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A review of international restrictions for gambling advertising and inducements

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Disclosure of potential conflicts of interest

PRESENTER DISCLOSURE

Greco has received funding in the last five years from regulatory settlement funds (Great Britain), international regulators, social responsibility arms of Canadian crown corporations (i.e., state monopolies) that conduct and manage provincial/territorial gambling, as well as non-profit organizations, charities, and post-secondary institutions.

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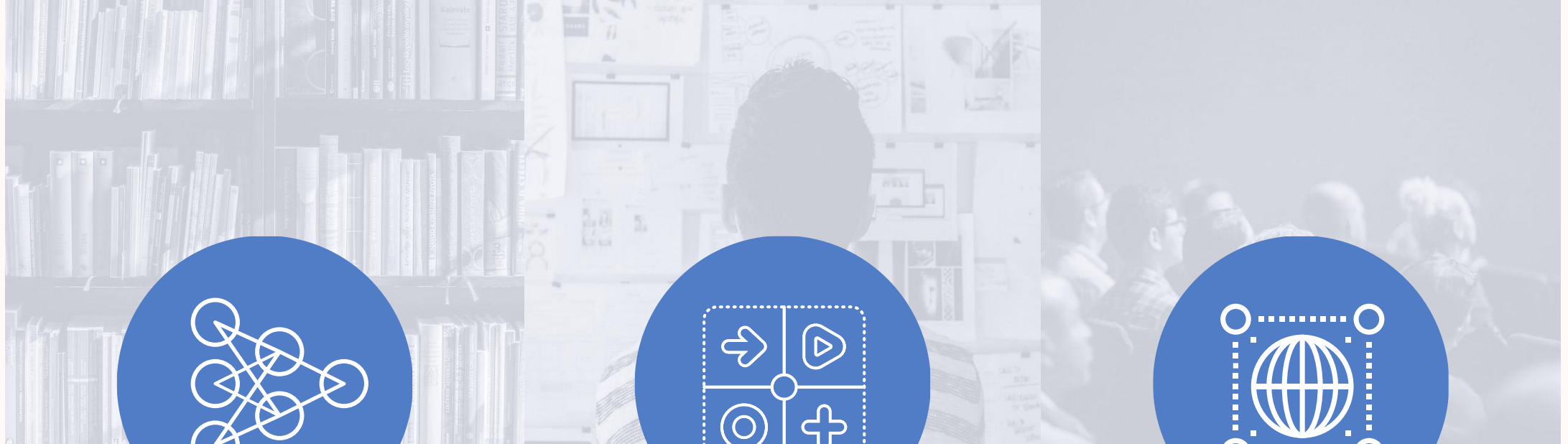


on-demand
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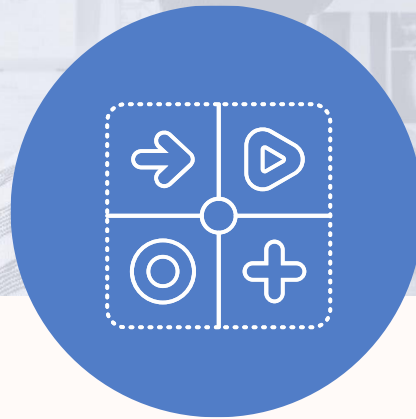


conceptual framework
of harmful gambling

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third-party
evaluation



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engagement

→ Outline

- 1 Background
- 2 Approach
- 3 Restriction themes
- 4 Case studies
- 5 Considerations

Background

Key terms

- **Advertising:** visual or audio promotions that appear on television, the radio, websites, social media, billboards, in transit, etc.
- **Inducements:** financial sales promotions aimed at encouraging people to gamble (e.g., bonuses, credits, rewards, or vouchers), often targeted to people through direct marketing and usually requiring specific actions to redeem the offer (e.g., gamble a certain amount of own money)



Advertising and harm

- The more people are **exposed to gambling advertising**, the more likely they are to:
 - Feel positively about gambling,
 - Intend to gamble, and
 - Potentially gamble and experience gambling-related harm.¹

