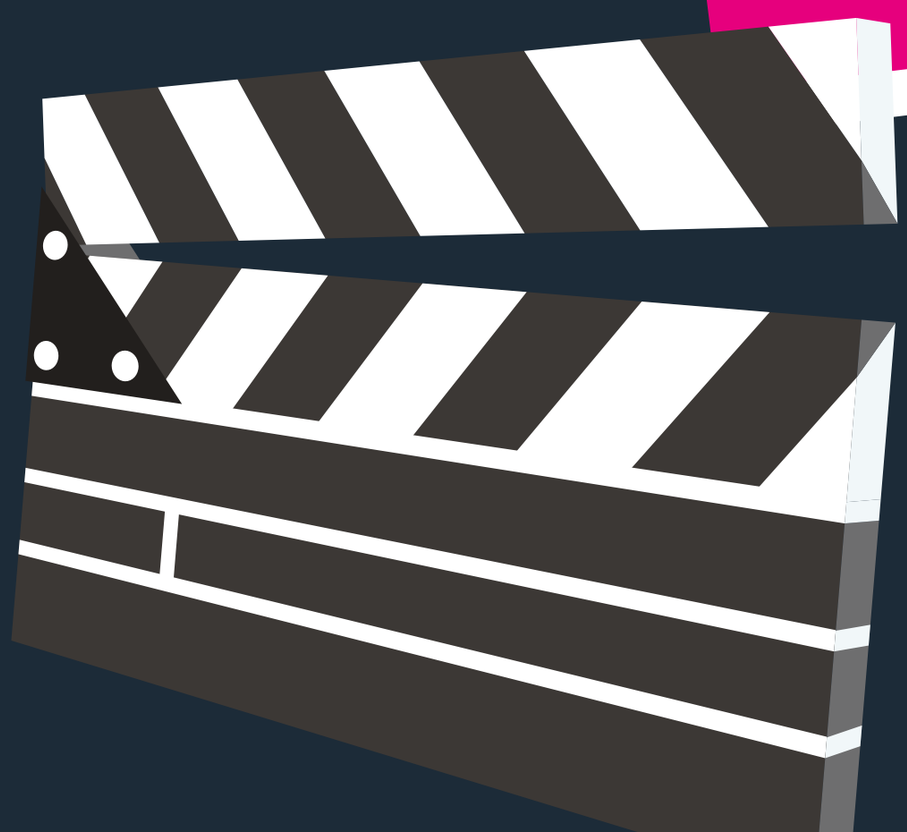
CLEARCAST



That's a wrap

2023

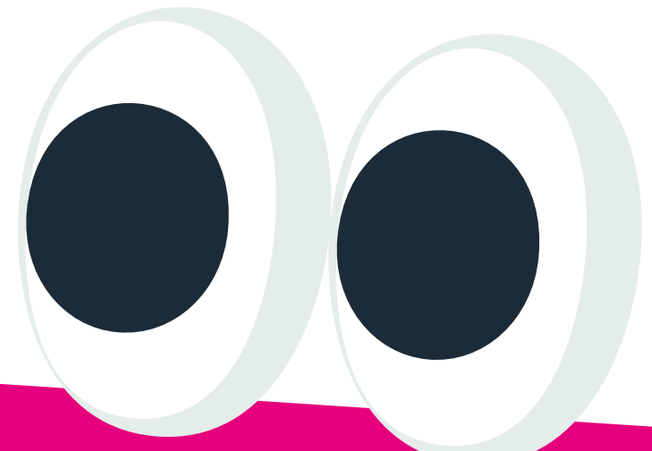




A year of clearing your ads

1

We considered 24,740 scripts and watched 57720 filmed ads.



2

Less than 1% of the ads we cleared resulted in regulator concerns under the CAP and BCAP codes.

3

The industry transitioned over to The Clearcast Library.



A year of clearing your ads

4

Environmental ad claims were the most investigated by the ASA in 2023.

5

We relaunched the 2-hour Fast Track service.

6

Copy Development worked on a whopping 115 jobs. The service was most popular with brands from these sectors:

💅 **Cosmetics**

🎲 **Gambling**

🛍️ **Retail**

🍷 **Alcohol**

The annual Clearcast survey

1

Most of you know that we are here to work with agencies to get ads to air and are not the regulator.



Phew!

2

Some of you are frustrated that you can't clear ads on the go...



Don't worry, we're on it!

The annual Clearcast survey

81%



of you rated your experience of getting ads cleared with us as excellent or good.

37%

of you said we're doing a little or a lot better than we were in 2022.



Delivery in numbers

Our Delivery services are smashing it:

1. 2023 saw **25,000** deliveries distributing **6,295** unique clocks for over **400** agencies and advertisers.



2. The average time for 95% of deliveries was **6 minutes** from when the delivery order was placed.



Delivery in numbers

3 **The average time for the creation of subtitles was just 2 hours.**

- **Top quality**
- **Cost-effective**
- **Speedy!**



4 **Our TV Admin team managed over 300 campaigns***



***Across clearance management, Caria® copy rotation instructions, and international clearance.**

Training the industry

1 **We trained 800 industry folk in 2023.**



2 **Our hot topic courses kept the industry in the know with Environmental & Ad Accessibility sessions.**

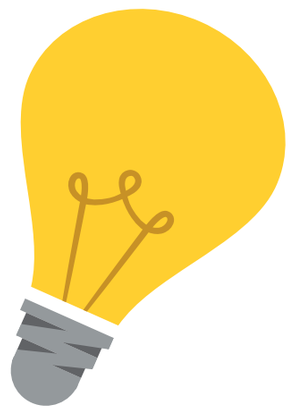
3 **100% of delegates recommended our courses.**

But don't just take our word for it...

