

PRACTICAL IMPLEMENTATION GUIDE
CODE OF ADVERTISEMENT

C.A.02.2024.03

NATIONAL BETTING AUTHORITY

CONTENTS

1. INTRODUCTION	3
2. IMPLEMENTATION	4
2.1 <i>Submission of advertising plans and promotional actions</i>	4
2.2 <i>Maximum Review Period.....</i>	4
2.3 <i>Review Exemption</i>	5
3. GENERAL LIMITATIONS	7
3.1 <i>Encouragement of excessive and/or unrestrained betting activity.....</i>	7
3.2 <i>Untrue or misleading advertising.....</i>	7
3.3 <i>Enhancement of player’s personal characteristics</i>	7
3.4 <i>Betting as a problem-solving method</i>	8
4. SAFER GAMBLING	9
5. PROTECTION OF MINORS	10
5.1 <i>Information</i>	10
5.2 <i>Encouragement of minors and vulnerable persons to participate in betting activity</i>	10
5.3 <i>Digital Age Targeting</i>	11
6. PROMOTIONAL ACTIONS	12
6.1 <i>Substantial information.....</i>	12
6.2 <i>Limitation of certain promotional actions.....</i>	13
7. APPLICATION OF PROVISIONS BASED ON MEDIA	14
7.1 <i>General Obligations.....</i>	14
7.2 <i>Video and Audio Advertisements</i>	15
7.3 <i>Digital Advertising</i>	19
7.4 <i>Outdoor Billboard Advertisement</i>	20
7.5 <i>Advertisement in a stadium during a sport event.....</i>	20
8. SURREPTITIOUS ADVERTISING	22
9. TRANSPARENCY	24
10. ENTRY INTO FORCE.....	25

1. INTRODUCTION

The National Betting Authority issues the current Practical Guide pursuant to Article 5 of Code of Advertising, which aims at a more effective regulation and comprehensive implementation of procedures and obligations as defined in the Code of Advertising.

2. IMPLEMENTATION

2.1 Submission of advertising plans and promotional actions

Code of Advertising:

- 4** *A licence holder shall submit to the Authority all advertising plans and promotional actions that he or she intends to publish for review purposes.*
- 5 (2)** *The Practical Guide may contain provisions on all the matters covered by this Code, and includes, inter alia, -*
- (a)** *the procedure for submitting advertising plans;*
 - (b)** *the procedure for submitting promotional actions.*

Guidance:

2.1.1 Advertising and promotional plans shall be submitted to the Authority to be reviewed with regard to their compliance to the provisions of the Code of Advertising before their publishing.

2.1.2 Advertising and promotional plans shall be submitted to the Authority, along with information and supporting documents as defined in Appendix A, which is available online on the NBA's website www.nba.gov.cy.

It is understood that the promotional plans should include at least the following:

- a) terms and conditions for participation;
- b) examples, as prescribed in paragraph 19(d) of the Code of Advertising;
- c) the website link, for the purposes of article 20 of the Code of Advertising.

2.1.3 A licenced holder shall submit all advertising and promotional plans to advertising@nba.gov.cy. Due to the large size of files, as well as for cybersecurity purposes, all advertising and promotional plans shall be submitted through file transfer services (e.g. wetransfer, google drive, etc.). The link with the uploaded documents shall be sent to the Authority by email.

2.2 Maximum Review Period

Code of Advertising:

- 5 (2)** *The Practical Guide may contain provisions on all the matters covered by this Code, and includes, inter alia, -*

- (c) *the maximum period for the Authority to review the advertising plans before publication [...];*

Guidance:

A licence holder may publish an advertisement without the Authority's explicit approval if the maximum review is exhausted. The maximum review period is considered as exhausted if the Authority does not take any of the actions of subsection 4(2) of the Code of Advertising.

The maximum review period is defined as follows:

- a) five working days from the date of submission date for advertising plans
- b) five working days from submission date for promotional action

It is noted that the submission day is not counted in the review period.

2.3 Review Exemption

Code of Advertising:

5 (2) *The Practical Guide may contain provisions on all the matters covered by this Code, and includes, inter alia, -*

- (c) *[...] categories or types of advertising that are exempted from the obligation described in subparagraph (a);*

Guidance:

2.3.1 A licence holder may submit an advertising template for review, following the approval of which it may be republished with different information:

It is noted that such advertising plans are approved as templates, which provides that the licence holder points out all the information that may be modified before every publishing.

