

# Code of Conduct on Responsible Advertising for Online Gambling

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## Our members

**bet365**

betsson group

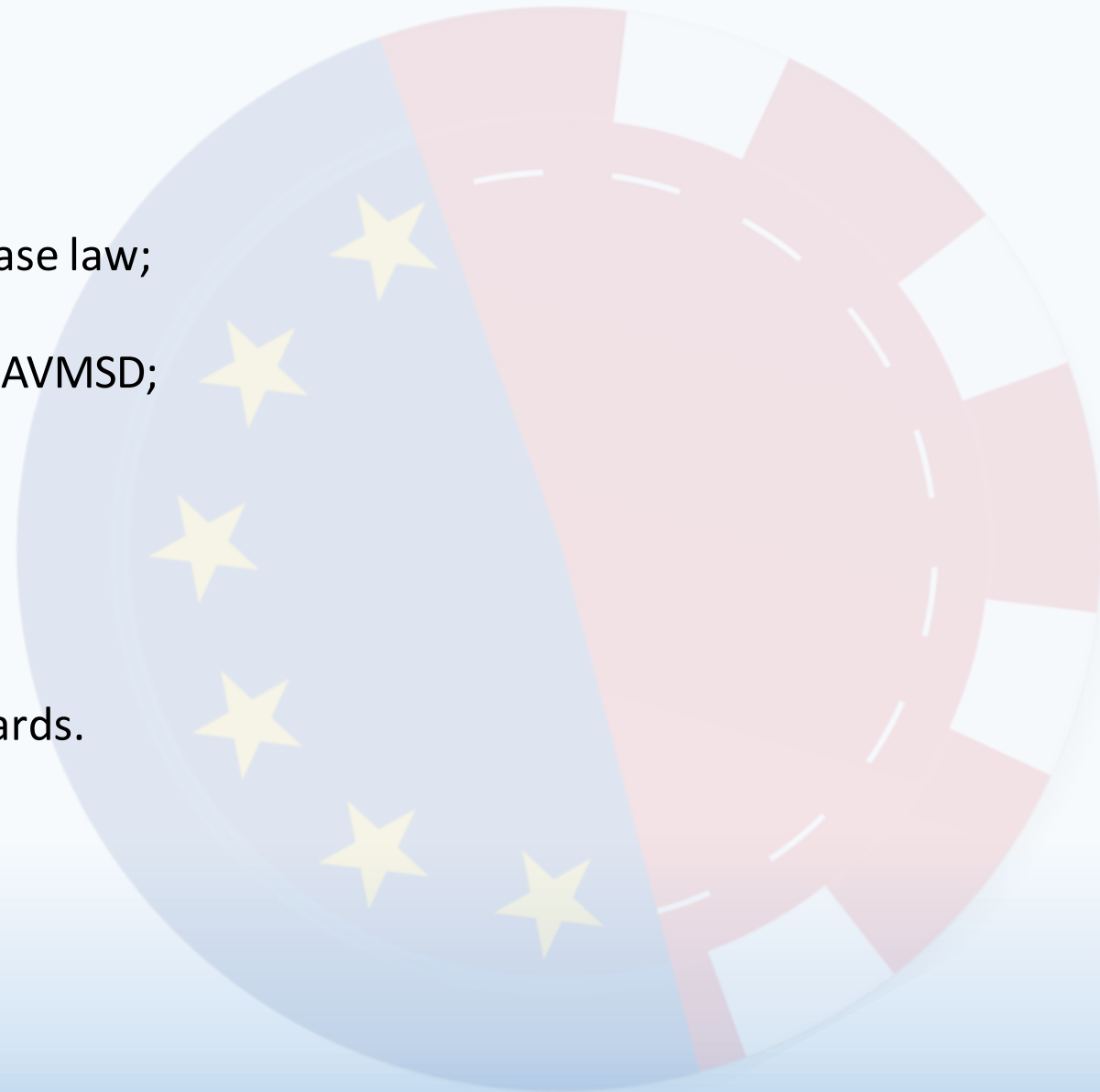
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## **Gambling Advertising**

- Essential for channelling, confirmed by the CJEU case law;
- Horizontally covered by EU Consumer Law and the AVMSD;
- Under public scrutiny in several EU countries;
- Measures heavily fragmented throughout the EU;
- Sectoral responsibility initiative for common standards.



