

## **ASA system submission to the Department for Digital, Culture, Media and Sport Call for Evidence on the review of the Gambling Act 2005**

### **1. Background and Introduction**

- 1.1. This submission is provided by the Advertising Standards Authority (ASA), the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) – the ‘ASA system.’
- 1.2. The ASA is the UK’s independent advertising regulator. We have been administering the non-broadcast Advertising Code (written and maintained by CAP) for 58 years and the broadcast Advertising Code (written and maintained by BCAP) for 16, with our remit further extended in 2011 to include companies’ advertising claims on their own websites and in social media spaces under their control.
- 1.3. We are responsible for ensuring that advertising is legal, decent, honest and truthful and our work includes undertaking proactive projects and acting on complaints to tackle misleading, harmful or offensive advertisements. We are committed to evidence-based regulation and we continually review new evidence to ensure the rules remain fit-for-purpose.
- 1.4. In addition to investigating ads, we also provide a wealth of training and advice services (most of which are free) for advertisers, agencies and media to help them understand their responsibilities under the Codes and to ensure that fewer problem ads appear in the first place. CAP and BCAP provided 722,523 pieces of advice and training in 2020.
- 1.5. The ASA system is providing this written submission in response to the Department for Digital, Culture, Media and Sport’s Call for Evidence on the review of the Gambling Act 2005.

### **2. The Advertising Codes on gambling advertising**

- 2.1. The ASA System introduced its rules on gambling advertising in response to the Gambling Act 2005, which gave operators greater freedom to promote products, including the opportunity for many gambling products to be advertised on TV for the first time.
- 2.2. The ASA is the UK’s frontline regulator for gambling advertising across all media. We’re supported by a range of expert statutory backstops, who can assist us, where necessary, to bring non-compliant advertisers into compliance. For gambling advertising, our statutory backstops include Ofcom for broadcast gambling ads, and the Gambling Commission for non-broadcast gambling ads. Together, this ‘collective regulation’ helps to protect people and responsible business from irresponsible ads: ads that mislead, harm or offend their audience.
- 2.3. Gambling sponsorship is excluded from the ASA’s remit. Sponsorship, in and of itself, is an arrangement or contract between a brand and another party and the Code does not apply to arrangements themselves. Where sponsorship (e.g. of events, sports teams etc.) is featured in ads, the ads are subject to ASA regulation.
- 2.4. The ASA and, to the best of our knowledge, other regulators exercising powers in relation to marketing communications, have limited scope to control the volume of advertising, beyond restrictions on the media placement or scheduling of advertising. To date, the ASA has not seen evidence of harm from gambling advertising to which volume restrictions (as opposed to scheduling, placement, or content restrictions) could be the appropriate response.
- 2.5. The Advertising Codes contain gambling rules that sit on top of general Code provisions that require ads not to mislead, harm or cause serious or widespread offence. The dedicated

gambling sections of the UK Advertising Codes ensure that ads are socially responsible and don't encourage gambling in ways that harm or exploit children, young people or vulnerable adults.

- 2.6.** It is important to acknowledge that the risks, harms and mitigations associated with gambling advertising differ from those associated with actual participation in gambling. The act of gambling can, in the absence of appropriate safeguards, be harmful to individuals, particularly those whose circumstances put them at risk of problem gambling. Statutory restrictions on the age of play for many gambling products acknowledge a key aspect of gambling-related harm: the significant risks associated with underage participation. Advertising may persuade individuals to gamble, but advertisements compliant with the UK Advertising Codes must not do so in a way that is likely to encourage or condone harmful behaviour.
- 2.7.** For children and young people, gambling advertising-related harm involves: directly influencing children or young people (who are legally prevented from gambling) to participate in gambling; affecting attitudinal change that could result in participation later in life (either while the individual is underage or when they become of an age to gamble legally); or influencing longer-term attitudes that could result in irresponsible or harmful gambling behaviour when an individual comes of age and can gamble legally.
- 2.8.** For adults, we understand there are recognised vulnerable groups as well as individuals who can be vulnerable (exceptionally or periodically) at particular points in their life. Gambling advertising-related harm involves advertisements that: encourage or condone problem gambling or risky gambling behaviours; adversely influence other vulnerable persons (for example, those exhibiting impaired judgement when it comes to gambling, mental health concerns, substance abuse or low financial acumen); or take advantage of or otherwise exploit individuals' particular circumstances (for example, presenting gambling as a means to resolve financial concerns or address issues of self-esteem).
- 2.9.** We continually review the rules, taking into account evidence about the impact of gambling advertising on potential problem behaviour as well as gauging wider societal concerns to ensure that they remain effective.
- 2.10.** Crucially, gambling ads mustn't be directed at children. Ads can't portray gambling in a way that's socially irresponsible or could lead to financial, social or emotional harm. They can't exploit children or other vulnerable people, including through advertising content which appeals particularly to young people or which reflects youth culture. Amongst other restrictions, ads can't suggest gambling provides an escape from personal problems, can solve financial worries, or can enhance personal qualities.
- 2.11.** In 2019, CAP [introduced new standards](#) to strengthen how the rules apply in practice. They include:

