

GAMING (ADVERTISEMENT) DIRECTIVE, 2020

In line with Section 5(d) of the Lotteries and Gaming Act, 2016, the Board hereby issues the following directive to all Operators of gaming and betting in Uganda. Gaming includes Casino, Betting, Slot Machines, Bingo, Pool Betting, and Lottery.

This directive shall be known as the Gaming (Advertisement) Directive 2020 and shall supplement the Regulations on advertisement contained in the Lotteries and Gaming (Betting) Regulations, S.I No.9 of 2017.

This directive applies to the following forms of gaming advertisement:

- i. **Print advertising** e.g. magazines, newspapers, Brochures, Leaflets, Flyers, Handouts, and Point-of-Sale Advertising.
- ii. **Broadcast Advertising** e.g. television and radio.
- iii. **Outdoor Advertising** e.g. billboards, bus shelter posters, fly posters, and premium digital bill boards, etc.
- iv. **Direct Mail Advertising**
- v. **Online advertising (aka Digital)** this includes websites and social media sites.
- vi. **Cell Phone & Mobile Advertising.**

1. Approval by the Board

All advertisements shall be approved by the Board in writing before publication.


2. Time for advertisement (Televisions and Radios)

All advertisements shall be run between 11am-4pm and 11pm-4am (weekdays) and 10pm-4am (weekends).

NOTE: Sponsorships, guest appearances, mentions and captions should strictly fall within the stipulated time

3. Approval Period and Frequency of advertisement;

All advertisements shall run for a period approved by the Board. The Board reserves the right to recall any advert if deemed necessary.


24/01/2020

4. Video advertisements

All warnings and statutory messages contained in video/visual advertisements must be voiced over with:

- a) "Betting is addictive and can be psychologically harmful"
- b) ".....(Operator trade name) is licensed and regulated by the National Gaming Board"

5. Bill Boards and Outdoor advertisement

Bill Boards and Outdoor advertisement in form of posters and Banners are prohibited.

6. Signage Size and location

All outdoor signage and branding shall be of a maximum size of 1X0.3 meters.

Premises shall have a maximum of only one poster/ signage located at the entrance of the premises of the building in which they are situated.

Casinos are exempt from the size of the signage

7. Premise branding

No Company names, trade names or slogans shall be accepted anywhere outside the gaming premises except on the premises signage.

Premises may however be branded in company theme colors without logos on the outside.

8. Sponsorship of Events

Gaming companies shall not claim recognition for sponsoring events that appeal to minors or vulnerable persons.

The form of recognition in question includes mentions of gaming company names or trade names during the advertisement or promotion of any such event.



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Aloysius Mugasa Adyeri

24/01/2020

CHAIRMAN, NATIONAL LOTTERIES AND GAMING REGULATORY BOARD.