

March 7, 2022

Responsible Advertising for iGaming



iGaming Ontario Agenda

- Intro to iGaming Ontario & Where We Fit In
- Play with Confidence
- iGO Logos – Requirements & Formats
- Responsible Gambling Campaigns
- Geo-targeting Advertising
- Age-Gated Social Media
- Pre-Launch Marketing & Advertising



Intro To iGaming Ontario



iGaming Ontario (iGO) is working collaboratively with the Alcohol and Gaming Commission of Ontario (AGCO) and the Government of Ontario to bring world class online gambling experiences to the province in a safer environment, helping to protect consumers and provide more choice.

igaming Operators that have been successfully registered by the AGCO must also meet iGO's specified requirements and conditions to execute an operating agreement ("OA") with iGO in order to offer their games to players in Ontario.

We All Play a Role in Responsible Advertising



AGCO

Alcohol and Gaming
Commission of Ontario

Registrar's Standards
for Internet Gaming



ONTARIO
iGaming®

Play with
confidence

Operating Agreement &
Policies Related to
Marketing & Advertising



Internet Gaming
Operators



think^{tv}
iab^{canada}



We Want Consumers to Play with Confidence



Logo Display Requirements

It is in an Operator's and iGO's mutual best interest that players know to look for an iGO logo to know which Operators offer an igaming experience on a regulated site that meets Ontario's high standards for game integrity and responsible gambling.



Websites



Media Advertising



Social Media

iGO Logos

iGO logos may only be used by Operators who have successfully been registered by the AGCO and executed an OA with iGO



Responsible Gambling Campaigns

ALL IN FOR SAFER GAMBLING

- Operators must dedicate a specified proportion of gross gaming revenues generated in Ontario to problem gambling prevention education and that demonstrate an operator's commitment to responsible gambling (RG) messages
 - For the first year following the market launch, iGO will encourage, but not require, Operators to invest in RG campaigns, however a proportion will not be specified
 - After the first year following market launch, the proportion will be established and Operators will be required to provide a report, every six months on:
 - Upcoming RG campaign details such as messaging, media platforms, timing and duration
 - Effectiveness of previous RG campaigns based on pre-set Key Performance Indicators (KPIs)
- Operators should consider media inventory placements and proximities from an RG and social responsibility perspective





Geo-Targeting Advertising

- Ontario is the first Canadian Province to regulate
- Other North American regulated jurisdictions
- Operators must make best commercial efforts to restrict marketing and advertising outside of Ontario



Age-Gated Social Media

- It's critical that we implement measures to guard against underaged individuals being exposed to igaming marketing communications as much as possible
- As such:
 - Operators must ensure that all paid/sponsored social media only be targeted at those 
 - Organic content posted on owned social media channels must be age restricted to those  (where possible within the capability of the relevant social media platforms utilized)

Pre-Launch Marketing & Advertising

Operators are welcome and encouraged to execute pre-launch marketing communications with just one stipulation:

- Prior to successfully becoming registered by the AGCO and executing an Operating Agreement with iGO and prior to your individual go-live date, a disclaimer **MUST** be clearly displayed for messaging making use of language about a future launch such as:
 - “Coming to Ontario”
 - “Launching in Ontario”
 - “Joining the regulated market in Ontario”
- Disclaimer: **Subject to successful AGCO registration and execution of an Operating Agreement with iGaming Ontario**
- The iGaming Ontario logo cannot be utilized within any pre-launch marketing and advertising

Key Takeaways

- Advertising and marketing is critical for success
- We all have a role to play to launch and maintain responsible advertising for iGaming
- Understand and follow the requirements to display your association with iGaming Ontario in your marketing and advertising channels
- Support and invest in responsible gambling
- Market launch is April 4, 2022.

LET'S ALL WIN THIS HAND!



THANK YOU!

igamingontario.ca

