

Full title of law or regulation

Spain: Autonomous Community Gambling legislation  
This link to help source legislation:  
<http://www.bledajuegos.es/cuadros/REGLAMENTO%20DE%20APUESTAS.pdf>

Region

**Madrid**

[BOCM. Boletín Oficial de la Comunidad de Madrid](#)

Clauses

Ley 6/2001, de 3 de Julio, del juego en la Comunidad de Madrid  
[http://noticias.juridicas.com/base\\_datos/CCAA/ma-l6-2001.t1.html](http://noticias.juridicas.com/base_datos/CCAA/ma-l6-2001.t1.html)

Scope: The purpose of this Act is the regulation in the territory of the Community of Madrid, of all activities related to gambling in its various forms. The Government of the Community of Madrid regulates the system of gambling advertising (Art. 2.1(a))

#### Article 5: Advertising and Promotion

1. The advertising and promotion of gambling activities as well as of gambling operators or establishments will be permitted to those companies authorised to carry out such activities and prior administrative approval will not be required.
2. The provisions on illegal advertising contained in the general legislation on advertising (General Law 34/1988, of 11 November, on Advertising) shall apply to the advertising of gambling activities as well as to authorised companies and establishments.
3. Advertising and promotion must comply in every case with regulations governing the protection of minors.
4. Advertising and promotion must not run contrary to the provisions of Act 34/2002, of 11 July, on Information Society Services and Electronic Commerce, and General Law on Audiovisual Communication 7/2010 of 31st March. In particular, marketing communications by email or other equivalent means of communication (i.e. SMS, MMS) must have been previously requested or expressly authorised consented to by the recipient in accordance with the provisions of Art. 21.1 of Act 34/2002.
5. Advertising and promotion must not alter the dynamics of gambling
6. Advertising and promotion must respect the basic principles on responsible gambling and must contain the warning that the practice of gambling can cause/ lead to compulsive gambling and that such practice is prohibited to minors.

Decreto 106/2006, de 30 de noviembre, por el que se aprueba el Reglamento de Apuestas en la Comunidad de Madrid. (Decree 106/2006 approving Regulation on Gambling in Madrid)

<http://www.madrid.org/wleg/servlet/Servidor?opcion=VerHtml&nmnorma=4210&cdestado=P>

Scope: Betting on sporting events, competitions or other previously determined nature. Excludes horse race betting – regulated by Decree 148/2002.

#### Article 28: Gambling Advertising

1. Gambling advertising may be carried out within betting shops or where the carrying out of advertising is authorised, as well as places and venues where events are held on which bets are placed/ wagered. OR places where the events are held which are the subject of the betting
2. The following activities are deemed to be authorised, in every case:
  - a) The release or announcement/ notice of bets/ stakes in gambling magazines, as well as the inclusion of notices on billboards, leisure guides, sports pages, sections and publications, in any format whether print or electronic, in the case of events subject to bets, and other similar publications. The release and announcement of bets can be carried out in programmes, spaces/slots and broadcast transmissions on/of the events subject to the bets, whatever the medium used. The advertisement can include both events subject to bets as well as their forecasts

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and ratios

- b) The production and dissemination of information booklets on betting event schedules/ programs, forecasts and ratios, as well as their results. The information must be disseminated in places where betting is authorised.
- c) Marketing communications by email or other electronic media equivalent when they have been previously requested or expressly authorised by the recipients, in accordance with the provisions of Law 34/2002 of 11 July, on information society services and electronic commerce.

1st additional Provision – Advertising of gambling activities

1. Advertising of gambling activities which is designed to announce, disseminate, and spread such activities as well as the advertising of gambling companies and establishments will be permitted to authorised/ licensed companies and will not require prior administrative approval.
2. Advertising shall not specifically encourage the practice of gambling
3. The provisions on illegal advertising contained in the general legislation on advertising (General Law 34/1988, of 11 November, on Advertising) shall apply to the advertising of gambling activities as well as to authorised companies and establishments
4. Advertising must comply in every case with regulations governing the protection of minors
5. Marketing communications by email or other electronic media equivalent must have been previously requested or expressly authorised by the recipients, in accordance with the provisions of Law 34/2002 of 11 July, on information society services and electronic commerce.

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Region

**Andalucia**

<http://www.juntadeandalucia.es/haciendayadministracionpublica/tributos/juegos/legislacion/legislacion.htm?keywords=&and=true>

Law 2/1986, of April 19, gambling and betting of Andalusia.

