

Gambling Policy

RTÉ Commercial
January 2022

The primary responsibility for the regulation of advertising by gambling operators in Ireland is shared between the Advertising Standards Authority for Ireland (ASAI) and the Broadcasting Authority of Ireland (BAI).

This policy is designed to supplement the rules around Section 20 of the BAI General Commercial Communications Code and Section 10 of the ASAI Code of Standards for Advertising and Marketing in Ireland.

The UK industry Group for Responsible Gambling (IGRG) and Irish Bookmakers Association (IBA) have both issued codes which are aimed at improving gambling practices including advertising and media representation.

These guidelines include the concept of 'whistle to whistle' restrictions, which in effect, prevent any advertising from bookmakers 5 minutes prior to kick off until 5 minutes after final whistle. Taking note of the positions as taken by the Gambling Industry in the UK and from Irish Bookmaker Association, the following guidelines will apply to advertising and sponsorship on RTÉ media.

Advertising

Advertising from bookmakers prior to 9pm on RTÉ TV and VOD is not permitted, except for live sporting events, but excludes live play.

In the case of live sport whether before or after 9pm, gambling advertising will not be permitted during the period from 5 minutes before the live event begins until five minutes after it concludes.

This includes breaks in play, for example, the half time in a football match.

In effect advertising can only appear in studio analysis time.

Solus advertising of bookmakers is not permitted i.e., that a bookmaker would take the whole of an advertising break.

Multi Day Sports Activity

For multiday sporting events, for example golf tournaments, the five-minute period will begin at the start of each day's activity (i.e. in these examples there should be no advertising from five minutes before the first tee off).

On radio, no gambling advertising can appear between the hours of 5.00am and 10.00am.

On RTÉ.ie and the RTÉ News app, no display advertising can appear on RTÉ.ie between the hours of 6.00am and 10.00am.

Exceptions:

National Lottery as per the Gaming and Lotteries Acts (1956 to 2019) is excluded from this policy.

Newspaper advertising that includes betting elements as long as the primary purpose of the commercial message is not to promote gambling activity.

Governing bodies for racing etc e.g., HRI

Horse racing coverage.

This policy takes effect on March 1, 2022