

Reference: 1990085

Information Requests
information.requests@ofcom.org.uk

13 May 2025

Freedom of Information request: Right to know request

Thank you for your request for information about Shout Out UK.

We received this request on 23 April 2025 and we have considered your request under the Freedom of Information Act 2000 (“the FOI Act”).

Your request

Please can you tell me how much money has the OFCOM paid this company Shoutoutuk Ltd. in total and for which Ofcom campaigns?

We kindly ask you and the board of OFCOM to stop all collaboration with Shoutoutuk Ltd. and stop all payments to them and all of your involvement, partnerships and memberships with them.

Our response

By way of background, Ofcom has a legal duty to promote media literacy. Strong media literacy skills can help people use online services critically, safely and effectively. Promoting media literacy is a key tool in our primary duty to further the interests of citizens and consumers and is critical to our functions as the online safety regulator.

The Online Safety Act has added clarity and specificity to our work, and we are required to help users identify and provide further context about, content for democratic importance on regulated user-to-user services. We are also required to help users establish the reliability, accuracy and authenticity of content, and understand the nature and impact of dis and mis information and reduce their exposure to it.

To help us discharge these duties we commissioned Shout Out UK to deliver two pieces of work. This work was politically neutral, and no political parties were mentioned, nor political viewpoints.

Teacher training

Between September 2023 and July 2024 Shout Out UK delivered media literacy training to 1,054 teachers and professionals working with children. The content of the sessions was aligned with the [Council of Europe DigComp Framework](#):

- Session 1 (1.5h): Identifying types of harmful or false online content (mis / dis / malinformation), using debunking and prebunking, and demonstrating methods to protect young people from online harms.

- Session 2 (1.5h): Identifying online threat types, fostering a culture of fact checking, using other initiatives and resources to uphold active citizenship and self-empowerment.
- Session 3 (1h) (Optional): Giving educators the opportunity to co-create a plan of how they would integrate their new media literacy know-how into next year's educational plan, while demonstrating and showing them a range of resources.

An Ofcom representative reviewed the session content and observed the training in practice.

Dismiss campaign

In March 2024, Shout Out UK developed a social media campaign called Dismiss to help young people and first-time voters recognise mis and disinformation tactics likely to be used around the UK elections. The campaign ran for five weeks in the run up to the election in June 2024 and was run again, without the election focus, for Global Media Week in October 2024. The Electoral Commission partnered with us to ensure all of this work was politically neutral.

All assets and resources produced for the campaign can be viewed at:

<https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.shoutoutuk.org%2Fdismiss%2F&data=05%7C02%7CTony.Finnegan%40ofcom.org.uk%7C65fc5798b22f41ac7f9408dd45d2b8bd%7C0af648de310c40688ae4f9418bae24cc%7C0%7C0%7C638743493525905713%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIlwLjAuMDAwMCIsIlAiOiJXaW4zMtIsIkFOljoitWFPbClldUljoyfQ%3D%3D%7C0%7C%7C%7C&sdata=lymmygDlbfhqiVtu74T3JkoRfvuT7tyz1GSCAeQVco%3D&reserved=0>

Shout Out UK are members of our Making Sense of Media network and presented their work on the Dismiss campaign at our annual conference in November 2024.

Turning to your request I can confirm Ofcom have paid the following:

Combatting mis and disinformation campaign March 2024 – March 2025

£123,603.00

Teacher training Sept 2023 – March 2024

£141,607.83

I can confirm that any and all future work will be competed for through our usual procurement routes.

We 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](#).