

Ofcom ref: 00528790

Information Requests  
Email: [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)

09 April 2018

### Ref: 00528790 Freedom of Information: Right to Know Request

Thank you for your request for information on complaints about television adverts, and complaints related to the television channel RT. Your request was received on 19 March 2018 and we are responding under the terms of the Freedom of Information Act 2000.

You requested the following information:

- In the 2017 calendar year which ten television adverts amassed the most complaints lodged with you, whether or not they were deemed worthy of a formal investigation. Please provide me with a table showing the ten most complained about adverts and the number of complaints lodged against each advert.
- Since 1 January 2015 what are the five incidents relating to the broadcaster RT that have the most complaints lodged with you, whether or not they were deemed worthy of a formal investigation. Please provide me with a table showing details of the five most complained about incidents on RT, what the piece of broadcasting was, what the complaint was and how many complaints were lodged.

Regarding your request for information about television advertisements, as you will be aware from Ofcom's previous correspondence with you, as of 2004, Ofcom has delegated responsibility for handling complaints about advertising on television and radio to the Advertising Standards Authority (ASA). The data you have requested is not therefore information that Ofcom directly holds, and you should contact the ASA directly with your request: <https://www.asa.org.uk/contact-us.html>

For your second request, Ofcom's Broadcast and On Demand Bulletin, published every fortnight on our website, includes our decisions about the complaints we have received as well as a summary of the complaint. Issues of the Bulletin are available via the following link to our website: <http://stakeholders.ofcom.org.uk/enforcement/broadcast-bulletins>.

We can confirm that no individual programme on RT attracted multiple complaints between 1 January 2015 and 19 March 2018. While we are unable to provide a table of the most complained about incidents on that basis, details of all complaints Ofcom has considered about programmes on RT are listed in the Bulletins.

We hope this information is of assistance. If you have any queries then please contact [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk). Please remember to quote the reference number above in any future communications.

Yours sincerely,

## Information Requests

If you are unhappy with the response or level of service you have received in relation to your request from Ofcom, you may ask for an internal review. If you ask us for an internal review of our decision, it will be treated as a formal complaint and will be subject to an independent review within Ofcom. We will acknowledge the complaint and inform you of the date by which you might expect to be told the outcome.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

### Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for undertaking internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exception cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact:

Steve Gettings  
The Secretary to the Corporation  
Ofcom  
Riverside House  
2a Southwark Bridge Road  
London SE1 9HA

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF