



## PRESS RELEASE

23<sup>rd</sup> March 2018

### **RESPONSIBLE GAMBLING MESSAGES TO BE INCLUDED FOR THE LENGTH OF ALL TELEVISION ADVERTS**

The IGRG today announced a further enhancement to the Industry Code ('the Industry Code') for Socially Responsible Advertising. It requires that throughout each television advert a responsible gambling message or a reference to [www.begambleaware.org](http://www.begambleaware.org) will appear. The provision will come into force at the end of June 2018.

The Code was originally produced in 2007. It was followed by second and third editions in 2016 and 2017 respectively. Subsequently, as part of the Government's wider review into gambling advertising, it became apparent that there were concerns that the previously required references to [begambleaware.org](http://www.begambleaware.org) and responsible gambling messages themselves were frequently not appearing on screen for long enough to be readily noticeable.

In the light of that and in recognition of the importance attached to this type of messaging the 4<sup>th</sup> Edition of the Industry Code which has been published today addresses that issue.

Commenting on the change, the IGRG Chairman, John Hagan said:

'As part of a wider package of measures flowing from the Government's review, we believe this change to the Industry Code will help to improve the overall tone and content of gambling adverts, especially on television, in a way that will help to raise awareness of the need to gamble safely and responsibly. In addition, we are happy to reiterate our commitment to review the Code on an annual basis in order to consider any emerging issues.'

## Notes to editors

### The Code

When the Gambling Act 2005 was implemented in 2007 it introduced greater advertising freedoms, especially around television advertising. Although gambling advertising is primarily regulated under specific provisions by the Advertising Standards Authority (ASA) the British gambling industry decided that it would adopt the Code as well in order to apply a number of additional safeguards.

The Code was reviewed and an enhanced version was published in 2015. It came into effect in 2016. IGRG gave a commitment to DCMS at the time that it would keep the Code under regular review and a third and now fourth edition are a consequence of that.

It will continue to be the case that the principal rules governing gambling advertising in Great Britain will be those produced and administered by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP), which are adjudicated upon by the Advertising Standards Authority (ASA). Further information about those is provided below. It must be stressed that this code is designed to supplement, rather than repeat or supersede those rules, by providing industry standards in a very limited number of related areas, especially educational messaging, that are not covered by the CAP/BCAP rules.

### IGRG

The Industry Code has been developed collectively by the gambling industry under the umbrella of the Industry Group for Responsible Gambling (IGRG) which is currently comprised of the Association of British Bookmakers; BACTA; the Bingo Association; National Casino Forum; and the Remote Gambling Association. IGRG was established in 2014 and incorporated in November 2015. Its mission is to provide a structure to better promote socially responsible gambling across all gambling sectors in the UK.

These trade bodies represent businesses which are licensed and regulated in the UK whose primary purpose is the provision of gambling opportunities, whose memberships reflect the spectrum of businesses trading and which have a detailed understanding of their respective areas.

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