

COMPLAINT NUMBER	17/384
COMPLAINANT	A Hislop
ADVERTISER	Jackpot City
ADVERTISEMENT	Jackpot City, Television
DATE OF MEETING	24 October 2017
OUTCOME	No Grounds to Proceed

Advertisement The television advertisement for Jackpot City promoted online slots games. The advertisement said, in part “play for free at jackpotcity.net and get treated as a VIP 24/7... play today at jackpotcity.net.”

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, A Hislop, said: Hi Im making a complaint regarding the advertisement regarding Jackpot city gambling, as you know gambling is not only destroying our familys and lives but i believe it to be worse than smoking even, and since we cannot advetise smoking then why are you letting such a harmfull add that leads to so much destruction be aired? My own life has been affected greatly by this and i know for a fact that it doesnt just stop at free slots, its just a gateway with great returns to hook people into opening an account and losing real money that then leads to pubs and so on. Please let our children be free from this horrible addiction and help the cause,

The relevant provisions were Code for Advertising Gaming and Gambling - Principle 2, Principle 3.

The Chair noted the Complainant’s concern the advertisement was encouraging gambling which could lead to an addiction.

In considering the complaint, the Chair referred to a precedent decision 17/281, which addressed the legality of advertising gambling and said in part;

...”Regarding the Complainant’s concerns the advertisement was in breach of the law, the Chair said the Advertising Standards Authority is a self-regulatory organisation and its jurisdiction is limited to the content and placement of advertisements and compliance with the Advertising Codes of Practice. Matters relating to legal compliance should be raised with the agencies responsible for enforcing the relevant legislation...”

The Chair acknowledged the Complainant’s genuine concern about the dangers of gambling, but said the Advertising Standards Authority could only operate within the parameters of the advertising codes. The Advertiser was promoting a legal product at an age appropriate time, therefore the Chair ruled there was no breach of the Code for Advertising Gaming and Gambling.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**