[http://noticias.juridicas.com/base\\_datos/CCAA/an-l2-1986.html](http://noticias.juridicas.com/base_datos/CCAA/an-l2-1986.html)

(Nothing specific on advertising - serious offence to advertise without prior administrative approval – Art. 29 (10))

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Region

**Aragon**

Ley 2/2000, de 28 de junio, del Juego de la Comunidad Autónoma de Aragón.

[http://noticias.juridicas.com/base\\_datos/CCAA/ar-l2-2000.html](http://noticias.juridicas.com/base_datos/CCAA/ar-l2-2000.html)

Article 12: Advertising of Gambling) For the Government of Aragon to regulate by decree:

- The regime of gambling advertising outside of the premises intended for betting and in the media
- Advertising regime inside such premises
- The relevant standards to ensure proper understanding by users of the rules and conditions under which each game is developed
- The express prohibition of all forms of advertising that encourage or promote gambling, whatever the means used.

Decree 166/2006, 18 julio, del Gobierno de Aragón, por el que se aprueba el Reglamento de Publicidad del Juego y Apuestas (Decree 166/2006 approving the Regulation of Gambling Advertising)

[http://www.iustel.com/diario\\_del\\_derecho/noticia.asp?ref\\_iustel=1018343](http://www.iustel.com/diario_del_derecho/noticia.asp?ref_iustel=1018343)

Art. 1 (1): This Regulation determines the requirements and conditions for the advertising of gambling within the scope of Law 2/2000, of June 28, of Gambling in Aragon and in the Betting Catalogue of Aragon, approved by Decree 159/2002, of April 30 of the Government of Aragon, as well as advertising of the betting premises-

- Art 1 (3): Any advertising of gambling that entails the awarding of any type of award
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must contain the warning that gambling is prohibited to those under 18 years old and that excessive gambling is harmful and can lead to addiction

- Art. 2 Definitions: 1) Advertising of gambling activities or premises in which gambling takes place: any form of communication, dissemination, announcement/ advertisement, whatever the medium used (brochures, business cards, flyers, mailings, posters/ billboards, other means of marketing communication like print media, press, broadcast ads or campaigns on radio, TV and other computing, telematic and audiovisual means) with the purpose of spreading/ advertising gambling/ betting authorized in the Gambling Act of the Autonomous Community of Aragon or the premises in which they take place.

3) Premises authorised to carry out advertising: Permanent or temporary gambling casinos, bingo halls, gambling halls, amusement arcades, cyber-gambling halls, sports/ competition betting establishments, horse tracks, dog tracks and similar, and others established in the regulations.

Art. 3. It is expressly prohibited (gambling advertising and advertising of betting premises):

- a) Any form of advertising that incites or encourages the practice of gambling or betting, whatever the medium used, including images, symbols, logos, graphics or text to show the ease of getting prizes or the amount of the award, encouraging compulsive betting, in a way that can lead to pathological behaviour in the gamblers.
- b) Any form of advertising which via the medium used or the public to whom it is directed, harms the development of children or young people.
- c) Advertising of gambling in those establishments in which some type of gambling is performed, but where gambling is not the principal activity of that establishment (GRS note: i.e. such as restaurant / bar with slot machines)
- d) Advertising of any type of equipment of gambling, without prejudice to Art. 9 (9) of the Regulation (prior admin approval not required where advertising is inserted in specialist publications on gambling topics directed at industry professionals)
- e) Advertising of gambling or of premises that allow it via the sponsorship of sporting or leisure activities in which minors (under 18s) participate.
- f) ~~Create a webpage which reveals/brings to light or promotes gambling which is carried out in premises (authorised to carry out advertising – per Art. 2(c) – casinos, gaming arcades, bingo halls, sports betting shops, horse and dog tracks), as well as the products they are authorised to provide.~~ (Repealed by Decree 2/2011 of 11 Jan, of Aragon Government, approving the Regulation of Sports, Competition or other type Betting)
- g) Indirect advertising (as per Art. 2(b) – any form of call/advertisement or recruitment of gamblers that leads or may lead to the promotion, encouragement to gamble/ bet, as well as the use of images and features in advertising space and campaigns which allows the covert dissemination and with misrepresentation of the law, a message or images prohibited by this Regulation)
- h) Complement / offset the value of the set prizes with any amount of money or payment in kind, of any nature.

