



Summary of Proposed
BGLC Positions on Gambling Advertising
Based on Responses to our October 2023 Public Consultation e-Survey

Question 1

To what extent do you agree with the proposal to introduce a new advertising and marketing guidelines for gambling and gambling related products?

BGLC Position

- *Based upon the responses the Betting Gaming & Lotteries Commission will be moving forward with the proposal to introduce new advertising and marketing guidelines for gambling and gambling related products.*

Question 2

To what extent do you agree with the proposal to introduce new rules requiring all content to include clear messages about age and responsible gambling information?

BGLC Position

- *Based upon the responses the Betting Gaming & Lotteries Commission will be moving forward with the proposal to introduce new rules requiring all content to include clear messages about age and responsible gambling information*

Question 3

To what extent do you agree with the proposal to introduce rules requiring customers to be provided with accurate information about prizes, chances of winning and significant terms for bonuses and promotions in advance of taking part?

BGLC Position

- *Based upon the responses the Betting Gaming & Lotteries Commission will be moving forward with the proposal to introduce rules requiring customers to be provided with accurate information about prizes, chances of winning and significant terms for bonuses and promotions in advance of taking part.*

Question 4

To what extent do you agree with changing the time of the lottery draw to later in the evening to reduce the numbers of children and youth being unnecessarily exposed to gambling related content?

BGLC Position

- *Whilst a majority of respondents were supportive of the proposal to move the time of the lottery draw to later in the evening other respondents questioned the effectiveness of this measure in mitigating the risk to older children and youth who would typically*

still be watching television later in the evening or access content digitally at any other time.

- *In view of this the Betting Gaming & Lotteries Commission position at this time is to engage with lottery stakeholders and broadcasters to evaluate the potential effectiveness of the proposal before taking further action.*

Question 5

To what extent do you agree to new measures limiting billboards close to schools and colleges from displaying and advertising gambling and gambling related products?

BGLC Position

- *Whilst a majority of respondents were supportive of the proposal to introduce new measures limiting billboards close to schools and colleges from displaying and advertising gambling and gambling related products, the Betting Gaming & Lotteries Commission also acknowledges respondents feedback that this could have limited impact and exposure to such advertising when travelling to and from school.*
- *Respondents also questioned the effectiveness of this form of advertising on children and youth who are more likely to respond to marketing and advertising via social media and other digital sources.*
- *In view of this the Betting Gaming & Lotteries Commission position at this time is to consider measures that restrict gambling and gambling related billboard (static and digital) advertising within the immediate vicinity of the schools or colleges only.*

Question 6

To what extent do you agree to new measures limiting gambling brands from sponsoring events where children and youth form a significant proportion of the audience?

BGLC Position

- *Whilst there was not an overall majority view in favour of the proposal to introduce new measures limiting gambling brands from sponsoring events where children and youth form a significant proportion of the audience, the Betting Gaming & Lotteries Commission holds the view that sponsorship has the effect of 'normalising' and making an activity more socially acceptable. Consequently, and in the absence of compelling evidence to suggest otherwise it intends to move forward with a proposal to restrict sponsorship where 50% or more of the target audience is children and youth.*

Question 7

To what extent do you agree to new measures aimed at restricting the promotion of gambling brands on merchandise, particularly in cases where children and young individuals constitute a substantial portion of the customer demographic?

BGLC Position

- *There was an overall majority view in favour of the proposal to introduce new measures aimed at restricting the promotion of gambling brands on merchandise, particularly in cases where children and young individuals constitute a substantial portion of the customer demographic. The Betting Gaming & Lotteries Commission holds the view that as gambling is an age restricted activity that can cause addiction it should follow the same principles applied to other similar products such as alcohol and tobacco.*
- *The Betting Gaming & Lotteries Commission intends to engage with other government agencies, authorities, and national associations to explore how this is applied to other sectors and seek to follow suite.*

PUBLIC CONSULTATION MEETING, held on November 20, 2023

Overall Sentiment of Attendees

- *There was a majority view in favour of early education in schools and colleges as well as a wider public and punter awareness campaign highlighting risks and promoting responsible play.*
- *There was a strong sense that there needs to be greater collaboration across all key stakeholders, (industry, health, education, technology) to address the challenges of the new digital age, as well as ensure effective monitoring and enforcement. The Betting Gaming & Lotteries Commission will engage with all key stakeholders and government agencies and national associations to explore how to take this forward.*