Training the industry

"Definitely do it. So many time-saving tips that the course will pay for itself in no time. There were some nuggets that were just lightbulb moments."

Alison, Redolution,
Agency Certificate



"Essential for any and all agencies. It succinctly explains why you should consider accessibility in advertising and how easy the process really is."

Phil, Channel 4,
Ad Accessibility Training

TV Ad Accessibility

We've been working hard to help make TV ads more accessible.

1. #AdsForAll survey
2. We facilitated the first Accessible British Arrows.
3. We created an Ad Accessibility training course for the industry.



To read more about these and our other ad accessibility highlights from 2023,

click here

Data

1

We'll continue partnering with Peach to run Caria, the industry airtime booking system.



2

We'll support BARB with the creation of overnight spot ratings (ad data) to allow to allow advertisers to grab their audience figures even quicker.



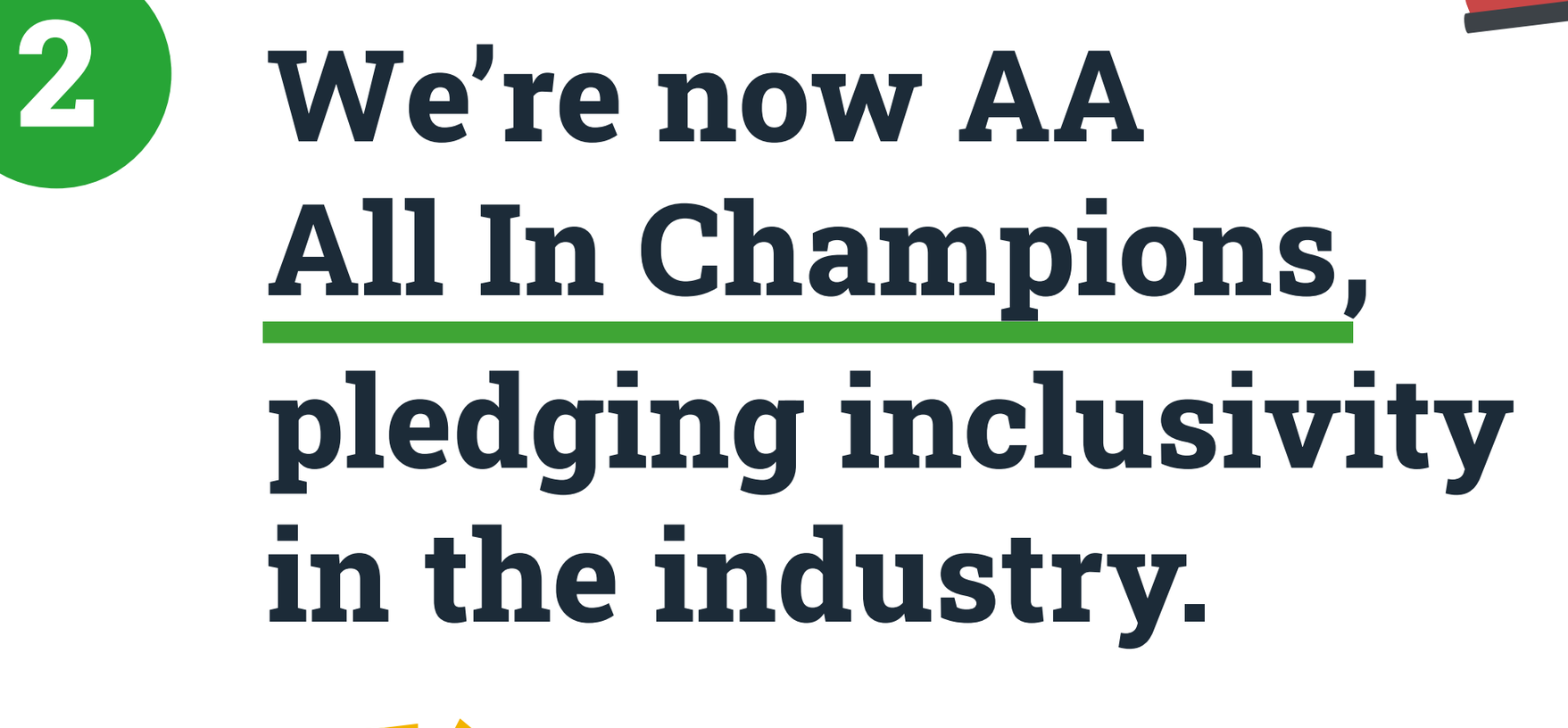
We love our industry...

...and it loves us too!

1. **Sam, our MD, now sits on the Advertising Association Council and we became AA Front Foot members.**



2. **We're now AA All In Champions, pledging inclusivity in the industry.**



CSR

Clearcast For Better has been busy.



1 **We smashed our green objectives with a 39% reduction in energy consumption.**

2 **We made The Library system as green as it can be, lowering our industry's environmental impact.**



CSR

3

Clearcast staff put in over 100 hours volunteering in the local community.



4

We hosted a charity rounders match and Channel 4 Sales had a great win!

Party people

Thanks for coming to our party!



Did you find and complete the Operation Sidecar escape room on the fourth floor?

Our friends at Thinkbox escaped by “saving ads” the fastest! They really do know TV advertising.



A word from our MD

“As you can see, 2023 was a huge year for us, with the team pulling together to deliver great changes for Clearcast and the industry. We’re looking forward to a productive 2024 where we’ll be focusing on streamlining our processes, making it easier to get your brilliant, compliant ads from script to screen”.

Sam,
MD of Clearcast



www.clearcast.co.uk