## Objectives of the code

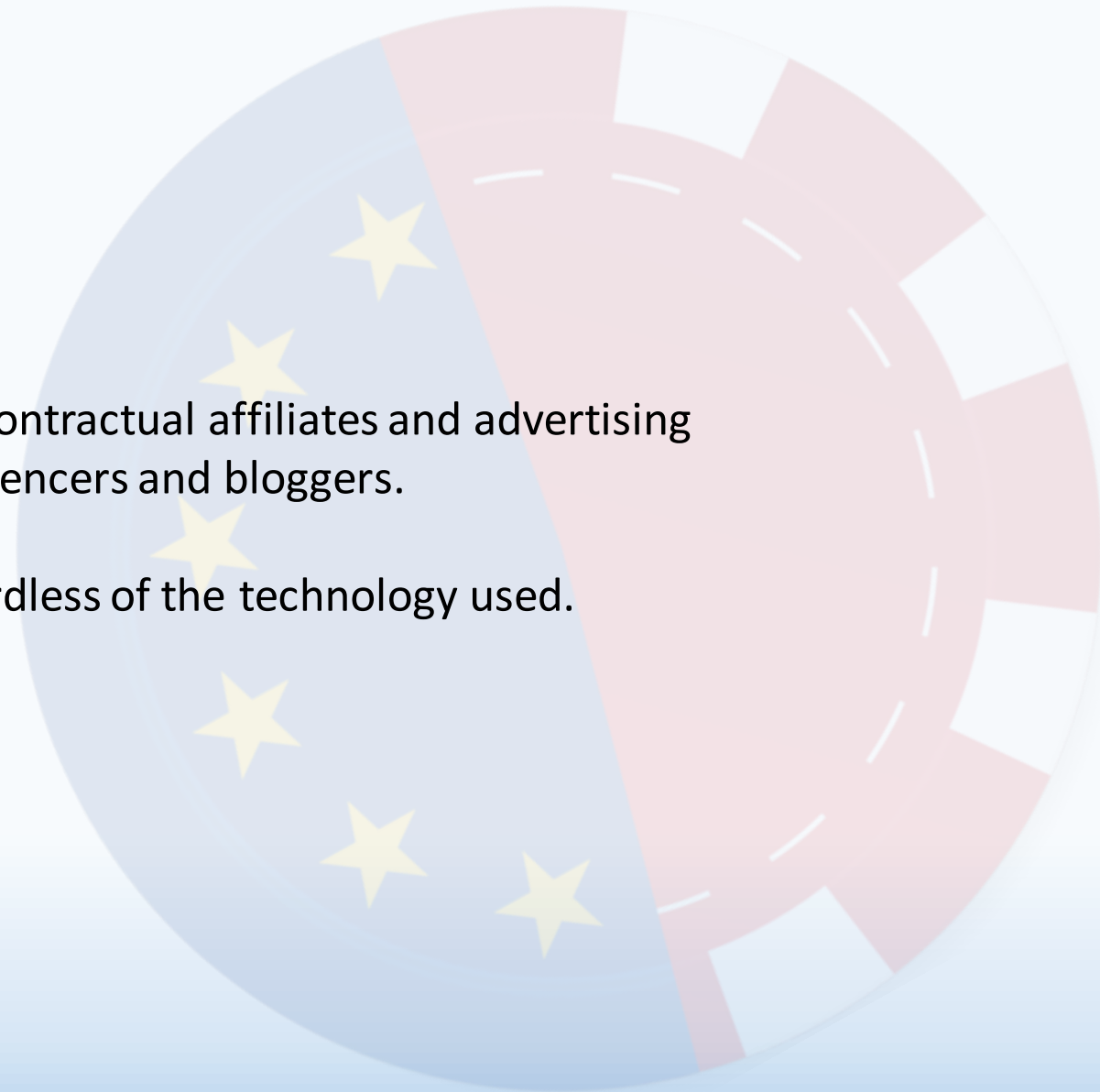
- EGBA leadership initiative to improve advertising standards;
- Establish pan- European standards on responsible gambling advertising;
- Enhance consumer and minor protection;
- Focus on content of advertising. Volume not addressed;
- Developed in the context of the AVMSD, which foresees self-regulation for gambling advertising.



## Scope

The Code applies to:

- Gambling operators, members of EGBA and their contractual affiliates and advertising intermediaries, including brand ambassadors, influencers and bloggers.
- All marketing activities in all media platforms regardless of the technology used.
- All EU, EEA countries and the UK.



