



Gambling industry code for socially responsible advertising

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Timeline

- 2005 Gambling Act
- 2007 Act Implementation
- 2007 Publication of Code (1st Edition)
- 2014 (Feb) DCMS SofS, Maria Miller MP, calls for reviews
- 2014 (June) IGRG submits review of Code
- 2015 (August) 2nd Edition published
- 2016 20th February – Code fully into effect

Review process (i)

- Agreed terms of reference with DCMS
- Demarcation CAP/BCAP & ASA reviews
- Scale of gambling advertising
- Effect of gambling advertising
- Children & gambling
- Levels of problem gambling

Review process (ii)

- Normalisation
- Attitudes to gambling advertising
- Technological and market developments
- Strengthening the Code
- Next steps

Requirements of the Industry Code

- Include reference to www.gambleaware.co.uk in all print and broadcast adverts
- Gambleaware.co.uk must be presented in accordance with stipulated rules (onscreen for 10% of ad)
- Television watershed – product restrictions
- Television watershed – sign up offers/references to other products
- Responsible gambling message at the end of TV adverts
- Television advertising - minimum size of text

Requirements of the Industry Code

- Radio messaging
- Improved adult only messaging
- Online banner advertising click throughs
- Sports' sponsorships – restrictions
- Sponsorship of television programmes – inclusion of gambleaware.co.uk
- Social Media – messaging on operator profiles and corporate pages

What next?

- Raising awareness of the provisions
- Compliance and Review Committee
- February 2016
- Co-ordination with other organisations
- Annual reviews
- Is it enough?