It is also noted that in order to be approved, the template should be structured in a way that any potential alteration of information does not breach the limitations defined in article 8 of Code of Advertising. An example of such advertising template may be the promotion of odds for an upcoming game. The information that may accept modification is: club name/logo, game date and time, bookmaker's odds, and other relevant information.

2.3.2 The licence holder shall inform the Authority on any kind of republishing at least two days prior to it, by submitting the following to the Authority:

- a) the approved template;
- b) the modified advertising plan; and
- c) a statement confirming that they have not modified any other part of the template than the specified information.

2.3.3 In the case that the licence holder wishes to reuse a promotional action which has already been approved by the Authority, based on the provisions of the Code of Advertising and the Current Practical Guide, of which the approved period of use has ended, the licensee should –

- a) in the case that no modification was made on the participation terms and conditions or on the promotional action features, the licensee shall inform the Authority on the new duration of the promotional action and submit a statement confirming that no modification has been made, before republishing it, with the review period described in paragraph 2.2 of this Practical Guide applying,
- b) in the case of modifications, the licensee shall submit the promotional action, noting all the alterations and modifications, along with the new duration, and shall wait for an approval within the review period described in paragraph 2.2 of this Practical Guide.

3. GENERAL LIMITATIONS

3.1 Encouragement of excessive and/or unrestrained betting activity

Code of Advertising:

- 8** *Betting advertising on any media is prohibited, in cases where:*
- (a)** *it encourages excessive and/or unrestrained betting activity.*

Guidance:

It is prohibited to promote an advertisement message or behaviour that implies that a player may have sure or secured winnings through their betting activity.

3.2 Untrue or misleading advertising

Code of Advertising:

- 8** *Betting advertising on any media is prohibited, in cases where it:*
- (c)** *it is untrue or misleading, in particular with regard to information on a player's winnings or chances of winning;*

Guidance:

The Authority may consider misleading any advertisement which presents vague terms and conditions or an unclear statement on the terms of participating in betting or promotional action. More specifically, the distribution of promotional schemes, such as registration or deposit bonuses, which are promoted as “free”, may fall under the above provision. Therefore, in the case that money withdrawal from a player's account requires the completion of a certain amount of wagering or a betting amount much higher than the initial deposit or than the “free” betting, the use of the word “free” is misleading, and consists a violation of the Code of Advertising.

3.3 Enhancement of player's personal characteristics

Code of Advertising:

- 8** *Betting advertising on any media is prohibited, in cases where:*
- (j)** *it presents participation in betting activity as tough or associates it with endurance or dangerous or reckless behaviour;*

- (k) it implies that participating in betting activity may enhance a player's personal characteristics, such as self-esteem or abilities, or it implies that betting is a way to gain control, supremacy, authority, recognition or admiration;*

Guidance:

The Code of Advertising does not prohibit the use of well-known or attractive people, as long as their positive features are not presented as attributed to their betting activity. In the case when the people that are advertised are admired due to their betting activity, or if betting is presented as a change factor in their external appearance or behaviour, the Code of Advertising is violated, since betting activity is presented to be enhancing a player's personality characteristics, self-esteem, appearance and skills.

3.4 Betting as a problem-solving method

Code of Advertising:

- 8** *Betting advertising on any media is prohibited, in cases where:*
- (f) it implies that participation in betting activity may be a way out of financial concerns or a solution in place of employment or a way of ensuring financial security or a type of financial investment;*
 - (g) it presents participation in betting activity as a priority or necessity as compared to other social or family relationships or obligations, such as friendly, professional or academic;*
 - (h) it implies that participation in betting activity can provide a way out of professional, learning or personal problems, such as loneliness or depression;*
 - (i) it presents participation in betting activity as a prerequisite or means for building successful social, friendly or professional relationships;*

Guidance:

Advertisements that present betting activity as a sustainable alternative to professional or academic career are in violation of the Code of Advertising. Hence, any reference to salaries or debts may be rejected, especially if the advertisement builds on any kind of the players' fears or insecurities.

