

GAMING COMMISSION OF GHANA

GUIDELINES ON ADVERTISEMENT

BACKGROUND

The Gaming Commission of Ghana has developed a guideline on advertisements of operators of games of chance which falls under its supervisory mandate and is drawn from **Section 3 (2)(g) of the Gaming Act, 2006 (Act 721)**.

PURPOSE

The purpose of the guideline is to ensure that advertisements by operators are conducted in a responsible manner devoid of deception and minimise exposure to minors where applicable. This document will act as a guide to operators in all their advertisements.

SCOPE

This document covers all forms advertisements by operators including print and electronic.

GENERAL GUIDELINES

- i. Advertisements must be vetted and approved by the Commission and the operator(s) must be in good standing.
- ii. Advertisements must acknowledge the Gaming Commission of Ghana as the Regulator.
- iii. Approval for the running of the advertisement shall be valid for the duration of the validity of the license and the Commission has the right to revoke the advertising permit if:
 - a. it contains inaccurate information;
 - b. it contains misleading information;
 - c. it fails to acknowledge the Gaming Commission as the regulator;
 - d. changes are made to the advertisements without notification to the Commission;
 - e. it negatively affects public interest and sensibilities;
 - f. it does not depict responsible gambling and appeals to minors;
 - g. Commission determines other circumstances that is deemed inappropriate.
- iv. It must not be misleading and all claims must be substantiated and must avoid putting out inappropriate contents against competitors.
- v. Operator(s) advertisements shall not create the impression to their customers of assured wins.
- vi. Operators shall not use celebrities in their advertisements
- vii. The Commission in protecting the interests of punters, customers and stakeholders, mandates that advertisements must contain warnings like ***Gamble Responsibly, only 18 years +, Gambling is addictive*** etc and any other **warnings** that may be prescribed by the Commission and deemed fit.

SPECIFIC GUIDELINES

Specifications regarding the acknowledgment of the Commission and showing of warnings indicated above, relating to advertisements must be strictly adhered to. The minimum specifications for the guidelines are as follows:

- i. Warnings and acknowledgements must be placed at the bottom of the advertisement and must not be less than thirty percent (30%) of the biggest font size in case of billboards or flyers.
- ii. Run as crawls for Television and Social Media advertisements.
- iii. Run for the entire duration of the TV and Social Media advertisement.
- iv. Where warnings are read on TV and Radio, it shall be clear, audible and well-paced.
- v. All operators' premises shall display **warnings** on its premises.
- vi. An advertisement shall not promote or depict excessive gambling.
- vii. Radio and TV advertisements shall not be aired at prime time.
- viii. No advertisement shall enhance or promote vices, general misconduct or be offensive to public policy.
- ix. A character in a gaming advertisement must not be shown to be wealthy.
- x. An advertisement shall not imply that gaming is required for personal success, professional achievement or wealth creation.
- xi. Endorsement by persons used in advertisement shall not directly suggest that the patronization of a game of chance has contributed to their success or is an avenue for regular source of income.

SPONSORSHIPS

- i. Operators providing sponsorship shall not offer prizes, give out souvenirs and/or distribute promotional materials to participants of programs organized for persons below the age of 18 years.
- ii. Where an operator sponsors a program, sporting activity, festival and any other function, the advertisement or publicity event must be submitted to the Commission for approval.

ADVERTISEMENT TARGETED AT UNDERAGE PERSONS

- i. Advertising shall not appeal, either directly or indirectly, to persons under the legal gaming age (18 years), or be placed in media that are targeted specifically at such persons.
- ii. Children's songs, cartoon characters etc., or the imitation thereof shall not be used in games of chance advertising.
- iii. Gaming shall not be advertised in children magazines, newspapers, journals or media targeted specifically at such persons.
- iv. Gaming advertisements shall not run during the airing of movies or programmes with the following ratings: Family **(F)**, Parental Guidance 18 **(PG 18)** and Adult Accompaniment **(AA)**.

- v. Stationary outdoor advertising shall not be placed within 200 metres of preschools, 1st and 2nd Cycle Schools, children's playground and any other facilities designed for the use of underage persons (Below 18).
- vi. No gaming advertisements shall be advertised in relation to a public function where persons under the legal gaming age are likely to attend.

APPLICATION REQUIREMENTS FOR THE ADVERTISEMENT OF GAMING PRODUCTS

Operators applying to advertise a game of chance shall:

1. Submit an application containing the script or sketch of the advertisement for approval to:

**The Commissioner
Gaming Commission of Ghana
P.M.B. 195
Kotoka International Airport
Accra.**

2. The following shall apply to the script or sketch:

- a. A script written in a local language should be submitted with a corresponding English translation.
- b. Upon approval of the script or story sketch, the applicant would be required to submit a film/video or audio recording of the approved script or story sketch, where applicable.

3. A photocopy of valid Gaming License of already existing companies and company registration for companies running promotions.

4. Documentation substantiating any claim (if any).

***** Failure to comply with these guidelines may affect the renewal of your gaming licence.