



IAB/thinktv Responsible Advertising Webinar

March 20202

Our Purpose

To advance the evolution of
Canada's gaming industry

Our Mandate

The association's mandate is to promote the economic value of gaming in Canada.

We use research, innovation, and best practices to help the industry advance; and create productive dialogue among stakeholders.

Our Core Members

| | | |
|----------------------------|--------------------|----------------------------|
| IGT | Kambi | McCarthy Tetrault LLP |
| Light & Wonder | NorthStar Gaming | Blakes LLP |
| Konami | FansUnite | Segev LLP |
| Caesars Entertainment | BetRegal | Gaming Regulation Group |
| theScore Bet | Fandom Esports | Aird & Berlis LLP |
| DraftKings | Playtech | Olser LLP |
| PointsBet | LeoVegas | Moneyline Sportsbook |
| Flutter International | GameOn | Borden Ladner Gervais LLP |
| Everi | Nuvei | Rubicon Strategy |
| Gateway Casinos | Sightline Payments | Strategy9 |
| Hard Rock International | Gigadat Solutions | BetRite |
| Interblock | Paysafe | Perco Ventures |
| Aristocrat Technologies | Trustly | Omnicom Group |
| GLI | Paramount Commerce | ClearMedia |
| Great Canadian Gaming Corp | Covers.com | Adtheorant |
| Luckbox | HLT Advisory | Holmes C-Gaming Consulting |
| | Nanoptix | Pinny Ontario |

Ontario's iGaming Market

- CGA continues to work cooperatively with iGaming Ontario (iGO) & the Alcohol and Gaming Commission of Ontario (AGCO) in the rollout of Ontario's iGaming market.
- Participated in the Ministry of Finance's initial consultation in Spring 2021 and provided comments on the **AGCO's iGaming and sports betting standards**.
- CGA helped by connecting AGCO and iGO with **subject matter experts** in a variety of disciplines to discuss specific parts of the standards and share information to better inform decision making.
- CGA fully supports the government's objectives - enhancing **consumer choice** and providing greater **consumer protection** through a regulated iGaming market in Ontario.

Strong Consumer Protection

- Ontario / Canada has had a **long, dedicated commitment to RG**; the industry has embraced the policies and regulations that will build a healthy and sustainable marketplace.
- **.net advertising will still be legal** in Ontario as long as it doesn't contain links to betting sites. This ruling has been embedded in our consumer protection laws for nearly a decade and is beyond the regulatory authority of the AGCO.
- thinktv plays an active role in approving TV ads including verifying that a **.net site contains no links**.
- CGA will continue to **monitor the use of .net ads** and will request a repeal of the law if we feel it is necessary.

Commitment to Ongoing Advocacy

- CGA has committed to working with AGCO and iGO post market opening to **refine and address** issues as needed.
- CGA will be active in **promoting the value of Ontario's regulated marketplace** and encouraging consumers to only play with regulated gaming operators.
- We will continue to draw on the **deep experience** that our members have operating in regulated jurisdictions around the world and maintain **ongoing advocacy** to share best practices with AGCO and iGO.
- The overarching goal is to create a **long-term and sustainable marketplace** in Ontario that is based on responsible gambling and protection for the most vulnerable.



Paul Burns
pburns@canadiangaming.ca