

Reference: 01811943

Information Requests
information.requests@ofcom.org.uk

21 May 2024

Freedom of Information request: Right to know request

Thank you for your request for information about use of AI in TV Commercials.

We received this request on 23 April 2024 and we have considered your request under the Freedom of Information Act 2000 (“the FOI Act”).

Your request and our response

I am writing to submit a Freedom of Information (FOI) request regarding the use of artificial intelligence (AI) in television commercials broadcast to the public in the United Kingdom.

As a concerned citizen interested in advertising practices and technological advancements, I would like to request the following information:

1. Data on the frequency and prevalence of AI utilisation in TV commercials aired on UK television channels over the past 5 years.

Ofcom does not hold this information. The [Advertising Standards Authority \(ASA\)](#) may be able to assist with your query.

2. Any reports, studies, or internal documents held by Ofcom related to the use of AI in TV advertising, including analyses of trends, impacts, or regulatory considerations.

We do not hold information within the scope of your request. We have released the following reports and news release relating to AI, however please note that these do not discuss the use of AI in TV advertising.

- [News release](#) on generative AI. This release includes brief mentions of how it is used by broadcasters, but does not specifically cover broadcast advertisements.
- [Online Nation 2023 Report](#) focuses on generative AI usage by internet users. It does not focus on generative AI usage in advertising or broadcasting.
- [Research Report](#) on the use of AI in online content moderation.

3. Guidance or regulations provided by Ofcom to broadcasters regarding the use of AI in TV commercials, if applicable.

We published a [Note to Broadcasters](#) in April 2023 on synthetic media (deepfakes) to clarify that “Ofcom is confident that the existing rules within the Broadcasting Code will protect audiences from the potential harms that might arise through the use of synthetic media.” The Note relates to content to which the Broadcasting Code applies, and does not relate specifically to advertisements.

The ASA may be able to assist with your query for any guidance relating to advertising specifically. The ASA has published an article outlining its approach to regulating advertisements containing generative AI: [Generative AI & Advertising: Decoding AI Regulation - ASA | CAP](#).

4. Any communications or correspondence between Ofcom and advertising industry stakeholders, regulatory bodies, or other relevant parties concerning the use of AI in TV advertising.

We do not hold information within the scope of your request.

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](#).