

Full title of law or regulation	<p>CPP Advice to ARPP https://www.cpp-pub.org/avis/avis-publicite-des-jeux-de-hazard/</p>
Title of relevant section	All sections are included
Context	<p>Following the presentation of the Government bill on the opening of the gambling market to new online operators on 1 January 2010, the Conseil Paritaire de la Publicité (CPP) asks the l'Autorité de Régulation Professionnelle de la Publicité (ARPP) to draft a new Recommendation concerning the advertising of all games of chance and money.</p> <p>Objectives:</p> <p>The CPP proposes three axes for this new Recommendation:</p> <ul style="list-style-type: none"> • Protect the young audience, • Promote the emergence of responsible gambling, • Inform the player-consumer. <p>The content of the next Recommendation should therefore be based on the following elements:</p>
	<p>A. Protecting the young audience</p>
	<p>Gambling advertising must not create positive conditions such as to be attractive to minors, while it is acknowledged that gambling must be accessible only to adults. It will be necessary to take elements into account, when creating and distributing this advertising, such as:</p> <p>The way of expressing oneself</p> <p>The absence of minors in advertising;</p> <p>The refusal to use cultural references specifically related to young people;</p> <p>Do not turn gambling into a rite of passage into adulthood;</p> <p>Do not present the adult player as a hero ...</p> <p>In addition, while aware that the media plans do not fall within the competence of the ARPP but of its members, the CPP stresses the need not to broadcast advertising for gambling in "youth" contexts. It calls on this point on the responsibility of advertisers, agencies, administrations and media.</p>
	<p>B. Promote the development of responsible gambling</p>
	<p>The game is about dreaming and leisure: it must remain so. As soon as the player becomes "excessive", the dream becomes "hell". The principle of responsible gambling is to perpetuate the freedom of the player and therefore, this dream of potential.</p> <p>The messages (both audiovisual and in text) deployed should not enhance/ascribe value to situations that doctors describe as potential signs of addiction. This list of symptomatic behaviours is provided in the appendix.</p> <p>Moreover, in the interest of social responsibility, gambling advertising must not devalue work or studies, for example by presenting itself as an easier or smarter way to succeed in life.</p>
	<p>C. Inform the player-consumer</p>
	<p>Since gambling advertising is strictly prohibited for unlicensed gambling operators, it is clear that the 'consumer-player' must be able to find on the official website of every operator all the objective elements about the operator: the gambling, methods of settlement, the</p>

amount of expected gains and potential losses.

At minimum, it seems that certain terms should be mandatory in the advertising of games such as the name of the operator and its reference site, under satisfactory conditions of legibility or audibility.

As with all advertising, the indications included in the advertising must not mislead the public as to the actual cost of the game, and the player's expected gains or losses.

Appendices

Main behaviors symptomatic of the excessive gambler:

1. Preoccupation/ obsession with the game (I remember past game experiences, I think about my next game sessions, I think about ways to get money to play, I review the pleasure of my last gaming sessions...);
2. Need to gamble ever greater sums to achieve the desired state of excitement, desired, expected;
3. Repeated but totally unsuccessful efforts to control, reduce, stop gambling (tomorrow, I stop, the game is over, it was my last...);
4. Agitation or irritability during attempts to reduce or stop playing the game;
5. Play to escape difficulties or to relieve a mood of depression (I play because I'm depressed, I play when I'm anxious, I play to forget that I feel guilty for having played...);
6. In case of loss of money at the game, irresistible urge to remake by playing again to recover the money;
7. The player's lie to his family, his therapist or other people to hide the real extent of his gambling habits;
8. Illegal actions to finance gambling (forgery, fraud, theft, embezzlement);
9. Endangering or losing a significant close relationship, a job, a study opportunity, a career, because of gambling;
10. Relying on others for financial help to get out of difficult or desperate situations due to gambling and the losses suffered.

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