



Guidelines for advertising by gaming companies.

29 mars 2021

In view of the new gaming market rules which will come into force on January 1, 2019, Clear Channel wants to clarify what this implies in terms of gaming advertising at Clear Channel. The law states that marketing should be moderate.

Clear Channel has therefore, based on the The Swedish Gambling Association (SPER) code of ethics for marketing, developed detailed guidelines for what can be considered to be moderate marketing for gaming companies – both in terms of scope and design. Clear Channel will begin on January 1, 2019, to apply these guidelines.

Concerned advertisers.

The customers covered by these guidelines are gaming companies that have applied for a license at the Lottery Inspectorate, and offer games directed towards the Swedish market; online games, sports betting, odds, casino games, poker and bingo. Clear Channel will only permit advertisements from companies that have applied for a license.

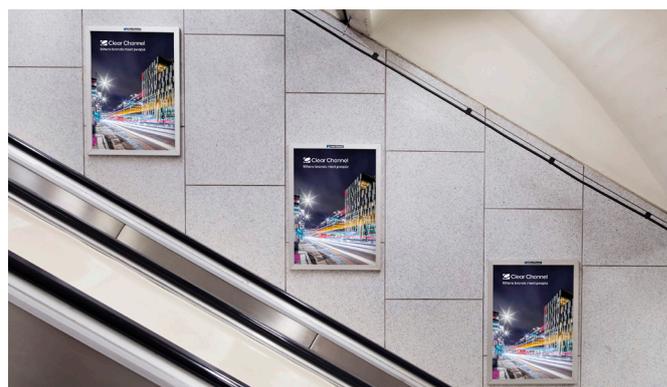
Maximum limit of Clear Channel's ad space to gaming companies.

Maximum 20% of the advertising space in each advertising environment will be allowed for the promotion of gaming companies. An advertising environment, for example, means one individual subway station. In addition, as far as possible, gaming advertising will not appear on advertising sites outside schools, sports venues and known rehabilitation clinics.

Limitations in formats that can be purchased by game advertisers.

Gaming companies will be referred to Clear Channel's standard products. Gaming companies will therefore not be permitted to buy "Station Domination"; internal foil; interactive campaigns; sampling or gaming on event sites. Exterior foil on public transport vehicles is possible because they are in movement and the exposure time is relatively short.

However, with the approval of Clear Channel's sponsor, exceptions can be made. This applies to the type of interactive or creatively designed campaigns that are site-built (i.e. not Station Domination) and are directly for branding purposes. Furthermore, the communication shall not have any sales messages or contain direct game-related communication. At the same place and at the same promotion period, no other betting company is allowed to buy any campaign that is not a standard campaign.



Overall guidelines for gaming advertising creatives.

When assessing whether the design of a gaming advertisement can be said to be “moderate” and responsible, an overall assessment always needs to be done. For gaming ads to appear on Clear Channel’s advertising sites, it cannot:

- Be targeted at minors.
- Contain statements about, or associations to, gambling as a solution to social and economic problems.
- Encourage excessive gambling.
- Mislead regarding the chances of winning.
- Contain claims that gambling is risk-free.
- Contain claims that it is free to play.
- Contain gender-stereotypical statements or images.
- Highlight individual winners without documented evidence.
- Contain words, jokes, imagery, symbols or phenomena that specifically associate to or attract children or adolescents.
- Appear as public information.
- Be confused with advertisements for gaming companies that are not covered by the license requirement.
- Communicate the image of gambling as socially attractive.
- Use celebrities with the suggestion that participation in games has made them successful.
- Have an imagery that is perceived otherwise than as moderate and responsible.

Disclaimer.

On each advertisement, there must be a visible disclaimer that has a font size corresponding to 4% of the height of the advertising space and at least one third of the width of the advertising space. The disclaimers must include the following information:

- Minimum age.
- Reference to relevant support organization.
- Encourage responsible gambling.