Ninth meeting of the Online Advertising Taskforce
2 November, 14:00 - 15:00

1. Welcome and opening remarks

The Chair of the Taskforce, The Rt Hon Ian Murray MP, Minister for Creative Industries, Media and Online Safety, opened the meeting by welcoming Taskforce members. Minister Murray noted the expansion of DCMS' policy remit following the machinery of government change in July and that his expanded portfolio now encompasses online harms, giving him a new strategic oversight of the media and online safety agendas.

The Deputy Chair of the Taskforce, Mark Lund, set the agenda for the meeting.

2. Internal Taskforce Review Findings

Martyn Henderson (Department for Digital, Culture, Media and Sport) thanked Taskforce members for engaging in the review, and noted strong support for the Taskforce's continuation. Martyn discussed his recommendations from the internal review, particularly highlighting:

- The benefits of refreshing the Taskforce Terms of Reference.
- Putting the Taskforce on a more permanent footing and extending until the end of this Parliament.
- Incorporating an annual strategic cycle.
- Strengthening impact measurement and reporting.

Taskforce members noted the recommendations and agreed to their adoption. The Minister confirmed that the Taskforce Secretariat will draft and circulate a revised Terms of Reference for approval, and the next Taskforce meeting will be used as a strategic session to discuss future industry challenges and priorities for the Taskforce in 2027.

3. Content Monetisation Working Group

Stephen Chester (Incorporated Society of British Advertisers) presented the proposal for a new working group to be set up looking at the issues surrounding advertising inadvertently monetising harmful content online. The working group will examine how the online advertising ecosystem can further reduce the risk of funding harmful content, and identify practical, evidence-based improvements.

Vita Maynard (Department for Digital, Culture, Media and Sport) noted this group will complement other work the government is doing to help tackle the issue of harmful online content.

Taskforce members discussed the importance of the work, and the group's proposed remit. Taskforce members agreed for the working group to be established and to operate initially for a period of 6 months and report back with recommendations.

4. Working Group Updates

Mark Lund provided a brief summary of Taskforce progress, 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, and its development of short videos to encourage adoption of the guide and its principles.

Konrad Shek noted progress in the Information Sharing Working Group Pilot, with an additional partner on board and increased sharing of signals. Konrad also requested for the working group to be known as the Ad Abuse Signal Sharing Working Group, to align with the name used by pilot participants. Taskforce members agreed.

Guy Parker (Advertising Standards Authority (ASA)) updated on the implementation of Intermediary and Platform Principles, with the ASA awaiting formal support and approval of funding from platforms and intermediaries. He thanked the Minister for the recent letter emphasising the government's support of the IPP initiative.

Sinead Coogan Jobes (IAB UK) updated that a roadmap with short and medium term commitments has been shared with members of the Ad Fraud and Standards Working Group. This roadmap is seeking their agreement on actions to increase transparency across the online advertising supply chain. More detail will be given in a substantive update at the next Taskforce meeting.

5. AOB

Minister Murray thanked Taskforce members for their attendance and ongoing support for the Taskforce, and recommended reconvening in early 2027.