

First pan-European code for responsible advertising for online gambling

BRUSSELS, 28 April 2020 – The European Gaming and Betting Association (EGBA) has today published the first pan-European code of conduct for responsible advertising for online gambling. The code is broad in scope and introduces essential standards for advertising content, across all media platforms, and dedicated measures for social media. The code has a particular focus on minor protection.

The “Code of Conduct on Responsible Advertising for Online Gambling” intends to complement and strengthen existing legal and self-regulatory frameworks for online gambling advertising in Europe.¹ The initiative has been developed in the context of the EU Audio Visual Media Services Directive, which emphasises the important role of self and co-regulation in protecting minors from exposure to gambling advertising.²

The code includes specific measures on:

- Content moderation – how gambling advertising should and should not look like.
- Minor protection – no gambling advertising during broadcasts dedicated to minors; age screening tools on social media to protect minors.
- First-of-their-kind measures for social media marketing – age-gating on the social media profiles of gambling brands to ensure minors do not have access.
- Pioneering measures for sponsorship arrangements – no sponsoring of activities which have a predominant appeal to minors.
- Responsible gambling messaging and campaigns.

The code applies to EGBA [members](#) and is open for signature by online gambling companies licensed in the EU/EEA and UK, other gambling associations and representation bodies of the media sector. It is EGBA’s intention to ensure that compliance with the code is monitored and enforced by an independent third-party.

The Code sets long-term standards for gambling advertising content in Europe and complements EGBA’s more [immediate efforts](#) to promote responsible gambling advertising during the coronavirus.

“We’re very pleased to present EGBA’s code of conduct for responsible gambling advertising, which promotes high standards for minor protection and socially responsible advertising content. Advertising is essential to inform the consumer of the websites which are regulated and steer them away from rogue black-market websites. But advertising should be responsible and protect consumers, particularly minors. We encourage other gambling companies to sign up to the code and look forward to engaging with Europe’s authorities to ensure its success.” – Maarten Haijer, Secretary General, EGBA.

EGBA has mandated a third-party to assess the impact of the code on existing national regulations and self-regulation and a summary of this analysis will be published on EGBA’s [website](#) in a few weeks.

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¹ The code applies to EU/EEA countries and the UK.

² Recital 30, [Directive 2018/1808](#) of the European Parliament and of the Council, 14 November 2018.

EGBA's Code of Conduct on Responsible Advertising for Online Gambling

Question & Answers

Whose initiative is the Code of Conduct?

The advertising Code of Conduct (referred to as the "Code") is an initiative of the European Gaming and Betting Association (EGBA). EGBA is the Brussels-based trade association representing the leading online gaming and betting operators established, licensed and regulated within the EU (and UK). These are bet365, Betsson Group, GVC Holdings Plc, Kindred Group Plc, and William Hill Plc. EGBA members accounted for 25% of Europe's online gambling revenue in 2018 and together have more than 16.5 million customers in Europe.

What is the objective of the Code?

The objective of the Code is to enhance consumer and minor protection through the promotion of responsible advertising measures for online gambling. The Code reflects EGBA's commitment to ensuring that gambling is a safe and responsible entertainment pastime. The Code sets long-term standards for gambling advertising content in Europe and complements EGBA's more [immediate efforts](#) to promote responsible gambling advertising during the coronavirus.

What is the scope of the Code?

The Code applies to all EGBA members, is open for signature by gambling operators, other gambling associations and representation bodies of the media sector. The Code is applicable in all EU/EEA countries and the UK and covers all types of advertising for online gambling across all types of media platforms, regardless of the technology used.

What type of measures are proposed in the Code?

The Code includes social responsibility measures and best practices for online gambling advertising including rules for content moderation, specific measures on minor protection, sponsorship, responsible gambling messaging and campaigns, and first-of-their-kind gambling advertising measures for social media.

How will the Code be applied?

The Code automatically applies to all signatory online gambling companies and their contracted affiliates and advertising intermediaries, such as influencers, brand ambassadors, etc, where applicable. EGBA endeavours to ensure that compliance with the provisions of this Code, by its signatories, is monitored regularly in a transparent, participative and accountable manner by an independent third-party.

Who long does the Code apply?

The Code has unlimited duration and is subject to updates of its terms.

How will the success of the Code be assessed?

EGBA has commissioned a third-party analysis of the impact of the Code on existing regulatory and self-regulatory advertising measures in 14 EU countries and the UK. A summary of this analysis will be published on EGBA's [website](#) at the beginning of May 2020.