

NOTE

This is an extract from the ASCI code of the section on 'Online gaming for real money winnings.' It is extracted in full; no amendments have been made. The full code is linked below

https://ascionline.in/images/pdf/asci_code_of_self_regulation.pdf

Preamble:

Online gaming, where consumers are required to put up money for a possibility of cash or equivalent winnings, has become immensely popular. Such games are called "ONLINE GAMING FOR REAL MONEY WINNINGS". Vast amounts of resources are being spent to establish new brands and new formats in this category. Such games fall under state jurisdictions, and from time to time, they may be allowed or disallowed through notifications or enactment of laws. It is not within ASCI's jurisdiction to decide the legality of such games, and objections related to the legality of such games, and the appearance of their advertisements in specific media are outside of ASCI purview, and must be taken up with the concerned sector regulators within the government. ASCI can process complaints regarding the advertising content of 'Online Gaming for Real Money Winnings', when such advertisements potentially violate the ASCI code. Such games entail an element of risk through financial losses. Such games may also be addictive in nature. Some advertisers have proactively put disclaimers to warn the public on both issues. However, there is a need to standardise the same as well as ensure that all advertisements in the category carry the required warnings.

For advertisements of 'Online Gaming for Real Money Winnings' the following specific guidelines have been developed to guide advertisers so that their advertisements do not violate the ASCI code pertaining to misleading advertisements (Chapter I), or of being harmful to society or individuals (Chapter III). These guidelines would be applicable to the content of all advertisements of 'Online Gaming for Real Money Winnings'.

Guidelines:

1. No gaming advertisement may depict any person under the age of 18 years, or who appears to be under the age of 18, engaged in playing a game of 'Online Gaming for Real Money Winnings' or suggest that such persons can play these games.
2. Every such gaming advertisement must carry the following disclaimer:
 - a. Print/static: This game may be habit-forming or financially risky. Play responsibly.
 - I. Such a disclaimer should occupy no less than 20% of the space in the advertisement.
 - II. It should also SPECIFICALLY meet disclaimer guidelines 4 (i) (ii) (iv) (viii) laid out in the ASCI code.
 - b. Audio/Video: This game may be habit-forming or financially risky. Play responsibly.
 - I. Such a disclaimer must be made at a normal speaking pace at the end of the advertisement and be presented for a minimum of 4 seconds.
 - II. It must be in the same language as the advertisement.
 - III. For audiovisual mediums, the disclaimer needs to be in both the audio and visual formats.
 - IV. The disclaimer should be presented in a way that is clear from other actions/effects/claims/text/audio that may distract the consumer.
3. The advertisements should not present 'Online Gaming for Real Money Winnings' as an income opportunity or an alternative employment option.
4. The advertisement should not suggest that a person engaged in gaming activity is in any way more successful as compared to others.