

Reference: 01822419

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

3 June 2024

## Freedom of Information request: Right to know request

Thank you for your request for information about terrestrial TV adverts.

We received this request on 20 May 2024 and we have considered your request under the Freedom of Information Act 2000.

### Your request

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*“How many times in the last 3 years have adverts exceeded permitted duration between 6pm and midnight each day? What sanctions have been imposed for each breach either individually or cumulatively?”*

### Our response

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The outcome of all standards investigations are published online on our [Broadcast and On Demand Bulletin](#). Published investigations related to advertising minutage can be viewed by selecting “Look at past decisions” from the main bulletin page, and then filtering for the issues “Advertising minutage”.

Since 21 May 2021, we can confirm there have been five decisions related to these rules in the last three years. In each case Ofcom recorded breaches of Rule 2 of the Code on the Scheduling of Television Advertising, but imposed no additional sanctions.

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](#).