Art. 5 - Advertising of premises by brochures

Art. 7 – External advertising of the premises via signs and billboards

1) Signs of gambling facilities within scope of this Regulation must not contain symbols, figures, anagrams that include images or text encouraging gambling by showing the ease with which prizes can be won, the sum of the prizes, the economic benefits and advantages that the gambler can get/ achieve, in such a way that it can lead to pathological habits and behaviour.

2) Licensees / owners of gambling casinos and bingo halls may be advertised on billboards installed at the entrances to cities, airports and other passenger transit points, subject to the bylaws (municipal regs) and regulations on advertising on roads and other public assets. Advertising may only include the name of the premises, its address, opening hours and

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additional services offered to customers.

3) Prior to the installation of the billboards, the holder of the operating licence of the premises referred to it in Art. 7(1) must notify the Directorate-General responsible for gambling.

#### Art. 8 - Advertising in leisure guides and on entertainment posters/ billboards

1) The inclusion in Leisure Guides and on entertainment billboards/ posters of briefings (informative summaries) that make reference to the name of the premises, address, hours of operation and additional services offered to customers and, in the case of gambling casinos, the types of licensed/ authorised gambling activities, along with the advertising of other leisure and entertainment activities, will require prior notification to the Directorate-General responsible for gambling.

2) Prior administrative authorisation will be required for those ads placed on special boards, which carry symbols or anagrams different to the usual logo of the establishment and which is not in accordance with the provisions in the previous paragraph.

#### Art.9 - Advertising in the media / means of communication

1. Advertising inserts and broadcasts of premises recognised in Art. 2(c) – carried out away from leisure guides and entertainment billboards - that only include the name, address, opening hours and additional services provided, if any, will require prior notification to the Directorate-General responsible for gambling.

2. Outside the cases referred to above (Beyond the instances mentioned above), advertising inserts and broadcasts of premises referred to in Art. 2(c) will require prior administrative approval.

3. The coverage of gambling premises and additional services included in general tourist write-ups / reports aimed at promoting tourism in the area where the gambling premises is located, must comply with the provisions in Art. 9(1) and (2)

4. Audiovisual media advertising broadcasts may only contain images of the main façade of the establishments falling within the scope of this Regulation and images and general panorama of the gambling, which must, in this case, be free of people/ public.

5. Specific sports / competition betting establishments may broadcast images of sporting events upon which bets can be placed in their establishments.

6. Advertising broadcasts of gambling halls, bingo halls, casinos or sports/ competition betting establishments on TV and radio can only be authorised between 10pm and 7am.

Cinema advertisements can only be authorised when the movie in which the advert is shown is rated 18.

7. Prior notification of the DG responsible for gambling will be required for the creation of web pages by the company with the gambling operating license, whose content is limited to corporate information on the company, name of the premises, address, opening hours and additional services on offer to customers.

9. Prior administrative approval will not be required for advertising inserts or broadcasts in publications specialised in gambling topics aimed exclusively at industry professionals.

Decreto 2/2011, de 11 de enero, del Gobierno de Aragón, por el que se aprueba el Reglamento de Apuestas Deportivas, de Competición o de otra índole  
(Decree 2/2011 of 11 Jan, of the Government of Aragon, approving the Regulation on Sports / Competition/ Other betting)

#### Article 7: Advertising of betting premises and advertising of betting on sports, competitions and (or) other similar types of events

1) Notices and advertising of betting on sports, competitions and (or) other similar types of events, shall merely be informative and carried out in accordance with the conditions and requirements set out in Decree 166/2006 of 18 July, of the Government of Aragon, approving the Regulation of Betting Advertising, and Law 34/2002 of 11<sup>th</sup> July of ISS and E-Commerce in a way that they do not incite or encourage the practice of gambling. Likewise

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sports/ competition/ other betting can be advertised by inserting betting adverts into sports publications, sections, pages, and publications, in any format, print or electronic, which cover events which are the subject of betting.

2) Under no circumstances may the advertising of sports/ competition betting be permitted in premises, in activities/ events, publication pages, audio-visual programmes, or via telecommunication means or telematic means aimed at children or adolescents

3) Any advertising of sports/ competition/ other betting must be accompanied by a message that points out the prohibition of betting for those under 18 (minors) and that excessive gambling can lead to pathological gambling.