  - Social media – gambling operators must use all the targeting tools available to them on a social network platform to prevent inadvertently targeting their ads at under-18s, including those falsely registered or incorrectly inferred to be 18 or older. This includes both ad targeting tools provided directly by the platform (based on their platform users' interests and browsing behaviour), and tools that restrict under-18s' access to marketers' own social media content.
  - Parts of websites for under-18s – gambling operators should take particular care to avoid placing their ads on parts of websites of particular appeal to under-18s. For example, a football club's website might have a strongly adult audience in general, but it would be inappropriate to place gambling ads in pages dedicated to younger supporters.
  - Social and online gaming – Gambling-like games or games that feature elements of simulated gambling activity are often popular with children and young people. Such games should not be used to promote real-money gambling products. Where social and online games feature marketing communications for gambling games, they should not be directed at under-18s.

- Influencers – gambling operators should take particular care when collaborating with influencers to promote their products or brands. They should take into account the influencer’s likely appeal and obtain audience data (for instance, the age-breakdown of a follower or subscriber-base) to ensure that under-18s are not likely to comprise more than 25% of the audience.
- Affiliates – Responsibility lies with gambling operators to ensure that affiliates or other third parties acting on their behalf publish or disseminate ads that comply with the advertising rules.

**2.12.** In February 2018, CAP and BCAP published a [dedicated piece of guidance on gambling advertising, setting new standards](#) to ensure that ads remain responsible with a particular focus on mitigating potential harms associated with problem gambling. The guidance focused on the ‘tone’ of ads. In essence, advertisers must be more careful with the messages they use. Based on evidence, we targeted risk factors – claims, imagery or marketing approaches – that could unduly influence vulnerable groups to behave irresponsibly. Significant provisions in the guidance included:

- Restricting ads that create an inappropriate sense of urgency like those including “Bet Now!” offers during live events.
- Curbing trivialisation of gambling (e.g. encouraging repetitive play).
- Preventing approaches that give an irresponsible perception of the risk or control (e.g. “Risk Free Deposit Bonus”).
- Providing greater detail on problem gambling behaviours and associated behaviours indicators that should not be portrayed, even indirectly.
- Preventing undue emphasis on money-motives for gambling.

**2.13.** We have also undertaken joint work with the Gambling Commission to protect children. We took [joint-enforcement action](#) against gambling operators who we advised to amend or remove immediately any ads on their website or in third party media that are:

- likely to appeal particularly to people aged 17 or younger (‘under 18’); and,
- Generally available to view (‘freely accessible’). This relates particularly to freely accessible ads for play-for-free and play-for-money games and includes all graphics and images displayed on a website or in third party media.

Following our ‘cease and desist’ letter aimed at companies who used cartoon imagery in breach of our rules, online gambling operators took the necessary action to comply with our rules.

**2.14.** During the Covid-19 pandemic we [issued a warning](#) to gambling and lottery operators to uphold the highest standards in their advertising. Lockdown created a captive audience and there were concerns that many people facing an uncertain financial future or other anxieties caused by the pandemic would see gambling as a way out. In August 2020, we published a [report](#) analysing gambling advertising during the first lockdown, which will be discussed in more detail later in this submission.

### **3. Consultation on new strengthened rules and guidance for gambling ads to protect children and young people**

**3.1.** We know that gambling advertising has the potential to cause harm. That is why the sections of the Codes dedicated to gambling advertising contain strict content and scheduling restrictions. It’s common sense that ads that directly address people they shouldn’t (under 18s or problem gamblers) or include content intended to influence those groups in ways they

shouldn't (encouraging underage gambling or risky play) have a heightened risk of causing harm and are inherently irresponsible. The Codes were developed with this in mind.

