



iGaming Ontario Policy Summary – Marketing and Advertising Conditions

Indication of Association with iGaming Ontario:

- Operators are required to indicate their association with iGO by displaying an iGO logo on all Operator websites as well as on social media platforms and in any paid visual media advertising materials produced for the Ontario market, including, but not limited to:
 - Television (including Over-The-Top and on-demand)
 - Digital & Social
 - Print
 - Out-of-Home
- Operators may only utilize an iGO logo from within the iGO logo suite provided by iGO

Dedicated Responsible Gambling Campaigns:

- Operators must dedicate a portion of their Gross Gaming Revenue to problem gambling prevention and RG education messages and campaigns to support the goal of achieving a balance between RG campaigns and marketing and advertising of Operator offerings
 - For the 12-month period following the iGaming launch date, iGO will not require a specified proportion of Gross Gaming Revenue to be used for dedicated RG campaigns but iGO encourages Operators to invest in problem gambling prevention and RG education marketing material, monitor and evaluate its effectiveness
 - After this first 12-month period, Operators will be required to dedicate a specified portion of their Gross Gaming Revenue (to be determined by iGO based on evidentiary research collected in the first 12-month period) to problem gambling prevention and RG education messages and campaigns
- RG campaigns are initiatives that are solely dedicated to prevention and RG messaging
 - These include, but are not limited to, marketing aimed at educating individuals that are at least 19 years of age in Ontario on how gambling works, how to manage their play, and where help is available
 - For clarity, RG campaigns are not marketing and advertising that simply include an RG tagline, logo, or helpline number at the end of the advertisement, or where these RG elements are positioned immediately before or after marketing and advertising

Location of Gambling Advertising:

- Operators should consider media inventory placements and proximities of marketing and advertising from an RG and social responsibility perspective. That is, where it is in the Operator's control, paid media advertising should not be placed in a location that could be perceived as promoting unhealthy gambling and/or promoting harmful practices.

Direct Marketing

- Operators must provide adequate mechanisms to ensure direct marketing and advertising, does not target self-excluded or otherwise ineligible individuals in Ontario

- Each Operator shall cease all marketing and advertising to any individual who registers on the Operator's self-exclusion list

Out-of-Province Media:

- Operators shall make their best commercial efforts to avoid marketing and advertising of Operator websites and offerings over any owned or paid media outlet to markets outside of the Province of Ontario although technical limitations relating to certain broadcast channels, including television, may not allow geographic discrimination of marketing and advertising
- The Operator shall ensure that any marketing and advertising that may be viewed by individuals outside of the Province of Ontario will explicitly state that the eligible igames conducted and managed by iGO are only available to those physically present in the Province of Ontario