4) Free demonstrations of sports/ competition/ similar betting are prohibited, whatever the medium used, in order to protect, in particular, vulnerable groups suffering from compulsive gambling, as well as children and adolescents.

5) Access to links or other ads/ notices that offer instant credit which can be used immediately to gamble is prohibited.

Decree 332/2001, of 18 December, the Government of Aragon, adopting the Regulation on Slot Machines and Amusement Arcades, Article 68 states that "any type of gambling advertising, involving slot machines, require prior authorization from the Directorate General for gaming

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Region

**Asturias**

Law 6/2014 of 13 June on Gambling and Betting (Ley 6/2014, de 13 de junio, de Juego y Apuestas) <https://www.boe.es/buscar/act.php?id=BOE-A-2014-9265>

Scope: all gambling activities (see Art. 6(2) for betting catalogue – includes likes betting based on sports and competitions; Art. 5 decree 169/2015 covers the types of bets)

Article 12: Advertising, Sponsorship and Promotion

1. Advertising, sponsorship and promotion of gambling activities, with the exception of random number combinations of chance shall be subject to prior authorization, with the conditions established by law, must be socially responsible, paying due attention to the protection of minors and vulnerable groups, ensuring adequate understanding of the rules and conditions under which gambling is played/ carried out. In every case, any advertising on gambling must explicitly promote attitudes of gambling in moderation, not compulsively, and responsibly.
2. Advertising of gambling is permitted which has a purely informative function. For the purposes provided in this Article, purely informative function means advertising that includes:
  - Business/ brand name and address
  - Category/ type of establishment, and type of gambling carried out in it
  - Services provided
  - Informative posters of the situation (signs providing information about the issue/ status)
3. It will be free/ open to carry out advertising inside betting premises with restricted access and in industry specific publications.
4. In all venues with gaming/ slot machines a sign must be put up in a visible place with prohibitions on the use of the machines, with characteristics and in terms specified in the regulations.

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Region

**Valencia**

DECRETO 190/2014, de 14 de noviembre, del Consell, por el que se aprueba el Reglamento Regulador de la Publicidad del Juego de la Comunitat Valenciana. (Decree 190/2014 of 14 Nov, of the Counsel, approving the rules regulating the advertising of Gambling in the Community of Valencia)

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[http://www.docv.gva.es/portal/ficha\\_disposicion.jsp?id=26&sig=010217/2014&L=1&url\\_lista=](http://www.docv.gva.es/portal/ficha_disposicion.jsp?id=26&sig=010217/2014&L=1&url_lista=)  
(also read Preamble – refers to amendment to Law 4/1988 below)

#### Article 3: Definitions

1. Advertising: Any form of communication, paid or not, whose aim is to attract potential customers or promote directly or indirectly, the provision of services related to Gambling.
2. Identifying commercial information: communication, by whatever means, not for advertising purposes but for the sole purpose of giving information, id details of individual persons and legal entities who operate in the Gambling sector and have been duly authorised/ licensed. For the purposes of this Regulation, identification data/ details will include the following:
  - Trade name or company name
  - Business sign / emblem
  - Logo or anagram
  - Address, website and contact telephone numbers
  - Opening hours / timetables for activities
  - List of types of gambling activities available.
  - Description and schedule of additional services, tournaments, activities provided by casinos and provided for by Article 18 of the Casino Regulation of Valencia (approved by Decree 142/2009 of 18 Sept), as well as additional services provided by Bingo Halls.

#### Article 6 – Prohibitions:

Advertising of Gambling as well as advertising of gambling premises is prohibited:

