

Reference:2009495

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

10 July 2025

## Freedom of Information request: Right to know request

Thank you for your request for information about complaints about *Headliners* on GB News.

We received this request on 9 June 2025 and we have considered your request under the Freedom of Information Act 2000 (“the FOI Act”).

### Your request

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*Please can you provide a copy of any instructions or policy to test the veracity of complaints received in respect of the TV show “Headliners” on GB News.*

*Please provide the documents setting out the process used by OFCOM to deduplicate repeated complaints made by the same person on the same topic, to remove fake or scam complaints made by imaginary complainants, and to remove non-bona fide complaints made by activists who are following instructions from mailing lists who have never watched the show.*

*If no such policy or records of such activities exist, please expressly confirm this to be the case.*

### Our response

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By way of background, complaints about broadcast standards are carefully assessed under Ofcom’s Broadcasting Code (“the Code”) which sets standards for programme content that all Ofcom licensees must follow. Individual complaints received by Ofcom are assigned to cases, and a case is opened when Ofcom is assessing a specific programme or issue and each case may consist of one or more complaints. In line with our published [complaints procedures](#), we review every complaint we receive to consider whether it raises potentially substantive issues under the Code which warrant investigation by Ofcom. If we consider that these standards may have been breached, we will investigate. You can find decisions about complaints we have considered in [Ofcom’s Broadcast and On Demand Bulletin](#), published every fortnight on our website.

Turning to your request, we do not hold such guidance or policy. For Broadcast Standards complaints there is no specific guidance on the veracity or duplication of complaints; we assess complaints in line with our published procedures. Audience complaints are one way of alerting Ofcom to an issue, but we take an independent view on broadcast material under the Code. The volume of complaints received may be a consideration in assessing general audience reactions, but it is not determinative as to whether Ofcom will proceed to investigate any given case. Rather, it is the particular issues which have been raised by the complainant(s) which are of primary concern in Ofcom’s assessment of a programme.

Ofcom's External Contact Policy includes some general guidance on the area of vexatious complaints: <https://www.ofcom.org.uk/siteassets/resources/documents/about-ofcom/policies/other-policies/external-contact-policy-unacceptable-behaviour.pdf?v=324569>

We hope this information is helpful. If you have any further queries, then please send them to [information.requests@ofcom.org.uk](mailto: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](mailto: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](#).