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Gambling Advertising Outlook

May 2025

About This Report

This report is part of Vixio GamblingCompliance’s Outlook series, which provides subscribers with forward-looking insights, data analysis and consolidated research on key segments of the global gambling industry.

This edition is designed to provide high-level intelligence on the regulation of advertising across the global gambling industry, which remains one of the most pressing policy concerns for lawmakers and regulatory authorities globally.



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Regulatory Landscape for Gambling Advertising

Of all the areas of gambling regulation, perhaps no topic has attracted more policymaking attention over the past decade than advertising. In general, regulation of online gaming and sports betting, initially across Europe, led to a significant increase in gambling-related advertising, marketing and sponsorships during the 2010s as newly licensed operators invested heavily to build their brands and acquire customers. That increased visibility of betting companies, in turn, fostered increased media and political scrutiny of the industry, leading to concerns among some policymakers of advertising saturation, over-exposure of gambling to young adults and other vulnerable groups, as well as potential risks that increased advertising could bring greater societal risks of problem gambling and addiction.

As highlighted by this report, governments and regulators in many countries – primarily but not exclusively in Europe (as per the map below) – have now imposed much harsher restrictions on advertising in what has become a clear policy trend over recent years. Specific restrictions vary from jurisdiction to jurisdiction, but often involve a combination of watersheds to ban advertising other than late at night, prohibiting athletes or other celebrities from appearing in ads, restricting bonus offers or other inducements in ads, or banning betting companies from sponsoring events or teams. Certain countries such as Italy have imposed more general prohibitions on all gambling advertising.

As regulation of online sports betting and casino games has spread from Europe to other parts of the world so too have the same debates around advertising restrictions, with many of the same limits now in place in European countries under consideration in less mature markets, such as Brazil and at federal and state level in the U.S.

At the same time, regulators and policymakers are confronting new and evolving regulatory challenges as gambling advertising becomes more prominent on social media or other non-traditional broadcast platforms. These challenges include addressing the growing role of influencers and content creators in promoting operators (both legal and illegal), as well as the responsibilities of big tech companies in preventing illegal or irresponsible advertising from appearing on their platforms.



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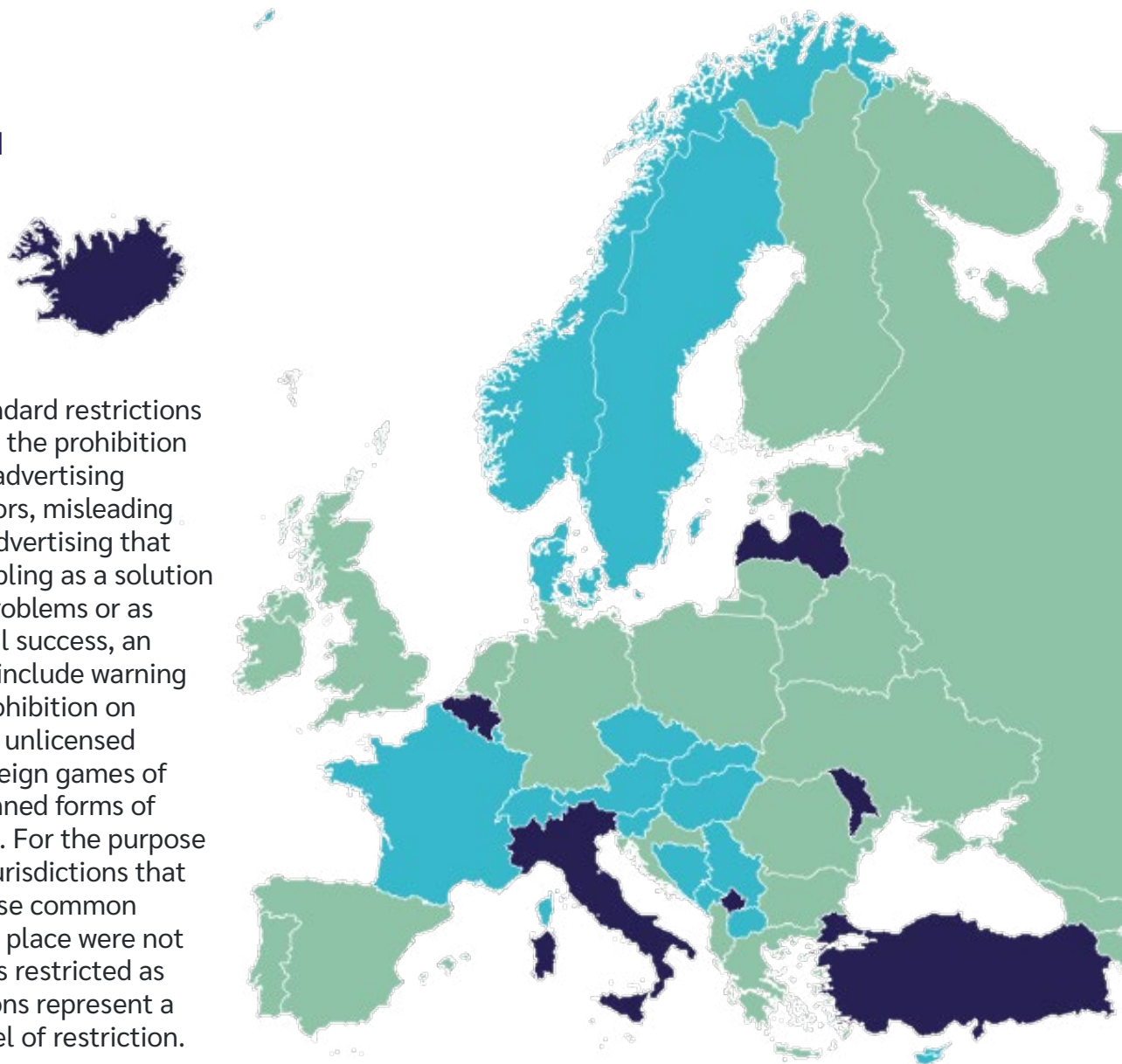
Gambling Advertising in Europe

- Allowed
- Restricted
- Prohibited

Allowed: Standard restrictions apply, such as the prohibition on gambling advertising aimed at minors, misleading advertising, advertising that portrays gambling as a solution to financial problems or as a way to social success, an obligation to include warning messages, prohibition on advertising of unlicensed operators, foreign games of chance or banned forms of gambling, etc. For the purpose of this map, jurisdictions that only have these common restrictions in place were not categorised as restricted as these provisions represent a moderate level of restriction.

Restricted: Significant restrictions applicable to licensed operators, including a prohibition on advertising for certain forms of gambling, restrictions on the media channels operators can use, and limitations on the time and frequency of advertising, etc.

Prohibited: A prohibition on gambling advertising applicable to all operators apart from the state-owned operators is in place.



Legislation To Watch

The table below is not designed to provide a definitive list of every pending regulatory or legal change; rather, it will be limited to select legislation that either have a strong likelihood of being passed or carry some other policymaking significance. Criteria for inclusion include: legislation moving forward in the law-making process and whether bills are supported by governments and consultations in major markets, especially where they propose significant regulatory changes.

Jurisdiction	Notable Date	Summary	Legislation	More information
Argentina	Bill passed Chamber of Deputies on November 29, 2024	Argentina's Chamber of Deputies passed a bill in November 2024 aimed at preventing gambling addiction and restricting youth access to online betting, including by banning nearly all advertising and prohibiting any bonus offers. The bill has been transmitted to the Senate for further discussion.	See Senate Bill	Argentina Advertising Ban Bill Advances to Senate
Australia	Parliamentary report published on June 28, 2023	A parliamentary inquiry into online gambling recommended a phased prohibition on all online betting advertising over a three-year period. The newly re-elected Australian federal government is expected to respond to the recommendations in the coming months.	See report	Australia: A Compliance Cautionary Tale

Jurisdiction	Notable Date	Summary	Legislation	More information
Brazil	Senate committee hearings held on April 9 and 23, 2025	Among a series of legislative proposals in Brazil's Congress that target advertising of online gambling, there are a trio of Senate bills to either establish a blanket prohibition on all advertising for online betting or prohibit the use of sports teams, athletes or celebrities in any promotional activity.	See bills: PL 2.985/2023 PL 3.405/2023 PL 3.563/2024	Brazil Online Outlook
Croatia	Bill approved in parliament on April 11, 2025	Legislative reforms approved by Croatia's parliament will impose a series of advertising restrictions from January 1, 2026. These include a blanket ban on all printed ads, a ban on broadcast or digital ads between 6am and 11pm, and a ban on ads that include links to gambling sites or bonus promotions.	See legislation	Regulatory Influencer: Croatian Government Curtails Gambling Advertising and Bolsters Player Protection
Ireland	New law enacted on October 23, 2024	The Gambling Regulation Act 2024 will introduce various restrictions on advertising, but grants the new Gambling Regulatory Authority of Ireland powers to impose specific limits on the content, timing and frequency of ads.	See Gambling Regulation Act 2024	Devil In The Detail Of Ireland's Gambling Ad Rules, Say Lawyers

Jurisdiction	Notable Date	Summary	Legislation	More information
Lithuania	Restrictions effective from July 1, 2025	Lithuania's parliament enacted legal amendments in November 2024 to severely limit gambling advertising from July 2025 and impose a more general ban on ads and sponsorship from January 2028. In March, the Lithuanian Gaming Control Authority proposed draft regulations to implement the restrictions.	See draft regulations	Lithuanian gambling supervisory authority launches consultation on gambling advertising rules
Netherlands	Proposed reforms announced on February 14, 2025	The Dutch Minister of Legal Security has announced a “new vision” for gambling policy, to include an adjustment to advertising rules in order to “severely limit the appeal of online gambling”. A formal bill is expected to be introduced before the end of 2025.	See announcement	Dutch Government Seeks To Protect Society From Gambling Harm In Policy Overhaul
New York	Bill approved by committee on February 11, 2025	A bill pending on the floor of the New York Assembly would prohibit sports-betting operators from marketing via push notifications or text messages. If approved by the Assembly, then Bill A4279 would also need to be passed by the Senate.	See Bill A4279	New York Regulators Troubled By Sports Advertising Evolution

Jurisdiction	Notable Date	Summary	Legislation	More information
Romania	Consultation closed on April 15, 2025	The National Audiovisual Council of Romania published a new version of the country's Audiovisual Code for public consultation. As drafted, the new code would prohibit gambling advertising between 6am and 11pm, as well as ban athletes and other celebrities from being featured in ads.	See announcement	Romanian regulator submits new Audiovisual Code to public consultation
Spain	Amendments reintroduced on April 30, 2025	After Spain's Supreme Court annulled various provisions of a 2020 Royal Decree on gambling advertising, the Spanish government has pledged to reintroduce the restrictions via new legislative amendments that would need to be approved by Congress. A new public health law including the gambling advertising restrictions was surprisingly rejected in March, but the provisions are now being attached as amendments to a wider bill to reform Spanish customer service laws.	See proposed amendments	Spain Dodges New Advertising Ban, For Now
Sweden	Draft guidelines for advertising published on March 14, 2025	The Swedish Consumer Agency has notified the European Commission of draft rules to clarify Sweden's legal requirement for gambling advertising to be conducted with moderation.	See draft guidelines	Swedish consumer agency notifies the European Commission of a general advice on gambling advertising

Jurisdiction	Notable Date	Summary	Legislation	More information
UK	New requirements effective as of May 1, 2025	New requirements for players to opt-in to all direct marketing communications for each gambling product took effect on May 1, 2025. New restrictions for bonus offers, including a prohibition on cross-sell promotions, will take effect on December 19, 2025.	See Social Responsibility Code 5.1.12	Regulatory Influencer: UK Gambling Market Heralds New Era of Regulation
U.S. Federal	Bill reintroduced in U.S. House and Senate on March 11, 2025	Legislation introduced in the U.S. House of Representatives and Senate would institute a federal ban on all ads for sports betting between 8am and 10pm or during live sports event broadcasts.	See SAFE Bet Act	SAFE Bet Act Returns With Fresh Focus On VIP Programs

Policy Trends

Policy Points to Watch

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» No Policy Slowdown In Europe

In 2025, Europe finds itself at somewhat of a crossroads on advertising policy. As highlighted below, restrictions including outright bans are spreading from southern and western Europe to points further east, with prohibitive new legislation enacted within the past year in various Eastern European countries. Policy pressures remain in the UK, Ireland and other markets. The Netherlands may also double-down on its ban on untargeted advertising through even more restrictive rules that the government is preparing to announce later this year.