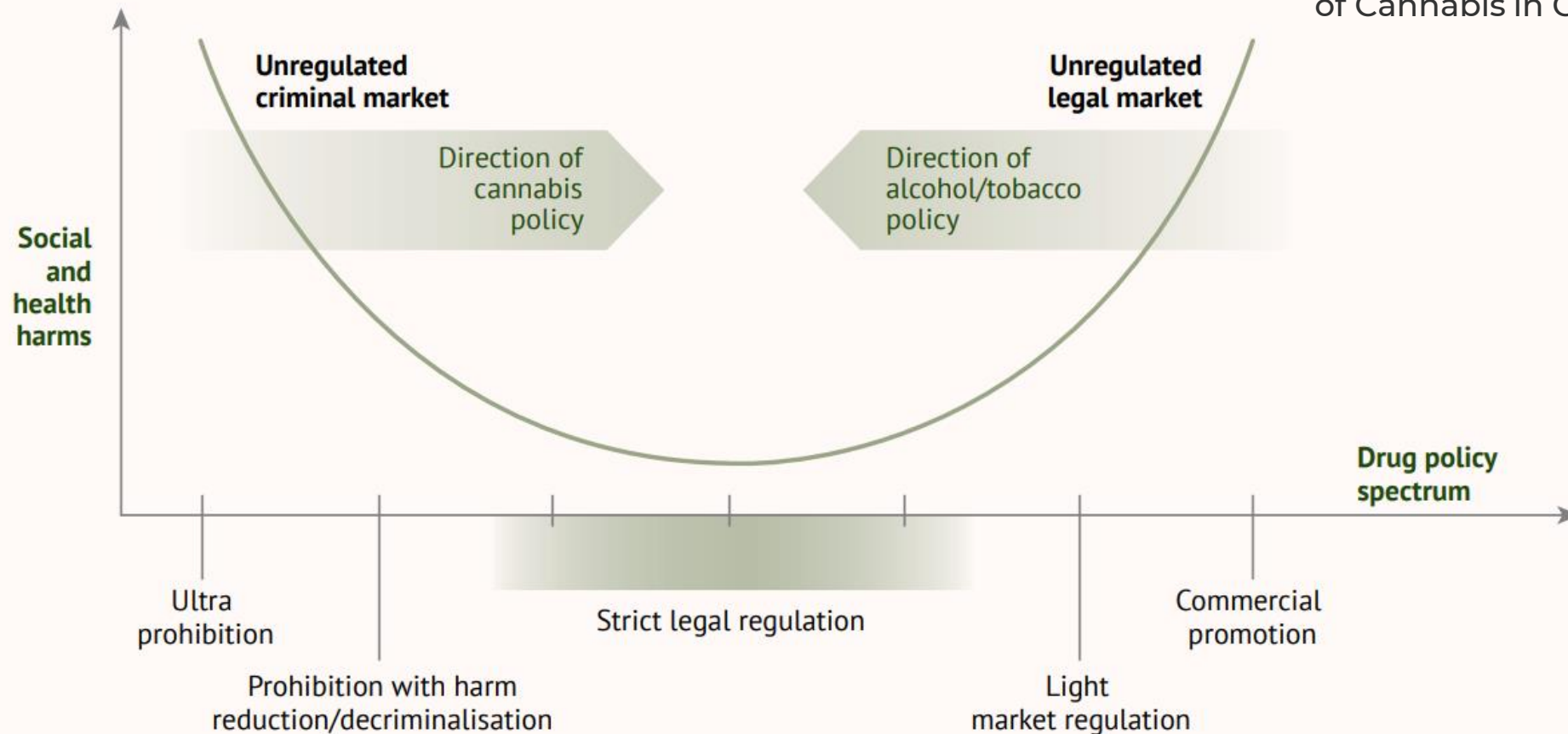
- People who are at **higher risk of gambling-related harm**:
 - Are more exposed to and more aware of gambling advertising,
 - Tend to feel more positively about advertising, and
 - Are more likely to say that advertising has caused them to gamble more.¹

Inducements and harm

- Inducements increase **gambling deposits, wagers, number of gambling days, and at-risk gambling behaviours** over the week after they are used, with a declining effect thereafter.²
- Inducements are associated with greater gambling involvement, including **more frequent and diverse** gambling activities, which can increase the chances of experiencing **gambling-related harm**.^{2,3}
- Young people can be particularly vulnerable to advertising and incentives, as they typically have **less self-control and more impulsiveness**.⁴