- 3.2.** We have continuously reviewed the evidence base for gambling advertising and its impact on young people and problem gambling behaviour. CAP reviewed the evidence in 2014 based on the Responsible Gambling Trust's evidence review on vulnerable adults carried out by Per Binde and our own literature review related to gambling advertising and children. It updated these reviews in both 2018 and 2019.
- 3.3.** Following our review of [GambleAware's Final Synthesis Report](#), CAP launched a [consultation](#) in October 2020 on further tightening the rules around the content and targeting of gambling ads, in particular, to further limit the appeal of gambling ads to under-18s and other vulnerable people.
- 3.4.** This is a part of our commitment to continually review the available evidence on the potential harm arising from gambling advertising and to update our rules and guidance where there is a case to do so.
- 3.5.** While our Codes already contain strict rules around gambling ads which significantly limit children's exposure to gambling ads, GambleAware's research provided evidence that the creative content of gambling ads, which were compliant with the UK Advertising Codes, had more potential, than previously understood, to adversely impact under-18s and vulnerable adults.
- 3.6.** CAP is consulting on proposals to strengthen the rules to prohibit creative content of gambling and lotteries ads from appealing 'strongly' to under-18s (currently gambling ads are prohibited from appealing 'particularly' to under-18s; in other words, they are banned from appealing more to under-18s than to adults). A 'strong' appeal test identifies content (imagery, themes and characters) that has a strong level of appeal to under-18s regardless of how it is viewed by adults. Adopting the 'strong' appeal test would decrease the potential for gambling ads to attract the attention of under-18s in an audience.
- 3.7.** Child-oriented content (like animated characters and superheroes) are already banned. The new rules would extend to cover characters' behaviour, language, fashion/appearance etc. which are likely to appeal strongly to under 18s. In particular, ads would be prohibited from including a person or character who is likely to be followed by those aged under 18 years or who has a strong appeal to those aged under 18.
- 3.8.** The new restriction would have significant implications for gambling advertisers looking to promote their brands using prominent sports people and celebrities, and also individuals like social media influencers.
- 3.9.** CAP is also proposing to update existing guidance to prohibit:
  - presenting complex bets in a way that emphasises the skill or intelligence involved to suggest, inappropriately, a level of control over the bet that is unlikely to apply in practice.
  - presenting gambling as a way to be part of a community based on skill.
  - implying that money back offers create security (for example, because they give gamblers the chance to play again if they fail or that a bet is 'risk free' or 'low risk').
  - humour or light-heartedness being used specifically to play down the risks of gambling.
  - unrealistic portrayals of winners (for example, winning first time or easily).
- 3.10.** The consultation closed in January 2021, and CAP is currently reviewing the submitted responses.

## 4. Normalisation

- 4.1. The ASA System is aware of concerns that gambling advertising is 'normalising' gambling behaviour. It was a predicted consequence of the Gambling Act 2005 that gambling would become 'normalised'. Gambling is widely recognised as a legitimate leisure pursuit subject to a strict product licensing regime; gambling operators can promote gambling provided their advertising complies with the UK Advertising Codes.
- 4.2. Our role is to prevent gambling advertising that 'normalises' irresponsible or potentially harmful gambling behaviour.
- 4.3. CAP and BCAP have produced a [general statement](#) on the issue of normalization.

## 5. Gambling Complaints Data

- 5.1. In 2020, the ASA received 886 complaints about 81 cases related to gambling advertising. In 2019, we also received under 1,000 complaints about gambling advertising. For context, in 2020 the ASA received in total 36,298 complaints about 22,663 cases.
- 5.2. ASA complaints are divided into four categories: Harm/Irresponsible; Offence; Misleadingness; and Other. Of the 886 gambling-related complaints we received in 2020, 468 were categorised as Harm/Irresponsible, 312 were categorised as Misleading; 92 were categorised as Offensive; and 56 were categorised as Other. Some complaints were categorised as a combination of the above.
- 5.3. In August 2020, we published a [review of gambling advertising during the first lockdown](#). We found that complaints about gambling ads remained at pre-lockdown levels: approximately 60-100 per month, comprising 2%-3% of our annual complaints. Complaints were general in nature: objecting to the fact of gambling ads, the perceived high number of ads, and children's exposure to gambling ads (even when the ads were shown around TV programmes or online content attracting a predominantly adult audience). Complaints rarely identified a likely breach of our rules.
- 5.4. We didn't receive any reports of gambling ads unfairly referring to or directly exploiting the crisis, despite our encouragement to report any such ads, but we did take two gambling advertisers to task for ads which appeared during lockdown and which broke our rules.

