrient Profiling Model, and the challenges and impact this would have on the advertising industry.

2. Ad Fraud and Standards Working Group Update

Sinead Coogan Jobes (IAB UK) presented the findings from phase 1 of the Ad Fraud and Standards work - a mapping exercise to understand current use of transparency standards and mechanisms to detect and prevent fraud in online advertising and levels of uptake. This focused on results from an evidence gathering exercise with actors across the supply chain and set out proposed areas of focus for phase 2. Fran Dowling (Home Office) reflected on the importance of this work, and noted the continued threat that fraudulent advertising poses to the UK.

Taskforce members discussed the role of various actors in the supply chain, and agreed that the Working Group should proceed with phase 2. The Working Group will continue to update the Taskforce on progress with the aim to report back to the Taskforce in early 2027.

3. Taskforce Forward Look

Mark Lund provided a brief summary of Taskforce progress and forward look, before bringing in Working Group leads to provide an update on their respective workstreams.

Stephen Woodford updated on the AI Working Group's work to promote the AI Best Practice Guide, with plans to create training videos and content to support awareness and adoption. For the Information Sharing Working Group, Stephen noted interest in the ongoing information sharing pilot from wider industry, with further participation being considered.

Guy Parker (Advertising Standards Authority) updated on the implementation of Intermediary and Platform Principles, with a series of workshops successfully delivered with participants across May and June.

4. Raising the profile of the work of the Taskforce

Stephen Woodford led a discussion on the merits of raising the profile of the Taskforce among industry, and potential methods for doing so. Taskforce members shared initial reflections and the Minister asked DCMS officials to consider this further with the advertising trade bodies.

5. AOB

Minister Murray thanked Taskforce members for their attendance and ongoing support for the Taskforce, and recommended reconvening in Autumn.