

ASAS Advisory on Gambling Advertisements and Promotions

Preamble

Remote gambling is growing rapidly globally. This trend is also observed in Singapore, and this poses law and order as well as social concerns. To curb remote gambling, the Advertising Standards Authority of Singapore (ASAS), which is an advisory council under the Consumers Association of Singapore (CASE), has put in place a long-term framework for gambling advertisements and promotions and now draws up the following advisory to ensure that marketing communications on gambling are not allowed unless specifically approved by the relevant Authority.

This Advisory must be read in conjunction with the *Singapore Code of Advertising Practice (SCAP)* and where applicable, the relevant legislation with the legislation taking precedence over the Advisory in the event of inconsistency.

1. Principles

1.1 Marketing communications that promote gambling are not allowed unless specifically approved by the relevant Authority. This is to prevent promotion and normalisation of gambling in Singapore. Thus, any marketing communication should meet the requirements stipulated in one or more of the following:

- (a) Casino Control (Advertising) Regulations 2010;
- (b) Singapore Totalisator Board (Advertisements) Regulations 2010;
- (c) Common Gaming Houses Act (Cap. 49);
- (d) Betting Act (Cap. 21);
- (e) Permit Conditions under the Private Lotteries Act (Cap. 250); and
- (f) Remote Gambling Act 2014.

2. Definitions

2.1 For the purpose of this Code:

- (a) a “young person” is a person below 21 years of age.
- (b) “betting” refers to the staking of money or money’s worth on the outcome of a horse-race or sporting event or on any other event, thing or matter specified or described to be betting by any Act that is currently in force.
- (c) “gambling” includes betting, gaming and participating in a lottery.
- (d) “game of chance” includes:
 - (i) a game that involves both an element of chance and an element of skill;
 - (ii) a game that is presented as involving an element of chance; or
 - (iii) social games,but does not include any game, method, device, scheme or competition specified or described as not to be a game of chance by any Act that is currently in force.
- (e) “gaming” refers to playing a game of chance for money or money’s worth.
- (f) “lottery” refers to any game, method, device, scheme or competition whereby money or money’s worth is distributed or allotted in any manner depending upon or to be determined by chance or lot, whether the same is held, drawn, exercised or managed inside or outside Singapore, and includes any other game, method, device, scheme or competition specified or described to be a lottery by any Act that is currently in force.
- (g) “money’s worth” refers to any thing recognised as equivalent to money and includes virtual credits, virtual coins, virtual tokens, virtual objects or any similar thing that is purchased within, or as part of, or in relation to, a game of chance.
- (h) “marketing communications” include advertising as well as other means, such as promotions, sponsorships and direct marketing, and should be interpreted broadly to mean any communications produced directly by or on behalf of marketers intended primarily to promote

products or to influence consumer behaviour. However, the following are not included in the scope of this Advisory:

- (i) marketing communications on gambling that are published as incidental and/ or accidental accompaniment to the publication of other matter (which is not promoting gambling), and where the marketer does not receive any direct or indirect benefits (whether financial or not) for publishing the advertisement.
 - (ii) marketing communications on gambling that are made available by a person in the course of a business of delivering, transmitting or broadcasting communications, and where the person has no control over the nature and/ or content of the communications.
- (i) “social games” refer to games where players play to acquire a chance of winning money, and where the game design allows the players to convert in-game credits to money or real merchandise outside of the game. However, the following are not included in the scope of this Advisory:
- (i) social games that facilitate players to purchase credits to enhance their in-game experience, but not to convert such in-game credits or tokens for money or real merchandise outside of the game.

3. Guidelines

- 3.1 Marketing communications on gaming are not allowed if they:
- (a) directly or indirectly encourage the visiting of a gambling site, whether online or offline;
 - (b) directly or indirectly encourage gambling activity; or
 - (c) publicise or promote a gambling operator.
- 3.2 Marketing communications should not be directed at young persons or in any way encourage them to gamble. They should not include any character, personality, animation, music or anything who or that is likely to have an appeal to young persons. Any person portraying gambling behaviour should be obviously over 21 years of age.
- 3.3 Marketing communications should not depict excessive participation by any person in gambling.

- 3.4 Marketing communications should not suggest that winning will be a definite or likely outcome of gambling, or that a person's skill can influence the outcome of a gambling activity.
- 3.5 Marketing communications should not offer any gambling tip.
- 3.6 Marketing communications should not suggest that gambling will improve the financial prospect of a person.
- 3.7 Advertisers should ensure that they have obtained prior approval from the relevant Authority for their intended gambling marketing communications.
- 3.8 Media owners and advertising agencies should check that the necessary approvals have been obtained by the advertisers before advertising the gambling marketing communications. This can be done by asking the advertiser for a copy of the approval issued by the relevant Authority.