4. SAFER GAMBLING

Code of Advertising:

- 25 *All advertising plans include a reference to the Authority's Safer Gambling website, www.safergambling.gov.cy.*
- 26 *All advertising plans include a message encouraging safer gambling, which is pre-approved by the Authority.*

Guidance:

The above provisions of Part V require two conditions that need to be fulfilled in order for the license holder to ensure compliance with the Code of Advertising. All advertisements should include:

- A. Reference to the Authority's relevant website www.safergambling.gov.cy
- B. Promotion of safer gambling

A. Reference to the Authority's website

The license holder should make sure that there is an apparent reference to the Authority's website www.safergambling.gov.cy which specialises on safer gambling matters.

Safer Gambling Website – Article 25

Reference to www.safergambling.gov.cy may be in one of the following ways:

- display of the website or/and
- display of the website logo.

B. Promotion of safer gambling

The Authority allows an open implementation method, giving space for new ideas in order to encourage the development of a responsible stance from the licensees.

Promotion of Safer Gambling – Article 26

Promotion of safer gambling may be in one of the following ways:

- A statement that promotes safer gambling and/or
- Depicting the slogan of the website www.safergambling.gov.cy

5. PROTECTION OF MINORS

5.1 Information

Code of Advertising:

12 All advertising plans include prominently displayed information clarifying that participation of minors in betting is prohibited.

Guidance:

All types of advertising should include such content and features that ensure the public is informed regarding the prohibition of minors participating in licensed betting activities.

Information on prohibition of gambling for minors – Article 12

It should be clearly stated through a clear message and/or icon that participation of minors in betting activities is strictly prohibited.

5.2 Encouragement of minors and vulnerable persons to participate in betting activity

Code of Advertising:

15 Betting advertising on any media is prohibited, in cases where:

(a) it encourages minors and/or vulnerable persons to participate in betting activity;

Guidance:

It is against the Code of Advertising to feature a person with particular appeal among minors or who addresses children.

License holders should know that the use of cartoon or children's heroes, such as super-heroes or persons who have particular appeal to children, in betting advertising should be made in a responsible way. Cartoons should address an adult audience, and any kind of behaviours that may be connected to children should be avoided. Moreover, the Authority shall examine other factors, such as the broadcasting time, the potential audience age and any other reasonable measures taken by the licensee to prevent access of minors to the advertisement.

In addition, according to paragraph 15(f) it is prohibited to feature a person who is or appears to be under the age of twenty-five (25) to wager or play an important role in the advertisement.

5.3 Digital Age Targeting

Code of Advertising:

- 13** *Digital advertising which allows age targeting must be regulated in such a way as to exclude targeting of minors.*
- 14 (1)** *Any use of social networks must be made using relevant age specifications, in order to —*
- (a)** *exclude minors from the target audience*
 - (b)** *prevent, where reasonably possible, the display of notices, posts, notifications or any other content of the license holder's page in accounts of minors.*
- 14 (2)** *Social media pages of license holders must include a message encouraging the use of self-protection measures and informing that participation of minors in betting is prohibited.*

Guidance:

Digital targeting on any media should exclude minors. This includes social media, such as Facebook, Instagram, TikTok and Twitter, as well as other online platforms like YouTube and Twitch.

Moreover, the licence holder is obligated to prevent, as much as possible, the display of announcements, posts, notifications or any other content towards minors on their social media pages. The licence holder should also display a message that encourages the use of self-protection measures and make sure that their account description states clearly that participation in betting is strictly prohibited for minors.

6. PROMOTIONAL ACTIONS

6.1 Substantial information

Code of Advertising:

- 20** *Where promotional advertising is subject to limitations due to time or to the projection surface, it shall include as much substantial information as possible and shall direct players to an easily accessible alternative source where all important information appears:*
- Provided that, in the case of digital advertising, it must either contain or act in itself as a link redirecting the visitor to a website containing all the essential elements of paragraph 19 before reaching the desired website.*

Guidance:

For the purposes of article 20 in the Code of Advertising, the Authority considers the display of the following information substantial:

- a) that a rollover is required to be able to withdraw money (if applicable); and
- b) that participating in the promotional action is governed by certain terms and conditions.

Moreover, all advertisements of promotional actions should display a website link that directs the user to the website which will contain important information and substantial facts of the promotional action, among others, as defined in article 19 of the Code of Advertising. The link should be short, intelligible, and relevant to the promotional action, so as to be memorable to the audience/viewers of the promotion (for example: abcbet.com.cy/registrationbonus, cy/efkeria, cy/PLbonus, etc.)