Regulation and harm

A Framework for the
Legalization and Regulation
of Cannabis in Canada, 2016



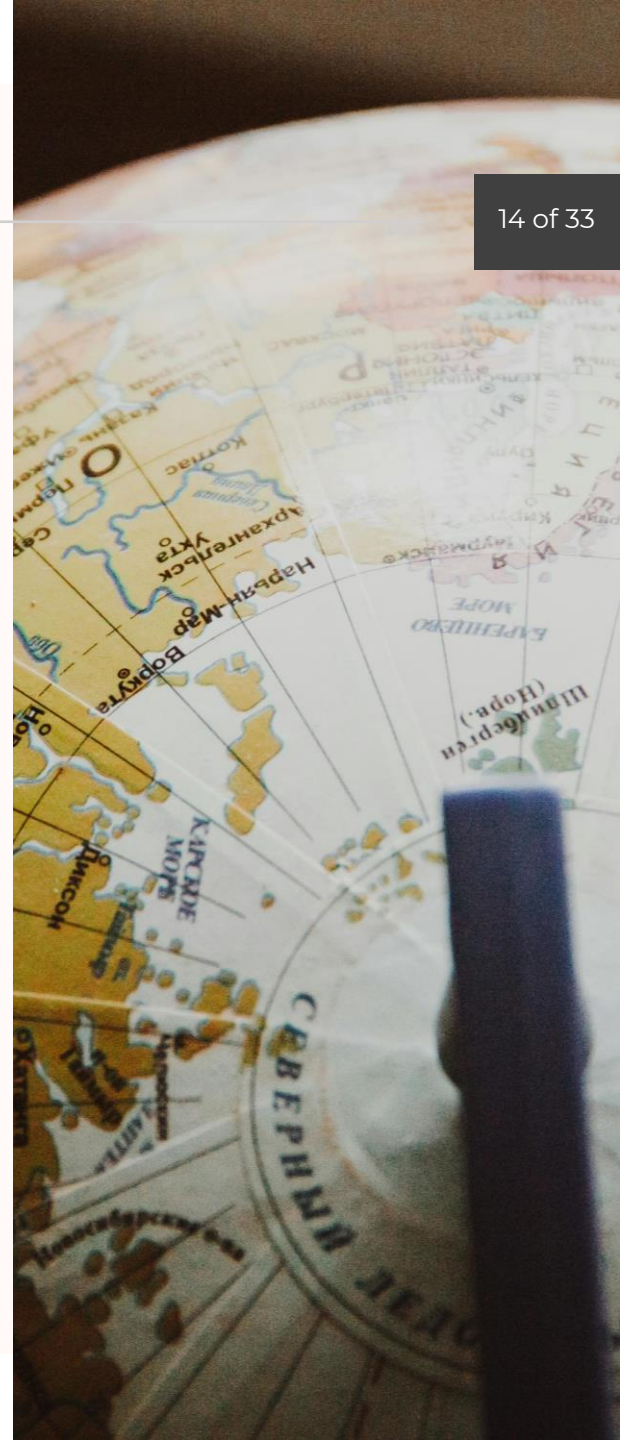
Approach

Goal and method

- **Goal:** identify similarities and differences in restrictions placed on gambling advertising and inducements across international jurisdictions
- **Method:** exploratory scan to identify jurisdictions (North America, Europe, Australasia) with robust and/or innovative restrictions for gambling advertising and inducements
 - Where information was available online and in English
 - Inductive coding used to identify restriction categories

Results overview

- **Initial sample:** Canada (Ontario), US (Massachusetts), UK, France, Spain, Netherlands, Denmark, Sweden, Finland, Australia
- **Sources:** regulations, advertising standards, industry codes, news articles
- **Themes:** 27 total
 - Advertising: 17 themes
 - Inducements: 10 themes



Restriction themes

Common advertising requirements

- Prohibitions on advertising that:
 - Appeals to/portrays/targets **minors** (10/10)
 - Portrays or targets people experiencing **gambling-related harm** (e.g., people who have taken a break or self-excluded; 9/10)
 - Is **misleading** (8/10)
 - Suggests gambling may be a potential **solution** to personal or financial problems/that gambling contributes to **success** (7/10)



Emerging advertising requirements

- Restrictions on advertising **higher-risk games** (Netherlands, Finland)
- Limits on advertising **volume** (Massachusetts, France, Spain)
- Advertising focused on a specific **purpose**:
 - Distinguish from illegal operators (France)
 - Gambling as a form of entertainment (Denmark)
 - Not encourage supporting charitable causes (Finland)

Common inducement requirements

- Inducements must:
 - Provide information on **terms and conditions** (6/10)
 - Use **accurate terms** (e.g., risk free; 5/10)
 - Not create a sense of **urgency** (4/10)
 - Be below a certain **maximum value** (3/10)
 - Be restricted for **opening an account** (3/10)