At the same time, there have been more industry-friendly developments from two pioneers of gambling ad restrictions. Italy's government is now coming under increasing pressure to revisit its 2018 blanket ban on all gambling advertising. Meanwhile, Spain's comparable advertising restrictions were gutted by a Spanish Supreme Court ruling of March 2024, which found that numerous restrictions required congressional approval and could not be enacted by decree. Spain's national government is seeking to reinstate the restrictions but it is looking for the right legislative vehicle to do so, meaning the Spanish industry is for now enjoying a reprieve from the full effects of a prohibitive 2020 Royal Decree.

» Eastern Europe Facing Wave Of Ad Restrictions

Continuing a clear trend of gambling advertising restrictions expanding to less mature markets in the continent, in April Croatia became the latest country in Central and Eastern Europe to introduce tough new

gambling advertising rules. From January 1, 2026, licencees must comply with a raft of changes, including a ban on all gambling advertising via the internet and in printed media, in all audiovisual and radio programmes, and on TV between 6am and 11pm, with few exceptions. Introducing the amendments to parliament, Prime Minister Andrej Plenković said the government wants to reduce the negative impact of gambling, especially on young people, due to the development of online gambling in recent years.

This is a sentiment reflected in other jurisdictions. In January, Ukrainian President Volodymyr Zelenskyy enacted several changes to the country's regulatory framework, including banning most forms of gambling advertising. In November, Lithuania introduced a near-total advertising ban to be phased in during the next three years. From the start of 2028, it will be illegal to advertise gambling anywhere in Lithuania. The country has already set aside €4m in its budget to compensate media companies for the lost revenue. Those more recent developments came after Bulgaria also introduced sweeping restrictions on advertising via a law enacted last May.

» Influencers In Focus

If the primary policy concern of yesteryear related to gambling advertising was the proliferation of ads on television and around sporting events, perhaps the main shared challenge of global gambling regulators in 2025 is the prominence of digital influencers or content creators in promoting online betting brands. The concern is twofold. First, how to ensure that influencers,

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streamers or other social-media personalities do not promote unlicensed or illegal operators, particularly in those markets where legitimate operators are more restricted in their marketing practices or where certain forms of online gambling remain unregulated. Regulatory authorities and other government agencies from Colombia to New Zealand have announced specific policies to address the issue in recent months, but it is a concern of regulators almost everywhere.

On a related front, there is the challenge of ensuring that influencers abide by general requirements on responsible advertising, including avoiding misleading content and delivering appropriate messaging related to responsible gambling. An increasingly common approach is to make licensed operators responsible for all advertising or marketing conducted on their behalf by contracted third-parties, including any influencer partners. That is the approach of Brazil, where the role of influencers is a specific area of focus for a special Senate commission that may soon recommend stricter rules on marketing that extend beyond those requirements already established by an August 2024 ordinance of Brazil's Secretariat for Prizes and Bets (SPA).

» UK Gambling Campaigners Ramp Up Ad Pressure

Pressure from gambling reform groups and some lawmakers has been mounting since the UK's 2023 White Paper on reviewing the Gambling Act included limited changes to advertising and sports sponsorships, despite a raft of other new rules for the industry.

New restrictions are forthcoming for certain marketing practices, including new rules from the UK Gambling Commission that will ban "cross-sell" promotions encouraging gamblers to switch from one product to another and a decreased cap on bonus wagering limits. This, coupled with a tougher approach from

the consumer watchdogs in the UK, means a tougher landscape for bonuses – one of the main tools used by operators and affiliates to attract new players.

Still, even government officials acknowledge that these measures and an incoming ban on Premier League shirt sponsorship agreements by betting companies have not quelled demand by gambling critics for tighter restrictions on advertising and sponsorships. Sarah Fox, deputy director for gambling policy at the UK government's Department for Culture, Media and Sport, said in April that her team is focused on closing out the remaining portions of the white paper, but would also take a closer look at advertising, which was left largely untouched in the government's review and continues to irk campaigners. She acknowledged there was "strong parliamentary interest in advertising and sponsorship". More recently, the chair of a cross-party group of MPs recommended that the government review the Gambling Act again, with a particular focus on its gambling advertising regulations in a letter sent in May. The committee is unlikely to see its recommendations accepted by the government, but its cross-party membership indicates there is still support among the major political parties to introduce more restrictions.

» Ireland Authority To Determine Scope Of Ad Restrictions

A host of new advertising regulations are baked into Ireland's recently passed Gambling Regulation Act 2024, including a gambling advertising watershed between 5:30am and 9pm. Still, the newly empowered Gambling Regulatory Authority of Ireland (GRAI) has powers to set tougher restrictions, specifically by determining further limits for the content, timing and frequency of ads as it gears up to fully regulate all forms of online gambling in the country.

