

G-Regs™

Italy –The Italian Gaming System (SGI) Advertising Guidelines



Full title

Sistema Gioco Italia (SGI) – Guidelines for the application of the provisions of The Balduzzi Decree Law¹

23rd July 2013 (operational since Sept. 2013)

These guidelines govern the communication aspects of commercial communications of licensed operators belonging to the Italian Gaming System (**Sistema Gioco Italia - SGI**) and have been drafted in accordance with the procedures relating to commercial communication as well as the existing communications rules in the gambling sector, the **“Code and Principles of Self-Regulation for Communication Concerning Games with Cash Prizes/ winnings”** by the Italian Gaming System Federation (Federazione Sistema Gioco Italia) approved in June 2012 and Article 28-ter from the IAP (Istituto di Autodisciplina Pubblicitaria – Self-Regulatory Institute of Advertising) Self-Regulatory Code for Commercial Communication (56th Edition) effective from 31st December 2012 (*as updated – Art. 28-ter last amended in 2016*).

These guidelines shall be adopted by licensed operators² belonging to SGI and shared with advertising sales agencies (*those who sell advertising space/ concession holders of / over advertising spaces*).

Regulations on gambling sector communications (Balduzzi Decree Law) are in force from 1st January 2013. The guidelines also aim to ensure compliance with current regulations, the Codes and rules contained therein, in relation to the commercial communication of gaming products with cash prizes.

In this document, minors are defined as those persons who have not reached the completion of their 18th year of life (i.e. minors = under 18s)

1. Television

1.1. The advertisement must not be broadcast on channels with “children and young people” themed programming via DTT³ and satellite.

1.2. Advertising in all other channels must not be broadcast in the protected zone for children (0-18 years) between 16.00 and 19.00 as already provided for by the advertising code⁴.

The advertisement must not be broadcast during programmes directly aimed at minors and programmes that have children as protagonists even if broadcast out of the aforementioned protected timeframe (i.e. 4-7pm), nor during the 30 minutes preceding and following such programmes.

¹ (Decree Law no. 158 of September 13, 2012) converted into Law no. 189, on November 8, 2012.

² Licensed operators (or adhering licensees) – defined in [SGI Self-Reg Code](#) as any licensee running public gaming, the exercise of which has been authorised by AAMS, who have accepted or signed up to the Code.

³ Digital terrestrial television (DTTV or DTT) in Italy transmits in DVB-T format (Digital Video Broadcasting – Terrestrial)

⁴ Referring to the Self-Regulatory Code on Media and Minors <http://www.gregsregs.com/downloads/ITMinorsSelf-RegCodeTV.pdf> (s. 4.4 – Special Protection 4pm – 7pm)

URL of source: <http://www.gregsregs.com/downloads/ITGamblingSGIGuidelinesIT.pdf>

1.3. Excluded from Point 1.2 are sports channels and / or sports broadcasts or broadcasts of national and international sporting events as well as the thematic channels dedicated to gambling (e.g. Football matches, Olympics, Formula 1 GP, Teleippica⁵, Pokeritalia 24, toto (*toto scommesse*) etc...), subject to the specific rules of individual broadcasters.

2. Radio

2.1. The advertisement must not be broadcast during programmes directly aimed at children or during the 30 minutes before and after them.

3. Cinema

3.1. The advertisement must not be broadcast during movie screenings directly aimed at minors or in the 30 minutes preceding and following them.

3.2. The advertising must not be carried out in the cinema hall and in their foyers on the occasion of a film screening directly aimed at minors⁶.

4. Theatre

4.1. Advertising must not be displayed in theatres or in their foyers during performances directly aimed at minors⁷.

4.2. The identification of such performances (which are aimed at younger audiences) shall take place in cooperation with the production companies and with the media centre.

5. Daily and Periodical Press (Newspapers and Magazines)

5.1. Advertising must not be inserted in newspaper or magazines intended for/ targeting minors, that is graphics, content and subject matter directly aimed at minors.

6.