Promotional Actions – Article 20

Display of substantial information (statement that a rollover is required/terms and conditions apply) and of a link that directs to a website with all substantial information of the promotional action.

6.2 Limitation of certain promotional actions

Code of Advertising:

22 (1) *With the exception of the bookmaker's website and premises, advertising promotional actions which require from a player, in order to qualify as such, to wager, within a specified period of time —*

(a) *a minimum amount or*

(b) *a number of bets*

are prohibited.

22 (2) *The above-mentioned provisions shall not apply to promotional actions relating to registration or deposit rewards.*

Guidance:

It is prohibited to advertise promotional actions that require a player to bet a minimum amount or/and a number of bets within a specific time period from the promotion display, with the following exceptions:

- a) advertisement on the website or the licensed premises of a bookmaker;
- b) registration or deposit promotional actions.

The scope of the above provision is to restrict the advertisement of promotional actions that **act in the form of pressure or create a feeling of urgency to bet.**

Therefore, for the purposes of article 22, “betting requirement” within a specific time period means that the promotion refers to a period between the display of the promotion and the end of the promotional action or refers to a deadline in a way that it creates pressure or a feeling of urgency to the receiver. It is also clarified that expressions like “Bet Now”, and other similar ones, are prohibited.

7. APPLICATION OF PROVISIONS BASED ON MEDIA

7.1 General Obligations

Statement that the services are licenced – Article 7

It should be clarified that the services are licenced by the National Betting Authority through a clear message and/or the display of NBA logo.

Statement regarding prohibition of betting by minors – Article 12

It should be clearly stated that participation of minors in betting is prohibited, through a relevant message or icon.

Reference to Safer Gambling Website – Article 25

Reference to www.safergambling.gov.cy should be in one of the following forms:

- display of the website link and/or
- display of the website logo.

Encouragement of Safer Gambling – Article 26

Encouragement of Safer Gambling should be in one of the following forms:

- statement encouraging safer gambling and/or
- website slogan of www.safergambling.gov.cy

Promotional Actions – Article 20

Inclusion of substantial information (requirement of a rollover / terms and conditions apply) and of a link that directs to a website that clearly outlines all substantial information of the promotional action.

7.2 Video and Audio Advertisements

It is of vital significance for the Authority that the display of information as described above is easily comprehensible and recognisable by the audience. Therefore, the following rules should apply, to avoid potential penalties:

- the NBA's logo size should be between seven and eight percent (7-8%) of the advertisement's height, while the website logo for www.safergambling.gov.cy and the symbol/icon for the allowed age limit should be between five and six percent (5-6%) of its height (see Example A), and
- the displayed information should be between three and four per cent (5%) of the height of the advertisement image (see Example B).

For the purposes of applying Articles 7, 12 and 25 of the Advertising Code, all the above must be presented in a monochrome frame, placed at the bottom of each advertisement. The frame must be at least ten percent (10%) of the advertisement's height and must be either white, gray or black, so that it differentiates from the rest of the ad. The NBA's and www.safergambling.gov.cy website' logos may be used either in their original version or in a monochrome version, exclusively in black or white.

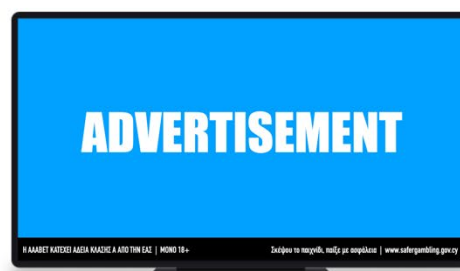
Example A:



Example B:



Example C:



The final version of the advertisement should be in a format similar to Example C, of course with any variations the Advertising Code allows the licensee.

The above requirements ensure that the data and information required by the Code of Advertising are displayed in a way that serves the purposes of the Code, i.e. they are in a size that makes them easily readable by the audience.

7.2.1 Distinct concise reference to the existence of self-protection measures and safer gambling

Code of Advertising:

- 16 (1)** *Audiovisual or audio betting advertising, regardless of the medium of transmission, is prohibited if there is no distinct concise reference to the existence of self-protection measures and safer gambling.*
- (2)** *For the purposes of paragraph (1) and with regard to audiovisual advertising, the Authority shall define, by means of a Practical Guide, the concept of ‘distinct concise reference’ in relation to both the duration of the display and the space occupied by that message on the image of the advertisement.*

Guidance:

The above provision aims at regulating the audio and video advertisements, regardless of the medium of communication. Awareness raising among the public is a priority for the Authority, hence simple, easily detectable and clear messages are required.