Applications for remote and land-based operator licences will open in December, while online gambling-

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only licences will open in the first quarter of 2026. The Advertising Standards Authority (ASA) of Ireland entered into a partnership with the GRAI to solve ad complaints last year. Under the terms of the agreement, the gambling regulator will tackle issues relating to licensed operators that are identified by the general public, while the ASA will examine any unlicensed gambling advertising complaints.

» Advertising Restrictions Loom Large In LatAm

Perennial rivals Brazil and Argentina may be in a race to establish the first major restrictions on betting advertising in Latin America. Amid widespread media and political attention to concerns of underage gambling, the lower house of Argentina's Congress approved a bill in November to prohibit most forms of advertising and sponsorship on behalf of operators that are licensed and regulated on a province-by-province basis. The bill must still be approved by Argentina's Senate, while President Javier Milei has indicated he would veto the measure if it is passed by Congress. However, even if market-wide restrictions are not imposed at a national level, various provincial and even municipal governments are actively deliberating local measures of their own.

Meanwhile, policy debates are at an earlier stage in Brazil where lawmakers initially declined to include watershed restrictions and other advertising prohibitions in a December 2023 federal law on online gambling. Several committees in the Senate are reviewing bills that would either ban all ads or prohibit athletes and celebrities from featuring in them, with further proposals also pending in the lower house of Congress. Brazil's federal gambling regulator has stated its opposition to sweeping restrictions on advertising, warning that they would disenfranchise newly licensed operators to the benefit of offshore competitors. Still, it was telling that the SPA did not include plans to review rules on marketing in a recently published rulemaking

agenda for 2025/26, which will see regulations on licensing, enforcement and other areas revisited over the next 18 months. This could be an acknowledgement that any further advertising limits are more likely to be determined by Congress and other arms of government, rather than by the regulator itself.

» SAFE Bet Act: A Model For State Legislators

The SAFE Bet Act was reintroduced in both houses of the U.S. Congress in March, and while the federal bill itself stands virtually no chance of passage with two Democratic sponsors in a Congress controlled by Republicans, its continued existence does hold some policy influence. While the SAFE Bet Act's advertising restrictions may never see the light of day in the U.S. Capitol, legislators in multiple states have borrowed from the proposed legislation to craft bills at the state level that boast tougher standards on advertising, including bans on television advertising during daytime hours as well as whistle-to-whistle bans around sporting events. The bill also includes limitations on VIP programs that offer compensation based on a customer's history of play and deposit history. State-level versions of the SAFE Bet Act in Illinois and Massachusetts have so far failed to gain traction in state houses during 2025, with states looking more seriously at increasing tax revenue for sports betting rather than perhaps limiting revenue with advertising bans. Still, as the federal bill continues to linger, its presence provides a logical starting point for state legislators who are outside the typical gaming industry sphere that are responding to concerns about gambling expansion.

» What Makes An Ad In New York?

The New York State Gaming Commission has voiced concerns about the blurred lines between what constitutes advertising compared to sponsored integrations on traditional sports broadcasting outside the typical 30-second commercial spot. The regulator held a roundtable with industry representatives

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in March, with the chair of the commission saying that he believed some of the sponsored segments were potentially crossing the line into advertising – a distinction which would require a disclosure of the state’s problem gambling hotline. Industry representatives from DraftKings, FanDuel and BetMGM argued that the distinction lies in whether the segment is presenting facts about available odds, or an inducement to play on a specific platform. The sponsored segments continue to be a popular tool for gaming operators both in the U.S. and abroad, utilising popular sports personalities as influencers and creating more natural integration between sportsbook platforms and traditional sports programming, but the line between the two will likely continue to be an issue for regulators to deal with, and a state the size of New York taking any kind of action to draw a tougher line could become an impetus for more to follow suit.

» **Crunch Time Nears For Aussie Online Ad Ban**

It’s now almost two years since a federal lower house parliamentary committee unanimously backed a phased complete ban on online gambling advertising, among dozens of tough recommendations. Prime Minister Anthony Albanese’s Labor government promptly placed the report in the too-hard-but-don’t-call-it-too-hard basket, spending the next 23 months consulting the gambling industry, sports codes, anti-gambling activists and others in a foggy process resembling stalling more than anything else.