Emerging inducement requirements

- Prohibition of **public inducements** (Ontario, Netherlands)
- Incentives not offered to those **displaying harm** (France, Spain)
- Restrictions on incentives to **win people back** (Netherlands, Denmark)

Case studies

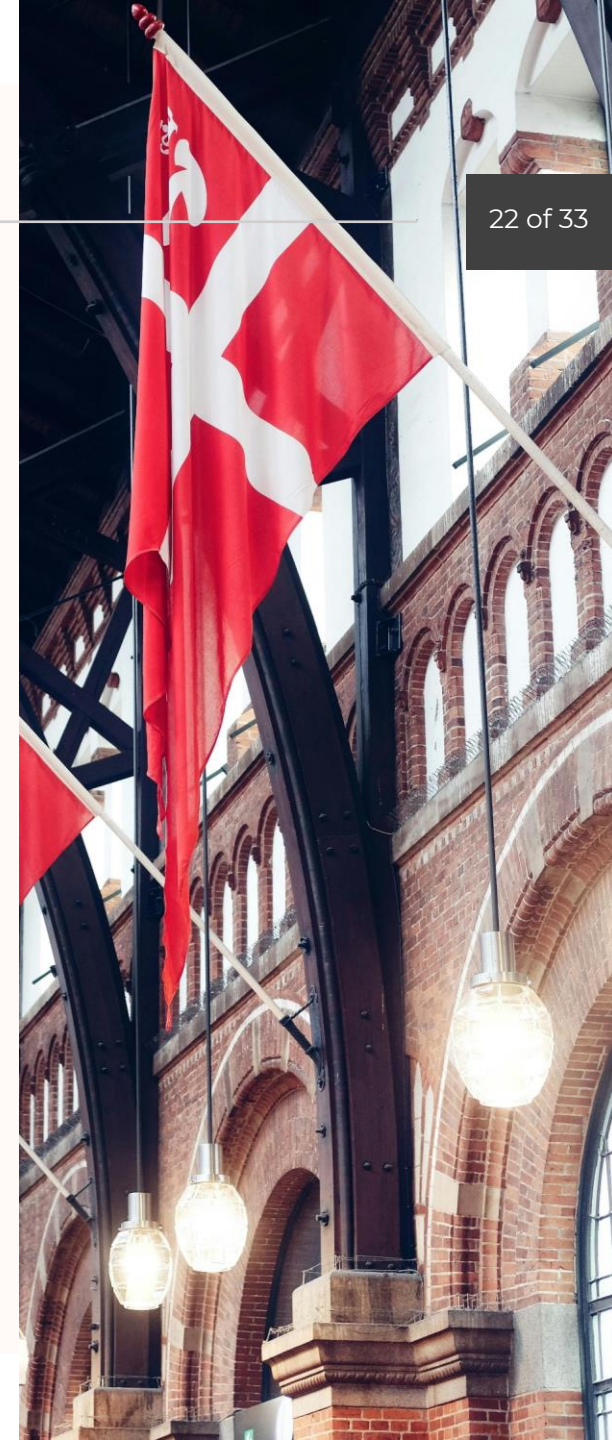
UK

- Social media advertisements must be targeted at people **aged 25 and over**.⁵
- Information must be made available to the public on **how to limit exposure** to gambling advertising across social media platforms.⁵
- Operators are prohibited from “presenting offers such as live odds or in-play betting in a way that creates an **unjustifiable sense of urgency** (e.g., “Bet now!”).”⁶
- Funds in online wallets must **separate bonus and customer-deposited funds**.⁷



Denmark

- All bonuses are required to be available for **at least 60 days**.^{7,8}
- Maximum wagering requirement (i.e., the amount of money you need to wager before you can withdraw the bonus) of **10 times the amount of the bonus**.^{7,8}
- Bonuses must be offered to a **minimum of 100 people** (to prevent 'VIP' targeting).^{7,8}
- Bonuses must not be used to **'win back' people who are currently inactive**.^{7,8}



Finland

- Only the **state-owned monopoly** Veikkaus is permitted to advertise gambling.⁹
- Advertising of **higher-risk types of gambling** (i.e., “red games” such as slots) is prohibited, except in locations where the games are available, where only basic product information is permitted.¹⁰
- For **lower-risk types of gambling** (i.e., “green games”), advertising is focused on choosing Veikkaus rather than another operator.¹⁰
- **Bonuses** are prohibited from being offered by Veikkaus.¹¹