The decision of the Authority on the requirement for reference to the existence of self-protection measures and to safer gambling serves the encouragement towards practical measures for public protection, as well as awareness raising among the public.

A. Distinct reference:

In contrast to the other provisions of the Code of Advertising, this is the only provision that employs the adjective “distinct” when referring to the reference, thus underlying the obligation of the licensee to promote a message that refers to the existence of self-protection measures, and which is easily detectable at the end of the advertisement.

Reference to the existence of self-protection measures – Article 16

The Authority considers a reference at the end of the advertisement distinct if:

- it takes up at least 10% of the time duration of the advertisement and at least 25% of the height of the advertisement (**see example D**), or
- it is an audio message at the end of the advertisement, encouraging the listener to find out more about self-protection measures through the website **www.safergambling.gov.cy**.

Example D:



D1: During the first 90% of the advertisement



D2: During the last 10% of the advertisement

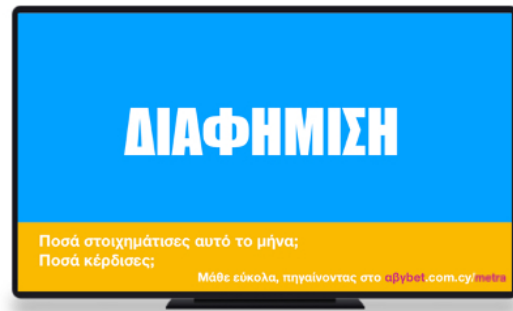
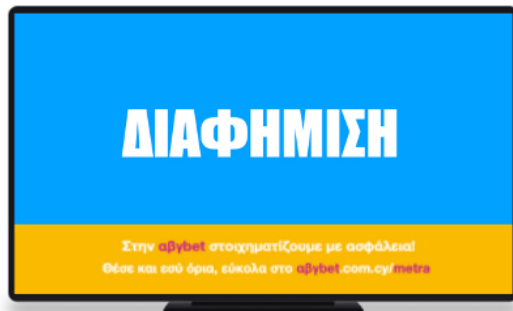
B. Concise reference:

The Authority's aim with the reference is to inform the players and the general population regarding the existence of self-protection measures as well as the multitude of tools that the bookmakers offer and may be used by any aware and responsible player.

The reference does not have to adhere to an instructing or imperative style, but should be made in a way that draws the audience's attention to the existence of a certain measure or tool, e.g. deposit limits. Moreover, it is essential to portray adequate information about the measure or tool, so that it allows the player to understand where to find relevant information and how to apply it.

The reference relates solely to the licensee's measures and tools and therefore the NBA's Safer Gambling website logo has no place and should not be used in this context.

Examples:



7.2.2 Specific cases

7.2.2.1 Display of the bookmaker's trade name

The continuous or intermittent display of the trade name of a licensed bookmaker in a program or publication, regardless of the medium of transmission, violates article 27 of the Advertising Code and is therefore considered advertising by the NBA.

A. If it is an intermittent display of the trade name:

- the monochrome frame and relevant information are presented as prescribed in section 7.1, for up to the first 90% of the duration of display of the bookmaker's trade name and for a minimum duration of 6 seconds,
- the reference of article 16 must be presented within a monochrome frame of the same size (10% of the image height) but with a different colour, for at least 10% of the duration of display of the bookmaker's trade name, and for a minimum duration of 4 seconds,
- the above information must appear in each display of the trade name.

B. If it is a permanent display of the trade name:

- the information must be presented in the same way and duration as above,
- the information must appear on the first display of the bookmaker's trade mark as well as at the end of the program or publication,
- information is displayed every five minutes regardless of the duration of the program.

C. Regardless of whether the display is intermittent or permanent, the bookmaker's trade name must incorporate –

- a) information about the prohibition of participation of minors and

b) reference to the NBA's Safer Gambling website.