Presentation of warning formulas and their variations

Advertising campaigns in all media must contain the following warning messages:

- a) Company name and Licence number / reference
- b) AAMS⁸ Logos (New Agency Logo⁹ and the Helm logo¹⁰)
- c) Warning: "Il gioco è vietato ai minori e può causare dipendenza patologica" (Trans: Gambling is prohibited to minors and can cause pathological addiction)
- d) 18+ Logo (which does not replace the phrase in Point c)
- e) Indication of the website addresses of the licensed operator and of the AAMS on which to consult the odds of winning (win probabilities).

Therefore, the following messages shall be presented in a standard manner:

"Il gioco è vietato ai minori e può causare dipendenza patologica. Per regolamenti, bonus (solo se presenti) e probabilità di vincita www.aams.gov.it, [www.\[concessionario\].it](http://www.[concessionario].it), Concessione [●]".

"Gambling is forbidden for minors and can cause addiction. For regulations, all information about bonuses (if any) and the odds of winning – go to: www.aams.gov.it , [www. \[licensee\].it](http://www.[licensee].it), Licence [No/Ref.....]"

⁵ Teleippica is a subsidiary of Snai Spa - one of the main operators in gaming and betting sector in Italy. Broadcasts horse racing in Italy and abroad.

⁶ i.e. The advertisements should not be on display inside the cinemas or inside the foyers during the screening of movies directly aimed at minors.

⁷ Advertising is prohibited inside theatres and their foyers during performances intended for viewing by minors – which are clearly directed to audiences of children/ adolescents.

⁸ *Amministrazione Autonoma dei Monopoli di Stato* – AAMS - Independent Authority for the Administration of State Monopolies. Now **Customs and Monopolies Agency (Agenzia delle Dogane e dei Monopoli - ADM)**

⁹ <http://www.gregsregs.com/downloads/ItGamblingLOGO-AAMS-ADM.jpg>

¹⁰ <http://www.gregsregs.com/downloads/ItGamblingLogoResponsibleGaming.gif>

URL of source: <http://www.gregsregs.com/downloads/ITGamblingSGIGuidelinesIT.pdf>

- f) Depending on the media / means of communication, where space allows it, the sentence on the ban for minors and that on addiction (*i.e.* 6c) shall be separated, followed by the line, "*Per regolamenti, bonus (solo se presenti) e probabilità di vincita* www.aams.gov.it, [www.\[concessionario\].it](http://www.[concessionario].it), *Concessione [●]*". "For regulations, all info about bonuses (if any) and the probability of winning: www.aams.gov.it , [www. \[licensee\].it](http://www.[licensee].it), Licence [No/Ref.....]"

The licensed operators are committed to express the warnings through different media as follows:

6.1. Press

For advertising in the press (including internet and billboards) information required under points a), b), c), d) e) must be included, quoting the above sentences, without prejudice to what is stipulated in point f).

6.2. Audiovisual Media

For advertising broadcast in audiovisual media, information required under points a-e must be included. Furthermore, during the projection of the final segment/ shot of the commercial/ advertising spot, the following phrase must be spoken: "Il gioco è vietato ai minori e può causare dipendenza patologica", notwithstanding the provisions in point (f).

6.3. Radio

For all types of advertising disseminated by Radio, it is mandatory that the following phrase is spoken: "Il gioco è vietato ai minori e può causare dipendenza patologica. Per le probabilità di vincita [\[concessionario\].it](http://www.[concessionario].it). Concessione [●]" (Gambling is prohibited for minors and can cause pathological addiction. For the probability of winning – go to (licensee website). Licensee Number/ Reference:)

6.4. General websites and affiliated forms

In the specific case of advertising across the web, in all banners, as well as in all advertising sent by e-mail ("DEM" – Direct E-mail Marketing) as well as on all the advertising pages of the product, known as "landing pages", information referred to under points a), b), c), d) e), or as referred to in point f) must be included.

7. Exemptions

Exempted from the above guidelines are sponsorships that provide for the simple use of the product logo and trademarks, as well as institutional advertising activities across the board¹¹.

¹¹ For example, a gambling company can use institutional advertising to produce a commercial that warns consumers of the dangers of gambling (addiction etc...). Or indirect institutional advertising campaigns to alert the public of benevolent contributions. Public service announcements and community outreach programs are other examples of institutional advertising.