

Reference: 1816900

Information Requests
information.requests@ofcom.org.uk

4 June 2024

Freedom of Information request: Right to know request

Thank you for your request for information about complaints relating to television advertising.

We received this request on 4 May 2024 and we have considered your request under the Freedom of Information Act 2000.

Your request

Please send me a list of all the televised adverts that received complaints from the general public over the past 2 years. Also, please provide the outcome to complaints that you had on the above subject.

Our response

By way of background, Ofcom considers complaints about the content of programmes, including trailers for a broadcaster's own programmes and programme sponsorship credits. We also set rules related to the identification, amount and placements of adverts around programmes. With the exception of complaints about political advertising, complaints about the content of spot advertising (as featured in commercial breaks on television or radio) and shopping channels are handled by the Advertising Standards Authority (ASA). The ASA can be contacted [here](#).

Any complaints we do erroneously receive about adverts are logged with "Advertisement" in the programme field of our complaints database, and closed and reported as out of remit, so we do not retain specific advertiser information on such cases.

For complaints related to televised political advertising, which do fall within our remit, the following are complaints we have received in the last two years (from 5 May 2022 up to the date of this request on 4 May 2024), all of which were not pursued.

Broadcast content	Service	Transmission or Accessed Date	Number of complaints
Stephen Lawrence Day advertisement	Channel 4	22/04/2023	1
Turkish Tourism board advertisement	Channel 4	13/03/2024	1
North Cyprus advertisement	ITV	25/01/2022	6
North Cyprus advertisement	ITV	26/01/2022	1
North Cyprus advertisement	ITV	29/01/2022	1

Broadcast content	Service	Transmission or Accessed Date	Number of complaints
North Cyprus advertisement	ITV	31/01/2022	6
North Cyprus advertisement	ITV1	n/a	3
North Cyprus advertisement	ITV1	24/01/2023	1
North Cyprus advertisement	ITV1	26/01/2023	1
Sky News advertisement	ITV1	04/05/2023	1
North Cyprus advertisement	ITV4	09/02/2023	1
North Cyprus advertisement	ITV4 / Sky Sports	22/01/2023	1
North Cyprus advertisement	Sky Comedy	11/02/2023	1

I hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress.

Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).