Earlier this month, Albanese scored a massive win in national elections and secured a second term, turning a minority lower house government into a large majority after capitalising on public fear of Trumpist politics and a conservative opposition in disarray. His new cabinet line-up has a new communications minister responsible for online gambling, Anika Wells, who also retains control of the sports ministry. Wells’ aged care work in government might have pointed to a gambling-sceptical position, and a more confident government today might

portend bolder policymaking. But Wells’ previous sports duties and steady-as-she-goes statements on gambling policy, as well as Albanese’s latest and characteristically non-committal comments, suggest a pragmatic approach to gambling policy will endure. That would not please the committee report’s authors, certain state government gambling regulators, or anti-gambling critics who accused Labor of folding to the sporting and gambling lobbies. However, it may come as a mighty relief to corporate bookmakers around Australia and the industry lobby group Responsible Wagering Australia, whose trepidation over a complete ad ban has eased over time. Also potentially weighing on a hardline government response is the Northern Territory government’s just-announced annual budget, which will raise taxes for its online gambling licensees, who account for half of the national total. On top of their point-of-consumption tax dues, new revenue pressure on operators may just convince the federal government to rule out a total advertising ban. One thing is certain: We won’t be waiting another two years for a decision.

» **Safety In Numbers As India’s Lobby Groups Target Illegal Ads**

If the most important driver of reform is necessity, then associations representing India’s online skill gaming industries have done what is necessary. After a period of tension and disunity amid legal attacks from state governments and the withdrawal of a central government commitment to self-regulation, the lobby groups for real-money online skill gaming, esports and fantasy sports are now working as a united front when lobbying with governments. In February, they signed an agreement with the private, nonprofit Advertising Standards Council of India to assist in purging the market of illegal advertising for sports betting and chance-based online casino games. The Memorandum of Understanding with the council is confidential, but its emphasis is detection and reporting of illegal advertising in collaboration with government and law enforcement, as well as improving the compliance profiles of its members.

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For years and largely with impunity, sports superstars (such as cricketers) and a dizzying array of celebrities have signed up to promote online sports-betting platforms and online casinos. The size of the deals with gambling companies in most cases appears to have erased fears of prosecution, and for the most part, and for the longest time, this devil-may-care approach was vindicated. While local governments pleaded with the authorities to crack down, streetside billboards advertising illegal gambling products proliferated, as did online gambling advertising on the internet and even in television and sports broadcasts. However, this phase of tolerance/negligence appears to be ending as the central government applies a full-court press against illegal online gambling companies via anti-money laundering probes, website blocking, asset seizures and accelerating arrests of operators, influencers and celebrity endorsers. Pressure from the market may also increase as a growing number of state governments – most notably IT hub Karnataka and populous Maharashtra – accept the Supreme Court-backed legality of online skill games and move to codify them, potentially robbing illegal operations of market share.

» Arabic Ads Off-Limits In The UAE

The United Arab Emirates remains an enigmatic market opportunity with licensing forms, technical standards and certain other rules in place, but an overarching law or decree to establish fundamental details on what forms of gambling will be allowed and under what conditions has yet to be published. And yet advertising is one area where the General Commercial Gaming Regulatory Authority (GCGRA) has shown its hand, with the regulator publishing advertising guidelines for commercial gaming last year.

The UAE guidelines borrow best practices from various international jurisdictions and generally allow advertising and sponsorship under certain conditions. Several unique provisions stand out though, including an express prohibition on using the Arabic language

in any form of gambling advertising until licensed operators “are directed otherwise by the GCGRA”. Licensed operators in the UAE will also be forbidden from using “any visual, pictorial or audible direct or indirect representation of the Emirati or Islamic Culture”, such as the UAE’s national flag or other cultural emblems.

» Kenya’s Emergency Advertising Suspension

In a clear sign that policymakers in African countries share similar concerns over gambling advertising as counterparts in other regions, Kenya has taken a dramatic step to rein in gambling advertising as rising addiction rates garner increasing public and political concern.

A 30-day total gambling advertising suspension announced by the Betting Control and Licensing Board (BCLB) on April 29 reflects the seriousness of the situation and the likelihood of drastic changes to gambling advertising rules soon. Offshore operators in particular have been highlighted for non-compliance, while licensed operators can expect new requirements around the inclusion of responsible gambling warnings and the roll-out of a national self-exclusion registry. The government has also launched a nationwide responsible gambling campaign.

