

NOTE

This is an English translation, unofficial and non-binding, of the Belgian Gambling Commissions' document of April 26, 2022, in the context of the government intending to introduce legislation further restricting Gambling advertising 'soon'. The original document is:

[Publicité pour les jeux de hasard: le point de vue de la Commission des jeux de hasard](#)

(Gambling advertising: the Gambling Commission's perspective)

The Government has announced that it intends soon to adopt rules restricting advertising for games of chance.

Keen to deliver its advice role optimally, the Gambling Commission, on its own initiative, sent a letter summarising what should, in its view, constitute the guidelines for such a reform.

The Commission is **in favour of further restrictions** and considers that these should mainly target **the most vulnerable groups** and tend towards the **limitation of the amount of advertising**. The Commission therefore suggests that strict rules are enacted and aimed at:

- The prohibition of personalised advertising aimed at young people, excluded players or players who have not participated in games of chance for a certain period of time
- The requirement to bring together advertising and warning messages
- The option for players to refuse personalised advertising
- The prohibition of advertising in certain public places (stations, etc.)
- The establishment of the amount of authorised advertising
- The limitation of entities authorised to advertise.

Alongside such traditional regulation, the Commission considers that the question of advertising for games of chance must be approached in a more modern and flexible way. It thus proposes to be able to work with **directives** that it could impose on operators and which would sufficiently complete the minimum platform constituted by the regulatory framework.

Experience has shown in practice that an exhaustive list of prohibitions relating to the content of advertising, as currently set out in Article 2 of the Royal Decree of 25 October 2018, is not sufficient to prevent abuses and excesses and that certain rules quickly become obsolete and inapplicable.

Co-regulation would make it possible to be more and continuously in tune with the realities and with the developments that are seen. It would also strengthen the role of the Commission as a regulator of the sector.

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