Example:



ABCDEF.BET
+18 | safergambling.gov.cy

7.2.2.2 Product Placement

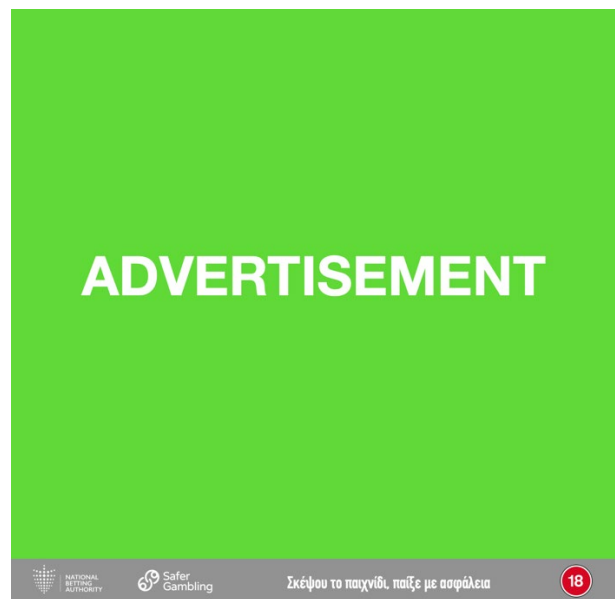
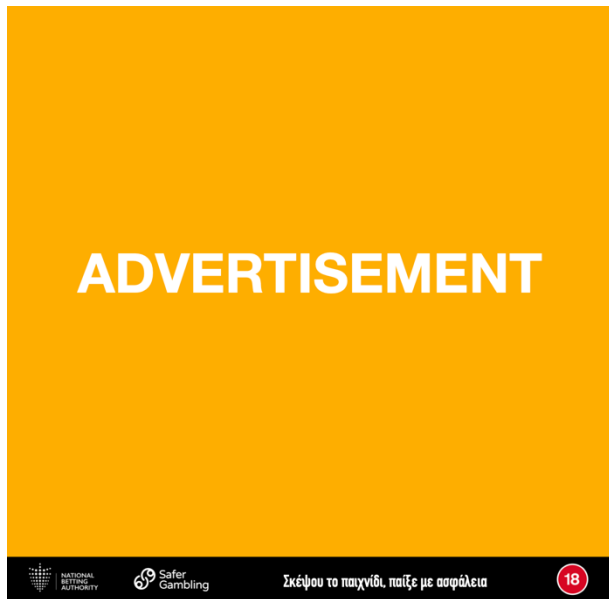
Product placement in a program or publication, regardless of the medium of transmission, violates article 27 of the Code of Advertising and will therefore be considered advertising.

The information and reference must be presented in the same manner and appear with the same frequency as in the case of a permanent display of the licensee's trade name (see subsection 7.2.2.1B).

7.3 Digital Advertising

Statements, messages and information should be at least two and a half percent (2.5%) of the height of the advertisement, while logos and symbols/icons should be at least four percent (4%). For the purposes of applying Articles 7, 12 and 25 of the Advertising Code, all the above must be presented in a monochrome frame, placed at the bottom of each advertisement. The frame must be at least ten percent (10%) of the advertisement's height and must be either white, gray or black, so that it differentiates from the rest of the ad. The NBA's and www.safergambling.gov.cy website's logos may be used either in their original version or in a monochrome version, exclusively in black or white.

Examples:



7.4 Outdoor Billboard Advertisement

Outdoor billboard advertisements, due to their nature, should exclusively display logos and icons adhering to articles 7, 12, and 25 of the Code of Advertising, for achieving more efficient communication.

Messages and information should be at least five percent (5%) of the height of the advertisement, while the logos and icons should be at least twelve percent (12%).

7.5 Advertisement in a stadium during a sport event

Advertisements displayed around the pitch or game area, either inside or outside the stadium, should be limited to the display of the logo or company name of the bookmaker, due to their nature, technical features at stadiums, as well as the audience characteristics (high numbers of minors).

In the case of electronic signs which allow image change, the bookmaker may display the following:

- a) announcement of the sponsorship, according to paragraph 27(2) of the Code of Advertising, without having to add any other information,
- b) advertisement, provided that the information given is governed by articles 25 and 26 of the Code of Advertising for a time period that corresponds to at least twenty percent (20%) of the total promotion time:

It is noted that during the broadcasting or display of this information, the information holds a primary, and under no circumstances a secondary role.