1. When its content, media used may harm the development of the young and children, encouraging, directly or indirectly, minors to gamble or presenting it as a sign of maturity.
2. Public Centres and Facilities in Valencia, health centres and services, welfare services and centres, educational establishments, public or private, as much non-regulated as any other kind.
3. In establishments and shows directed mainly at under 18s, with exception of recreational machines of the type A or purely recreational, as well as the advertising of establishments which only use such machines.
4. Sponsorship of sports or cultural activities carried out by under 18s who are not acting in the exercise of a professional activity, except in those cases where sponsorship is restricted to the dissemination of the following commercial information: Trade name or company name, and logo/ anagram.
5. Showing the amount of potential prizes that could be won as the main advertising claim, in such a way that it can be inferred from its content could encourage the development of compulsive/ pathological behaviour.
6. Showing via images or sounds, people gambling, or participating directly or indirectly in it, except in the case of the transmission of an authorised tournament, in which case it must comply with the times set by the regulation for advertising on radio and TV.
7. Advertising that encourages gambling via the advertising of commonly used consumer goods.
8. The delivery of promotional items or gifts when they do not comply with the conditions and requirements set out in Article 7 of this Regulation.
9. Advertising and promotional activities which consist of awarding the value of the prizes through payment of cash or in kind.
10. Advertising messages shall not imply that gambling is better than effort, work and study, or suggest that skill and knowledge can be enhanced/ improved by gambling
11. Misleading advertising, unfair advertising and aggressive advertising, which shall be considered acts of unfair competition under the terms set out in Law 3/1991, of January 10, on Unfair Competition.
12. Advertising containing racist, sexist, pornographic messages that directly or indirectly incites anti-social or violent behaviour which encourages compulsive or socially irresponsible behaviour, as well as that which promotes any discriminatory treatment or which is contrav to the principles of the Constitution or of the Autonomous Statute of

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Valencia.

Title II: Special Provisions on advertising and promotional practices.

Article 7: Distribution of promotional items and delivery of refreshments

Article 8: Advertising in Audio-visual media

1. Advertising on TV in the territorial area of Valencia (i.e. local TV) must respect the principles laid down in this Regulation. And can only be broadcast between 22:00 and 06:00.
2. Advertising in audiovisual media can only show images of the façade and outside facilities of the gambling venues, gambling halls only if they are completely free of people, and spaces reserved for services additional to gambling. The interior of the gambling halls/rooms can only be shown when the people used in the advertisement are merely extras/bystanders (and not actual people betting) and the recording takes place outside of opening hours.  
However, in those cases in which a tournament of casino games is broadcast via live coverage or deferred coverage, images of participating players can be shown provided that at the time of registering/ entering into the tournament, they consented to this in writing.
3. In cinema screenings advertising can be shown under the same conditions referred to in the previous paragraphs, even without the watershed limit, provided that the film shown is rated 18.

Article 9: Advertising on the radio

1. The broadcast of radio advertising spots (or radio commercials) by gambling operators or establishments, by local radio stations in the territorial area of Valencia, can be carried out provided they meet the general requirements set out in this regulation and they are broadcast between 22:00 – 06:00. Advertising which only announces add-on / ancillary services of gambling casinos and bingo halls will not be subject to the time constraints.
2. The advertising of bets/ betting concerning a sports event will not be affected by the time limit in the previous paragraph provided its dissemination takes place in sporty / sports programmes.

Article 10. Advertising in press, magazines and supplements

Gambling advertising can be carried out in the press, written or digital, magazines and supplements, whatever the frequency of the publication, by publishing companies within the territorial limits of the Comunitat Valenciana (i.e. regional publishers), under the conditions and requirements set out in this regulation on the advertising of gambling.

Article 11: Static advertising

1. Static advertising can be put up on the frontage/ façade or other spots of the gambling venue, as well as on billboards, bus shelters, posters, any other real estate, subject to the provisions of the relevant local bylaws and legislation on roads and public assets.
2. For the purposes of this regulation, static advertising also includes modes of transport and movable elements of transport, whether collectively owned or exclusive property of the advertiser, as well as that which is carried out through monitors or screens incorporated onto urban real estate /property (buildings, installations).

Article 12: Advertising via mass distribution of brochures / leaflets

Article 13: Advertising on websites

- 1 Natural or legal persons granted authorisation and entered onto the register of Gambling

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who organise and market games licensed/ authorised by the regional ministry responsible for gambling, may carry out advertising of its business via its own website/ web pages.

2. The advertiser's own websites will be able to put forward/ offer, besides information about itself and tasks it performs, types of gambling activities, prizes, additional services and activities, an interactive overview of the mechanics and operation of the gambling available, as well as spreading news and events related to the gambling sector, forums, suggestion boxes, and other areas of active user participation.

Article 14: Competitions and ferias/ Fairs

Law 4/1988 of 3rd June on Gambling in Community of Valencia (Ley 4/1988, de 3 de junio, del Juego de la Comunidad Valenciana)

[http://noticias.juridicas.com/base\\_datos/CCAA/va-l4-1988.html](http://noticias.juridicas.com/base_datos/CCAA/va-l4-1988.html)

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