Spotlight

Italy

Status

Italy has been somewhat of a poster child for global regulatory pressures on gambling advertising ever since the so-called Dignity Decree of July 2018 introduced a blanket prohibition on all gambling ads or sponsorships, with the exception of national lottery games and limited exemptions for non-promotional communications. Italian communications authority AGCOM has since sought to enforce the blanket ban via a series of fines issued to operators, social-media content creators and tech giants, such as Meta, X, and YouTube for supposed failings to prevent illegal gambling ads from appearing on their platforms.

Still, Italy's advertising ban has not stopped Europe's second largest regulated online market from nearly trebling in size since 2019, in large part due to channel shift spurred by the pandemic. Meanwhile, leading Italian-facing operators have found alternative ways of promoting their brands, including by promoting affiliated sports-information websites that do not offer betting.



Outlook

More than six years after becoming fully effective, Italy's advertising ban is now coming under closer scrutiny at a political, regulatory and judicial level, with the future status of gambling advertising looking less certain. At the legislative level, the Italian Senate's culture commission approved a resolution in March 2025 to formally request that Italy's government review the effectiveness of the advertising prohibition and consider whether certain exemptions should exist for limited gambling advertising by licensed operators. The blanket ban has been criticised for supposedly driving Italian gamblers to illegal sites, while Italian sports federations consistently argue that they are being financially disadvantaged by the Dignity Decree's ban on sponsorships. Italian government officials have recently indicated they may be willing to revisit the gambling advertising ban, but opposition parties and religious groups have already spoken out against any softening of the policy and it remains to be seen whether a relaxing of the ad restrictions will be politically possible.

At a regulatory level, AGCOM is reportedly gearing up to re-evaluate the scope of the existing advertising restrictions by opening a consultation on its 2019 guidelines on the implementation of the Dignity Decree in order to clarify certain restrictions and exemptions for non-promotional communications. Meanwhile, the validity of Italy's advertising ban is also set for judicial scrutiny at the European Court of Justice, after the Italian Council of State referred a case involving LeoVegas to Europe's top court to determine whether enforcement of the Dignity Decree against ads broadcast on satellite television violates the EU's principles of freedom and non-discrimination as applicable to information society services. The developments mean 2025 is shaping up as a potentially redefining year in the country that kickstarted a regulatory trend toward heavy restrictions on gambling advertising that has since been followed by Spain, Belgium and other European countries.



What We're Watching For

Will Italy's government and parliament actually agree to relax the advertising prohibitions of the Dignity Decree? As things stand, that is far from certain but any move in that direction may be equally as symbolic as Italy's landmark initiative to impose the blanket ban in the first place during 2018. In the event Italy reverses course, even partially, that would inevitably be cited by industry groups to slow down moves by policymakers in other countries to impose similar ad restrictions. For example, recent public comments by Italian officials and the resolution approved in Italy's Senate have already been referenced in a Senate committee hearing on a potential ad ban in Brazil, where several bills to impose blanket ad restrictions are pending in Congress. More immediately, we will be watching for whether AGCOM opens a consultation on revised guidelines as to how Italy's advertising prohibitions should be applied. A public consultation process was expected to be launched at an April 30 meeting, before officials decided further investigation was needed.

Following Italy's Lead

Various other European countries have adopted comparable restrictions on gambling advertising since Italy's Dignity Decree became law in 2018.

Spain: A 2020 Royal Decree banned almost all gambling advertising and sponsorships with limited exceptions, including for ads broadcast between 1am and 5am. Various provisions of the advertising decree were annulled by Spain's Supreme Court in 2024, however.

Belgium: A 2023 Royal Decree imposed a general ban on gambling advertising via broadcast, digital and printed media. The prohibitions and an accompanying ban on gambling sponsorships will become fully effective by 2028.

Netherlands: A 2023 decree prohibited all "untargeted" advertising of online gambling via TV, radio or in public spaces, with limited exceptions for digital platforms.

Bulgaria: A 2024 law imposed a broad ban on gambling advertising, with exemptions for billboard ads, sports sponsorships and for Bulgaria's state-run national lottery.

Lithuania: Legal amendments approved in late 2024 will prohibit most forms of gambling advertising and sponsorship by 2028, with transitional provisions allowing for limited ads until 2027.



Regulatory Intelligence

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