

## Press Release

7 August 2007

### **GAMBLING INDUSTRY LAUNCHES NEW ADVERTISING CODE**

A new gambling industry code for socially responsible advertising has been published today.

The code, which supplements the principal advertising rules which are produced and administered by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP), was developed jointly by the major trade associations.

The code sets out a number of key principles and offers advice to gambling operators to assist them in producing socially responsible advertising.

It also has a number of specific requirements. These include:

- The inclusion in advertisements of a reference to [www.gambleaware.co.uk](http://www.gambleaware.co.uk), the new website that has been established by the Responsibility in Gambling Trust to provide advice and information about responsible gambling;
- The introduction of a 9.00pm watershed before which gambling products cannot be broadcast on television (the exceptions are for bingo and the National Lottery, which have always been able to advertise, and for betting around televised sporting events); and

- That logos and other gambling promotional material should not appear on commercial merchandising which is designed for use by children.

Following implementation of the Gambling Act 2005 on 1 September 2007, there will be a greater ability to advertise gambling products than has previously been the case.

The code reflects this approach and is a further practical example of the gambling industry's commitment to social responsibility.

An industry group is being established to monitor and review the code on a regular basis. The following associations will be represented on it:

Association of British Bookmakers (ABB)

Bingo Association

British Amusement Catering Trade Association (BACTA)

British Casino Association (BCA)

Business in Sport & Leisure (BISL)

Remote Gambling Association (RGA)

## Notes for editors

This code has been developed in consultation with the Department of Culture, Media, & Sport (DCMS), the Gambling Commission, RIGT, Gamcare, and as wide a group of industry interests as possible.

The intention is for the review group to consult widely before any changes are adopted.

Copies of the code will be available from the websites of the supporting organisations.

We are also in discussion with organisations such as the Gambling Commission, the Responsibility in Gambling Trust (RIGT), the Advertising Association, and the Advertising Standards Authority to help promulgate the code.

Further information about RIGT, which will be responsible for the [www.gambleaware.co.uk](http://www.gambleaware.co.uk) website, can be found at [www.rigt.org.uk](http://www.rigt.org.uk)

Further information about Gamcare can be found at [www.gamcare.org.uk](http://www.gamcare.org.uk)

For general enquiries about the code, in the first instance please contact:

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If it is a sector specific enquiry please contact:

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British Casino Association (BCA)

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Remote Gambling Association (RGA)

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