## 6. Broadcast gambling advertising

- 6.1. Gambling ads are banned from appearing in and around TV programmes which are made for, or likely to appeal particularly to, those under the age of 18, and are subject to strict rules about their content. Gambling ads on TV are subject to a pre-clearance regime by Clearcast.
- 6.2. The ASA carries out monitoring on children's exposure to age-restricted TV ads on an annual basis to ensure that the sector remains compliant with our rules. Our [May 2020 report](#) found that:
  - In 2019, children saw, on average, 2.5 TV gambling ads per week: they saw 2.2 and 2.7 gambling ads on TV per week in 2008 and 2009, respectively.
  - Children's exposure to gambling ads peaked in 2013 (at an average of 4.4 ads per week) since when it has decreased by just under half.
  - Children's exposure to gambling advertising on TV has remained at similar levels during the last six years (on average, three ads per week), notwithstanding that exposure levels rose slightly in 2018.

- Gambling ads made up less than 2% of all the TV ads that children saw, on average, in a week every year between 2008 and 2017. This increased slightly to 2.2% in 2018 and remained at a similar level in 2019, at 2.1%.
- 6.3. In October 2020, we published a [report on advertising trends during the first Covid-19 lockdown](#). This report contained our analysis of trends during the seven weeks following the Government's initial work-from-home announcement on 16 March 2020. These figures, based on a short and extraordinary period of time, should be treated with caution and should not be interpreted as indicative of longer-term trends.
  - 6.4. Analysis of trends during these seven weeks (from 16 March-3 May 2020) compared with the same weeks in 2019, found that exposure to TV ads in total rose by 15.6%. This is in line with Ofcom's [Media Nations 2020](#) report which found that, in April 2020, viewers spent an average of six hours and 25 minutes each day watching TV and online video content. Additionally, at this time the public service broadcasters saw their combined audience share rise to its highest level in six years.
  - 6.5. It's not surprising, therefore, that an increase in overall exposure to ads, included an increase in exposure to gambling ads. In comparison to average levels over the last six years, adult exposure rose, on average, from 13.8 to 22.2 ads per week, and children's exposure rose from 3 to 3.9 ads per week.
  - 6.6. Exposure to bingo and lottery ads accounted for these increases, with adults' exposure, in the main, also being driven by an increase in exposure to gaming product ads, which are broadcast after 9pm. Not surprisingly, in a period of no professional sport, exposure to betting ads declined dramatically to almost zero. It should be noted that following this period of reporting, members of The Betting and Gaming Council volunteered to temporarily remove all gaming product advertising on TV and radio.
  - 6.7. We will publish our next annual exposure report examining children's overall exposure in 2020 to age-restricted TV ads, including gambling advertising, later this year.
  - 6.8. Examples of some of our rulings on broadcast advertising include:

[Paddy Power](#) – A gambling ad on TV featuring Rhodri Giggs, brother of retired footballer Ryan Giggs, was banned for implying gambling was a way to achieve financial security or improving image or self-esteem.

[Coral](#) – A gambling TV ad was banned for encouraging repetitive participation in gambling. We concluded that the ad was likely to encourage gambling behaviour that was harmful and therefore breached the Code.

[Stars Interactive](#) - A TV ad for Poker Stars included a voice-over which said, "Here you are, the moment when bluffing is the only way to win, you're freaking out kiddo, but think about all those times you bluffed yourself. Like the pull-up bar waiting for you to get back in-shape that book you're definitely going to read, your parents never ever had sex. Use that talent because if you can bluff yourself, you can bluff anyone. Pokerstars, you're already a great poker player". We considered the message that bluffing should be attempted without any experience of playing poker or any understanding of poker strategy portrayed gambling behaviour in the context of recklessness and in a manner that could lead to financial harm.

[Health Lottery](#) - A TV ad for the Health Lottery, featured various people who had won including a man who stated, "I would encourage anyone to go out and buy a Health Lottery ticket. You've a very good chance of winning." We considered that such a claim was likely to be interpreted as factual and to mean that consumers were more likely to win a prize from the Health Lottery than not winning anything. Because the claim was not supported with documentary evidence we considered that it exaggerated the chances of winning the Health Lottery and concluded it was likely to mislead viewers.

