



Gaming safety and control stepped up

## Gaming sector signs the advertising self-regulation code overseen by Ministry of Finance

- More than 60 operators and companies agree to protect consumers, particularly children and compulsive gamers, in their commercial messages

7 June 2012. More than 60 companies including gaming, television and internet operators, advertising agencies, communication media and sector associations have today signed the self-regulation code for advertising gaming activities. It has also been signed by the Directorate General for the Regulation of Gambling, reporting to the Ministry of Finance and Public Administrations; the State Secretariat for Telecommunications and the Information Society, part of the Ministry of Industry, Energy and Tourism; and the Association for the Self-regulation of Commercial Communications (Autocontrol).

This code completes the joint regulation agreement signed on 17 November between the Directorate General for the Regulation of Gambling and Autocontrol. The companies that signed the agreement today, agree to protect consumers in commercial communications for gaming activities, particularly children and other vulnerable groups such as compulsive gamers.

This code has arisen from the provisions of the Gaming Regulation Act of May 2011 and its implementing decree from November. The code includes the possibility of signing joint regulation agreements and promoting systems of self-regulation that include codes of conduct in relation to advertising, promotion and sponsorship. The code signed today by these companies involves the creation of an oversight committee that

will comprise representatives from every sector, the Directorate General for Gaming, the State Secretariat for Telecommunications and Autocontrol.

Today's signing comes six days after the Directorate General for the Regulation of Gambling notified interested companies about the new licences for online gaming. Through this process 277 gaming licences (91 general and 186 specific) have been awarded to 53 companies. The Ministry has launched a "Safe Gaming" campaign, which will certify operators that have obtained a licence to operate as safe and reliable operators that respect the regulations and are supervised by the Administration.