8. SURREPTITIOUS ADVERTISING

Code of advertising:

9 (1) *Betting advertising must be instantly recognisable and distinct from any third-party editorial or other content.*

(2) *A person who publishes or incorporates into its content betting advertising must not claim or imply that he or she expresses his or her view as a consumer or as an expert, but, on the contrary, must clarify —*

(a) *his or her relationship with the licensed bookmaker,*

(b) *the fact that his or her publication constitutes paid advertising.*

Guidance:

This provision of the Code of Advertising targets advertisements from "third parties", i.e. persons other than licensees, such as celebrities and more generally, persons of influence in the population, who publish material/content mainly through social networks. These ads are usually embedded within the material/content they publish, in such a way, that there is a misunderstanding among their audience as to whether it constitutes personal or professional opinion, or whether it is an advertisement for a bookmaker.

A. If the advertisement is a separate or independent part of the content, then the person must —

- a) point out that it is an advertisement at the beginning of the advertisement;
- b) displays the relevant information and reference, as provided for in section 7.2 of the Practical Guide, throughout the duration of the advertisement and
- c) the person (publishing or presenting the publication) communicates the information and reference mentioned in paragraph (b).

B. However, if the entirety or majority of the content constitutes advertising, then the person must take the following steps:

- a) add a caption identifying the content as an advertisement and state the trade name of the relevant bookmaker;

Most social media platforms allow the person making the post to tag it as an ad as well as mention the entity being advertised in the tag by their brand name. This may be set through the post’s settings (see the item highlighted in yellow in Example A);

- b) if adding a caption is not possible, then the person must include both in the title and in the description of the content (if applicable) first – before anything else – information that clarifies that the content of the publication is an advertisement (see highlighted with yellow elements in Example B).

The Authority recommends that this information is displayed in the form of a hashtag and that one of the following tags can be used: #Ad #Advert #Advertising #Advertisement #AdvertisementFeature. Avoid using phrases like: “Supported by”, “Funded by”, “In partnership with”, “Thanks to [brand name] for making this possible”, “This video would not have been possible without [brand name]”, “Sponsor [brand name]”.

- c) if the medium of publication is such that the person can set thumbnail, then the thumbnail must include in a prominent way information that clarifies that it is an advertisement, using the tags in paragraph (b) (highlighted in yellow – Example D). If not, then they must embed the tags within the content (highlighted in yellow – Example C).

Examples:

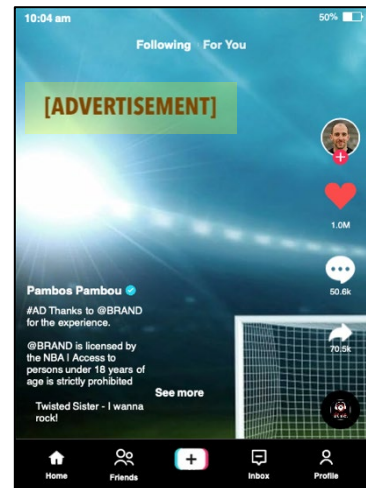
Example A:



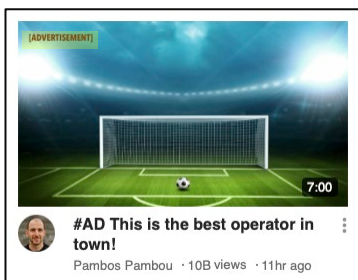
Example B:



Example C:



Example D:



9. TRANSPARENCY

Code of Advertising:

34 *Licensed bookmakers of Class A, B and authorised agents shall prepare, for purposes of transparency, a list of the costs of sponsorships and advertisements on a quarterly basis, which they shall submit to the Authority.*

Guidance:

9.1 The license holder shall submit to the Authority information and data with regard to their expenses related to sponsorships and advertising, according to Appendix B of the Practical Guide, which is available on the NBA's website www.nba.gov.cy

9.2 The license holder shall submit Appendix B on the 10th day of the subsequent month from the end of each quarter to the email advertising@nba.gov.cy.

10. ENTRY INTO FORCE

10.1 This Practical Guide was approved by the Board of the National Betting Authority and enters into force on the 13th of May 2024.

10.2 This Practical Guide repeals the Practical Application Guide CA.02.2021.02.

**In case of discrepancies between the English and Greek version, the Greek version supersedes.*