

Ofcom ref: 00500426

Alistair Hall
Information Requests
Direct line: 020 77834445
Email: information.requests@ofcom.org.uk

6 December 2017

Ref: 00500426, Freedom of Information: Right to Know Request

Thank you for your request for information relating to the number and cost of gaming advertisements since 2005. Your request was received on 3 December 2017 and I am dealing with it under the terms of the Freedom of Information Act 2000.

As you may be aware, as of 2004, Ofcom has delegated responsibility for handling complaints about advertising on television and radio to the Advertising Standards Authority (ASA). Ofcom does not therefore hold the information you requested.

While the ASA may obtain data about the transmission of specific advertisements as part of their day-to-day complaints analysis, we understand they would not generally hold data on the number of adverts for sports betting websites and companies for that purpose.

In the first instance, you could contact the broadcasters directly to request this information. Initial contact details are listed via the following link to our website: <https://www.ofcom.org.uk/manage-your-licence/tv-broadcast-licences/current-licensees>

Beyond that, companies such as Ebiquity provide advertising statistics and may be able to supply the data you seek at cost: <https://www.ebiquity.com/en>

I hope this information is of assistance. If you have any queries then please contact information.requests@ofcom.org.uk. Please remember to quote the reference number above in any future communications.

Yours sincerely

Alistair Hall

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:

Ofcom
Riverside House
2a Southwark Bridge Road
London SE1 9HA

Switchboard: +44 (0)20 7981 3000
or +44 (0)300 123 3000

www.ofcom.org.uk

- 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