## 7. Online gambling advertising

7.1. We cover online ads including:

- Companies' and other organisations' advertising claims on their own websites, social media spaces, apps and advergames
- Influencer ads on websites, social media spaces, apps and advergames
- Paid ads on websites, social media spaces, apps and advergames

7.2. In non-broadcast media (including online, cinema, newspapers and outdoor spaces) no medium should be used to advertise gambling products if more than 25% of its audience is under 18. As with the broadcast scheduling rules, the content and placement rules should be viewed alongside each other.

7.3. In 2017, CAP introduced [standards](#) requiring advertisers to use all the tools available to them on social media platforms to target their ads away from under-18s in the case of gambling ads. This is because, while age targeting provides a means to reach an audience on the basis of their known or inferred ages, it can be subject to inaccuracies e.g. by younger users misreporting their age, or people of different ages sharing the same device.

7.4. Primary responsibility falls on the advertiser to demonstrate that they've done everything they can to target gambling ads away from under-18s, including by not just relying on reported age. Advertisers, of course, hold to account the agencies that support them and the platforms and networks they advertise on in order to help meet that responsibility. The Advertising Codes also place secondary responsibility on those intermediaries, platforms and networks.

7.5. Selecting or deselecting interest-based factors for the purpose of targeting an ad online, such as what users are interested in, share on social media or the accounts with which they interact, can – in combination with age-targeting tools – help remove certain demographics, including children, from a target audience. For example, a child who misreports their age is still very likely to remain interested in content designed for their real age and less likely to be interacting with much content designed for adults. Such interest-based factors can be used as a tool to reduce inappropriate exposure.

7.6. In 2020, CAP issued an [Advice Notice](#) to GB-licensed gambling operators making clear that eSports betting-related advertising must comply with rules that also apply to other forms of gambling advertising. It also provided guidance for gambling operators on how to stay within the advertising rules when creating marketing for gambling on eSports on social media.

7.7. We know people are spending more time online, businesses are increasingly advertising online and the pace of technological change online is contributing to societal concerns. That's why, in November 2018, we launched our five year strategy, [More Impact Online](#), which focused on improving the effectiveness of our online advertising regulation. We're proud of the technological initiatives we've undertaken as a part of our More Impact Online strategy.

7.8. In the first year of the strategy, we used new Avatar Monitoring technology in the form of child avatars, which simulate children's online browsing activity, to identify ads that children see online. The research is a breakthrough in harnessing technology to provide the ASA with intelligence to help it better protect children and vulnerable groups online.

7.9. Over a two-week period:

- We collected data on the 10,754 times that ads were served to the child avatars across 24 websites and 55 YouTube channels clearly aimed at children.
- Gambling ads were served to the child Avatars on 11 of the children's websites monitored. Gambling ads were seen by the child Avatars on those 11 children's websites a combined

total of 151 times – 1.40% of all ads served to child avatars in children’s media during the research.

- One gambling operator was responsible for 122 of the ad impressions (81% of the 151).
- No gambling ads were served on any of the open-access YouTube channels.
- Gambling operators, NetEnt (Viking Video Slot); Evoke Gaming (RedBet); Multilotto UK Ltd; Platinum Garding Ltd (Unibet); and, Skill On Net (PlayOjo), all broke the strict advertising rules, which prohibit gambling ads

**7.10.** The gambling operators accepted their ads broke the rules. In most instances, we were informed that the problems arose due to errors by third-party companies who served the campaigns on behalf of the operators. We instructed the companies to take immediate action to review their online ads, to ensure they are not served to web users aged below 18 years of age through the selection of media or context in which they appear and to put in place measures to ensure this does not happen again.

**7.11.** The 2019 Avatar Monitoring work gave us a springboard to expand our proactive monitoring of online advertising. In 2020/2021, we published the [first](#), [second](#) and [third](#) reports of our year-long, CCTV-style online monitoring project, which identifies and tackles age-restricted ads appearing in children’s media.

**7.12.** Over three month intervals, we used monitoring tools to capture ads served on a sample of over 50 websites and YouTube channels aimed at under-18s or attracting a disproportionately high under-18 audience. This allowed us to:

- Identify instances where the ad rules were being broken
- Take follow-up action to contact advertisers whose ads broke the rules to secure the removal of the problem ads; and
- Warn advertisers to review and, as necessary, amend their practices to ensure they target future ads responsibly

**7.13.** In the first sweep we found 159 ads which broke the rules, of which 70 were gambling ads from four gambling operators which appeared on eight websites. In the second sweep we found 127 ads which broke the rules, of which five were gambling ads from three gambling operators which appeared on six websites and zero YouTube channels. In the third sweep we found 47 ads which broke the rules, of which three were gambling ads from one gambling operator which appeared on three websites and zero YouTube channels.

