

Advertising restrictions

For online operators in the Netherlands



Background

- Online gambling allowed since October 2021
- Ban on gambling ads proposed
- Partial ban starting July 2023



The new restrictions – the goal

- Prevent gambling ads from reaching 'vulnerable' persons

Who are vulnerable persons?

- Young adults (23-)
- People at risk of gambling addiction
- People who self-excluded
- People with mental disabilities



The new restrictions – content

- Only for online operators
- Ban on 'untargeted' advertisements
 - Targeted: when an ad will not reach a vulnerable person
- Tv, radio, out of home are 'untargeted'

Who are vulnerable persons?

- Young adults (23-)
- People at risk of gambling addiction
- People who self-excluded
- People with mental disabilities



The new restrictions – exception

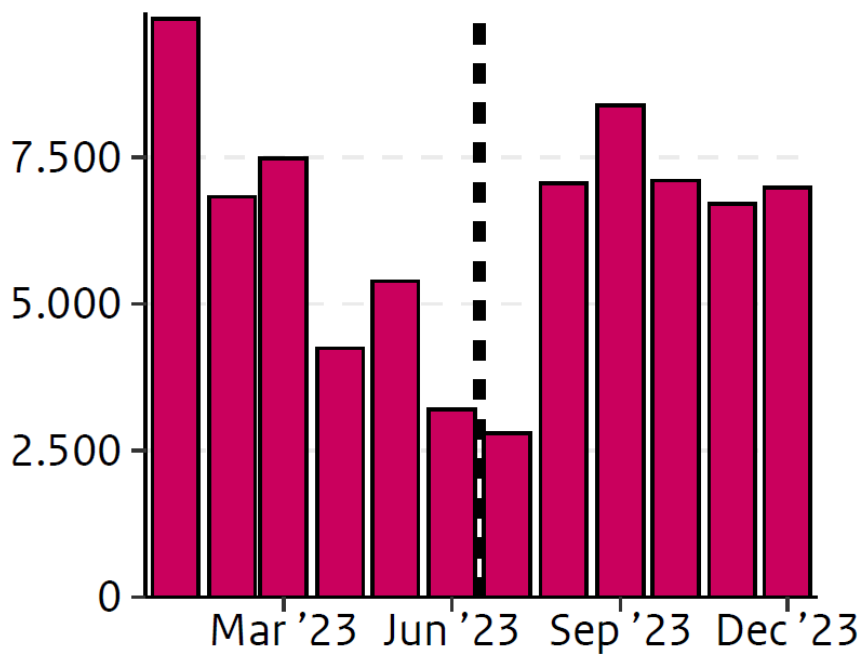
- Online advertising only allowed under 3 cumulative conditions:
 1. Opt-out possibility
 2. Best measures to prevent reaching vulnerable persons
 3. Prove that <5% of the reach consists of young adults

Who are vulnerable persons?

- Young adults (23-)
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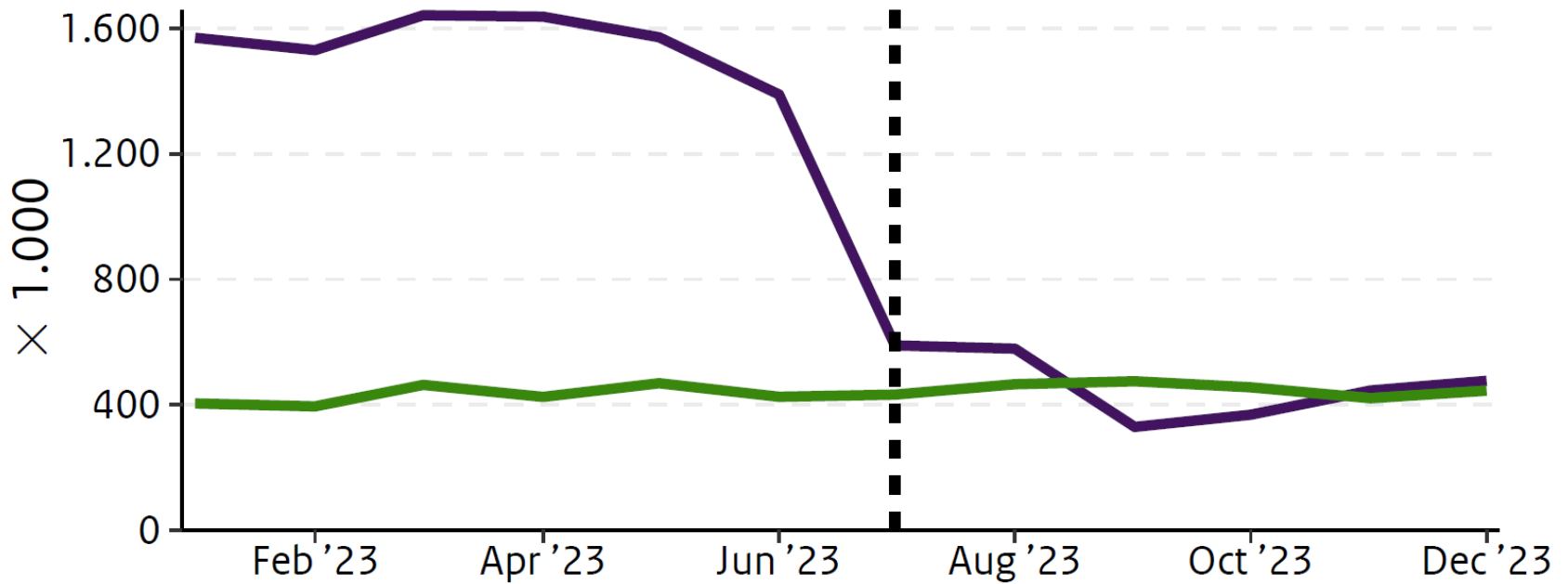
Effects – tv (No. of ads by online operators)



Source: Nielsen



Effects – visits by non-players



Source: GfK

— Not an online gambler — Online gambler



To summarise...

- Ban on untargeted ads for online operators
- Banned advertisements disappeared
- Non-gamblers less likely be exposed to gambling websites

More information:

Monitoringsrapportage online kansspelen
Voorjaar 2024 (in Dutch, pdf, 203 kB)





Thank you!

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