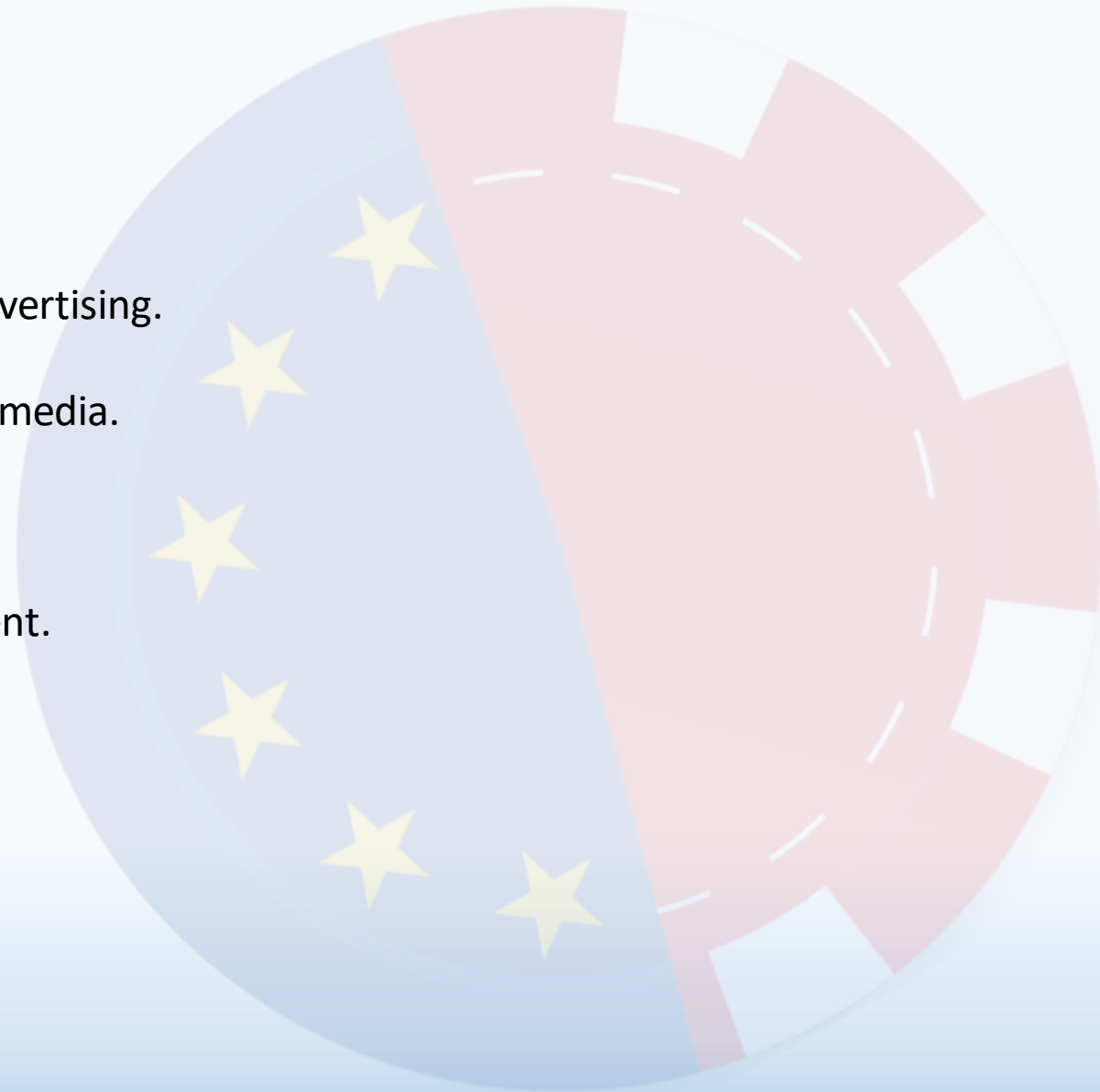
## Measures

- **Content moderation** – how gambling advertising should and should not look like, including bonuses.
- **Minor protection** – no gambling advertising during broadcasts dedicated to minors; no use of cartoons, animated characters, etc.
- **Social media marketing** – age-gating on the social media profiles of gambling brands and age screening technology use.
- **Sponsorship arrangements** – no sponsoring of activities which have a predominant appeal to minors.
- **Responsible gambling** messaging and campaigns.



## Why is this Code different?

- First EU self-regulatory rules on responsible gambling advertising.
- Contains first of their kind rules for advertising on social media.
- Includes concrete examples on content moderation.
- Foresees the commitment to monitoring and enforcement.