**7.14.** It is encouraging that the number of gambling ads reduced significantly, from 70 ads in the first sweep to five ads in the second sweep, and three ads in the third sweep.

**7.15.** We have publically reported the above figures, shared them with relevant industry groups, and taken compliance action against any repeat offenders. We’ll follow up our year-long CCTV monitoring with a retrospective ‘Learnings’ report later in 2021.

**7.16.** We will also shortly be publishing a new Avatar Monitoring report focusing on age-restricted ads in mixed-age online media. This project will break new ground by using technology to identify and capture dynamically served age-restricted ads delivered to different age subsets of mixed-age audiences online. Marketers of age-restricted ads must put in place robust processes to ensure they do all they can to minimise children’s exposure to dynamically served age-restricted ads. The new report will identify where marketers have been successful or not in targeting dynamically served ads for gambling products away from subsets of children and young people and to a legitimate adult audience.

**7.17.** Example of some of our rulings on online advertising include:

[Online Targeting](#) - A gambling ad appeared in the 'I'm A Celebrity, Get Me Out Of Here' app. It was banned because it was likely to be used by under-18s, but the app did not have a mechanism through which age-restricted ads could be targeted only to the appropriate age group.

[Gambling Ad on a Shared Device](#) – A gambling ad in an in-game app was seen by the complainant's seven-year-old son. The ad was banned because the advertiser did not use tools available to target ads away from children on shared devices.

[Influencer marketing](#) – The Influencer Sam Gowland posted an Instagram story for Thebettingman, a gambling advice service, with a link to their website. The ASA found that the ad was not obviously identifiable as such, encouraged financial irresponsibility, and featured a young person under the age of 25 which is against the Codes.

[Irresponsible Content](#) - A gambling affiliate placed two ads – one for Ladbrokes Casino seen on [www.24hourlynews.co.uk](http://www.24hourlynews.co.uk) and one for 888 Casino seen on [www.casinohack.co](http://www.casinohack.co) which had the appearance of an editorial article about a man in considerable debt as he was funding his wife's cancer treatment. The man was encouraged to gamble because of a promotion that would reward him with 600 free chances. The ad was banned for being irresponsible by suggesting that gambling could provide an escape from depression and was a solution to financial concerns. Although the ads were produced by an affiliate, the ASA held the companies benefitting from the affiliate marketing of their products responsible for sticking to the advertising rules.

[Particular Appeal to Children](#) - The gambling website promoted three different games which featured animated images of a rainbow, a pot of gold and a leprechaun; fishes swimming in the ocean; and of a wizard which we banned as they were likely to be of particular appeal to children.

[Linking Gambling to Sexual Success](#) – An ad for gambling operator William Hill seen on the dating app Tinder was banned for linking gambling with sexual success.

## **8. Outdoor gambling advertising**

- 8.1. The ASA regulates the content and placement of ads in outdoor spaces, and the CAP rules equally apply. Outdoor advertising is subject to gambling placement restrictions and its content is controlled by the gambling rules.
- 8.2. The ASA has set the benchmark that advertisers and media owners must ensure that outdoor ads are not be placed in areas where under-18s make up more than 25% of the audience. For example, gambling ads must not be placed within 100 metres of primary or secondary schools, because the audience for such ads is likely to be significantly skewed towards under-18s.
- 8.3. Pitch-side advertising is within our remit providing they aren't appearing as part of a sponsorship agreement. While pitch-side advertising contributes to the volume of gambling advertising, it almost never raises content or targeting issues covered by our Codes, primarily because it is usually relatively claim-free.

## **9. Cinema gambling advertising**

- 9.1. The ASA is responsible for regulating ads screened in the cinema under the CAP Code. Cinema ads cannot be broadcast as part of trailers for a film where more than 25% of the audience is under the age of 18, or where the film is likely to appeal to those under the age of 18. As with broadcast scheduling rules, the content and placement rules should be viewed alongside each other.
- 9.2. The scripts for cinema ads are pre-cleared by the Cinema Advertising Association (CAA). The CAA have a Copy Panel designed to ensure the content of ads are suitable, and also scheduled appropriately. In line with the CAP Code, the CAA places restrictions on ads not

suitable for children to ensure they are not screened during films with an inadequate age classification.

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