Spain

- Promotions must not be sent to people between **ages 18 and 25** if they have not previously interacted with the operator.¹²
- Promotional content must not be sent to people who have **had harmful behaviour detected**.¹²
- Operators are only permitted to display ads to their **followers on social channels**.¹³
- Bonus offers are capped at a **maximum value of €100** (\$147 CDN) and can only be offered to those with an account **at least one month old with three or more deposits made**.⁷



Other jurisdictions

- **Netherlands:** bonuses cannot be offered to people while they are gambling¹⁴
- **France:** limit of three advertisements per television or radio advertising break/per day, per medium¹⁵
- **Australia:** rewards from inducements must be able to be withdrawn without being subject to any turnover requirements (i.e., bet through your deposited funds at least once before withdrawal)¹⁶



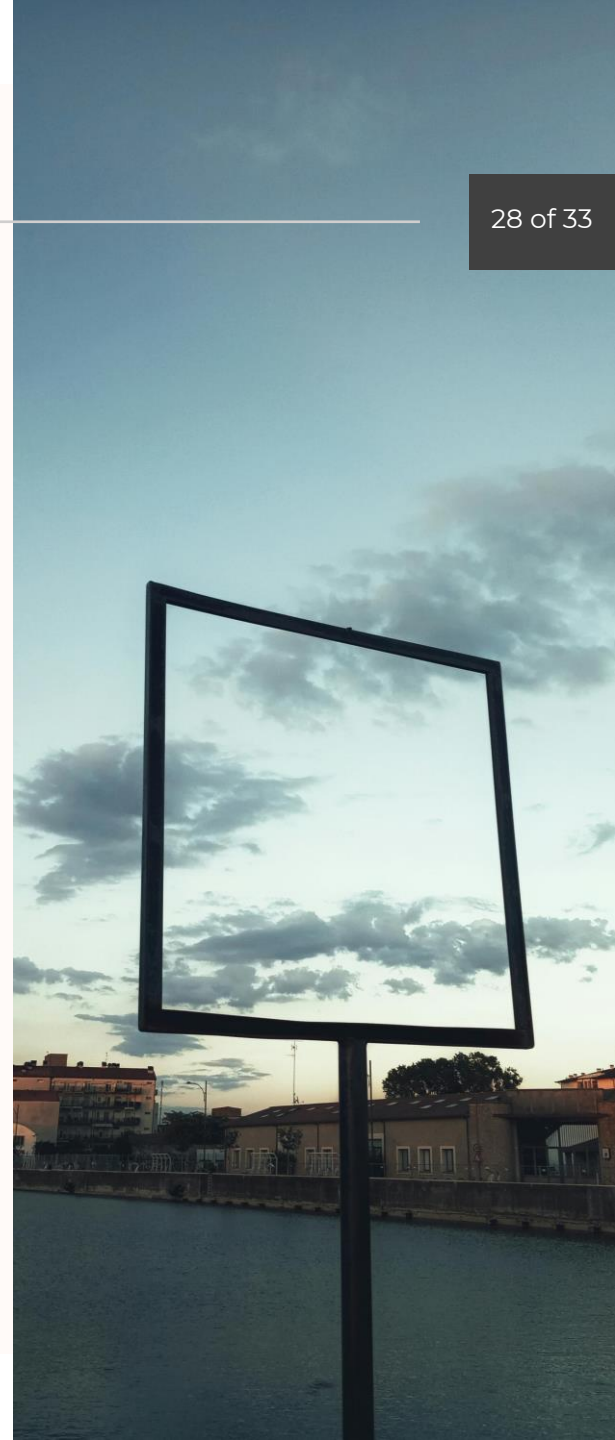
Considerations

Conclusions

- There is **considerable variation** in restrictions for gambling advertising across international jurisdictions.
- Requirements specifically for inducements are generally **less well developed**.
- Regulations are **continuing to evolve** for both advertising and inducements and a full **systematic review** is needed.
- While some requirements are focused on the **macro systems level**, others are focused on the more **granular individual level**.

Considerations

- Differences in restrictions across jurisdictions offer the opportunity to examine the **impacts of advertising and inducements on gambling participation and harm.**
- Emerging restrictions may be worth **expanding to other jurisdictions.**
- It may be possible to consider the **relative impacts** of the systems- vs. individual-focused requirements on participation and harm.



Forthcoming report

- **Gambling Availability and Advertising in Canada: A Call to Action**
 - Reviews the recent **policy changes** in Canada that have led to increased gambling availability and advertising.
 - Draws attention to **research** around the links between advertising and gambling-related harm.
 - Calls for the development of a **national strategy** to address gambling-related harm.

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For more information



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