## Gap Analysis exercise

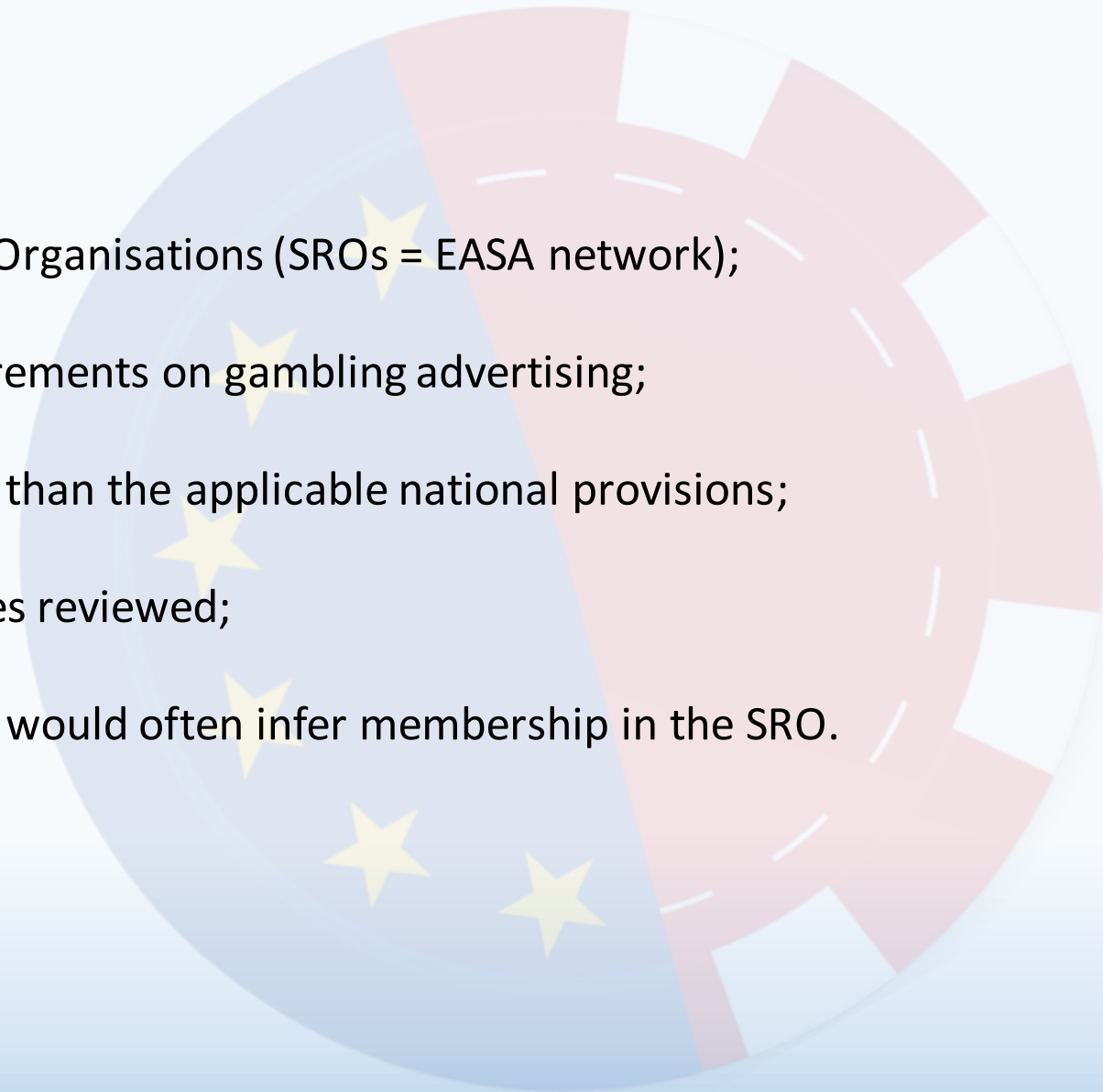
- Conducted by the European Advertising Standards Alliance (EASA);  
*(EASA works independently and did not endorse the Code which remains under the responsibility of EGBA).*
- Identified how the Code fits in comparison with the applicable regulatory and self-regulatory measures in 15 selected markets (BE, BG, CZ, FR, DE, GR, HU, IE, IT, PO, RO, ES, SE, NL, UK).
- Provided suggestions for implementation + improvement.





## Gap Analysis exercise results I

- Positive reactions by the national Self-Regulatory Organisations (SROs = EASA network);
- The Code is broadly consistent with national requirements on gambling advertising;
- In some cases the code is stricter or more detailed than the applicable national provisions;
- The code could be implemented in 9 of 15 countries reviewed;
- Implementation of the Code in the local SR system would often infer membership in the SRO.



## Gap Analysis exercise results II

- Legislation and self-regulation co-exist in 12 countries, while 3 countries do not have any self-regulatory measures;
- Only 6 countries have specific legislative rules for protecting minors from viewing gambling advertisements;
- 5 countries have neither legislative nor SR rules to specifically protect minors from gambling;
- Only 2 of the reviewed countries have specific requirements for gambling advertising on social media;
- In 4 countries restrictions on the content of gambling advertising do not apply equally to all media platforms;
- No dedicated measures for sponsorship in 11 countries;
- In 5 countries responsible gambling messages are not required.



## For more information:

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