

Office of the Government  
of the Czech Republic



# Regulatory Challenges in Gambling Advertising in Czechia

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\_Legal Framework

\_Why Regulate?

\_Why Not?

\_Reasoning

\_Challenges

\_What could work



## \_Legal Framework

Ministry of Culture

*TV | Radio*

Ministry of Industry and Trade

*Surface | Billboards | Newspaper | Public Transport | Online*

Ministry of Funding

*Gambling Law*

Control Authorities

*Customs Administration | Trading License Office | Media Regulatory Authority*



## \_Legal Framework

Misleading Financial Implications

Protection of Minors

Mandatory Warnings



## \_Why Regulate?

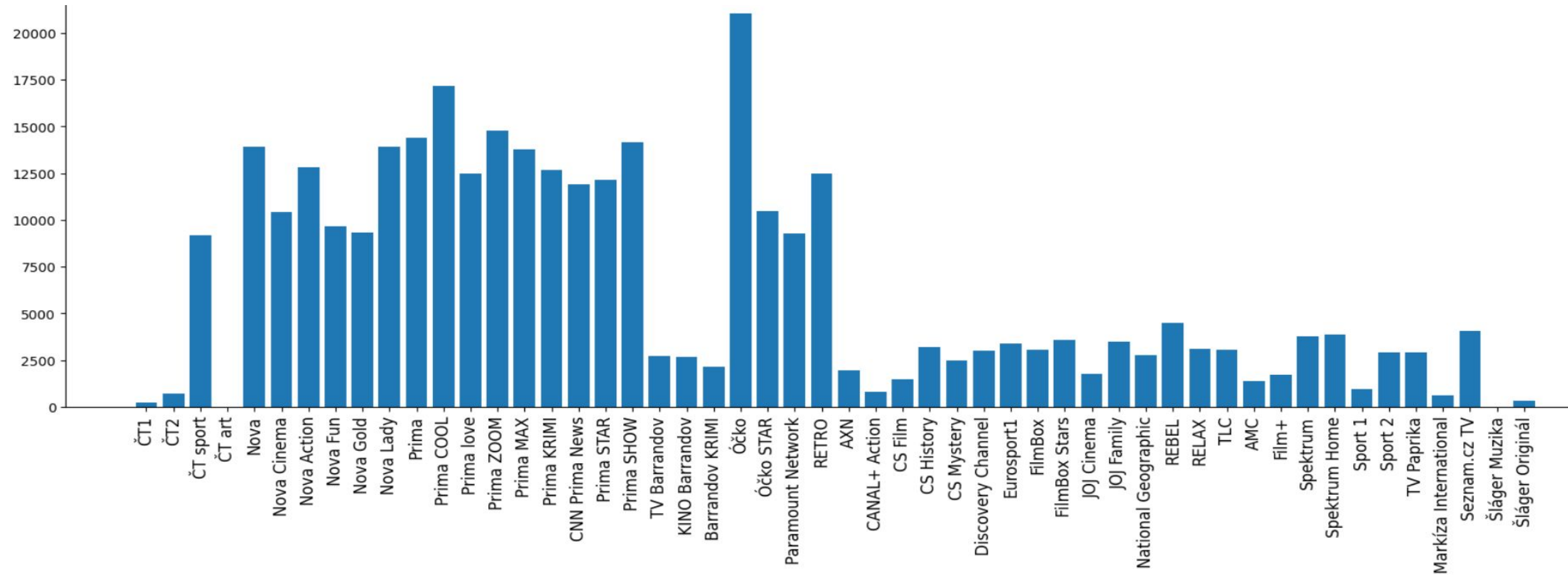


The Action Plan mandates conducting an analysis or proposing a revision of the legislative framework with the aim of tightening the regulation of advertising, marketing, and sponsorship in the field of gambling.

## \_Why Regulate?



# \_Why Regulate?



## \_Why Regulate?

### Vulnerable Groups

*Children and Adolescents | Persons Excluded from Participation in Gambling | Individuals at risk of Addiction*

### Shift in the Gambling Market

### Existing Legislation is Inadequate





\_Why not?

Illegal Gambling Market

*Lack of Data | Responsibility of the State Administration | Land-Based & On-line*



\_Why not?

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Self-regulation



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Self-regulation

Disproportionality of implemented measures



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Illegal Gambling Market

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Self-regulation

Disproportionality of implemented measures

Providing other socially desirable assets

*Democracy | Niche Sports*



# \_Reasoning

## Illegal Gambling Market

- Size of the market
- Excluded People Playing Illegally
- Minors Playing Illegally
- Players Cannot Distinguish Legal From Illegal
- Responsibility of State Administration

## Self-regulation

- Self-regulation Should Precede Regulation
- Self-regulation and Regulation Should Complement Each Other



## \_Challenges

The state administration is not unified – it consists of actors with different contexts, perspectives, and objectives.

Some areas, such as sponsorship, influencing, and cross-selling, will not be regulated at this time.

Regulating the internet advertisement is challenging.



\_What could work?

Revise the Definition of Permitted Advertising Content in the Law

Restrict Gambling Advertising on TV and Radio

Clearly Define Mandatory Warnings in Gambling Advertising

Establish a Regulatory Framework for Affiliate Marketing

## \_What would we need?

Best practice – we have conducted some research, but our capacities are limited.

We would appreciate the sharing of experiences from other countries, different regulatory frameworks, and insights into their implementation.

Online advertising poses a significant challenge. Any effort, information, or collaborative approach is welcome.



## \_Sources



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<https://picsum.photos/>

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**\_Thank You for Your  
Attention!**

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