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Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

THE NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NO. 1493

Mr S M Gana (Rise Mzansi) to ask the Minister of Trade, Industry and Competition:

- 1) With reference to his reply to question 4146 on 24 July 2025, what total number of (a) advertisement broadcasters from gambling operators were found to have contravened relevant advertising requirements and (b) such gambling operators have contravened the relevant advertising requirements;
- 2) Which (a) advertising requirements were not adhered to in each case and (b) corrective measures were implemented in each case;
- 3) Whether the National Gambling Policy Council engaged on the issue of gambling operators engaging in advertising and marketing practices that are noncompliant with the relevant laws and regulations; if not, why not; if so, what has been the outcome of such deliberations? NW1681E

REPLY:

I have been advised by the National Gambling Board (NGB) as follows:

1) Total number of gambling advertisement broadcasters and gambling operators in contravention:

A formal, statistically quantified review of gambling and betting advertising campaigns has not been conducted by the NGB. As previously indicated in the reply of 24 July 2025, the NGB undertook an internal compliance assessment during the 2023/24 financial year. This assessment was diagnostic in nature and did not constitute a formal enforcement or adjudicative process capable of producing definitive numerical findings of contraventions attributable to specific broadcasters or operators.



Accordingly:

- (a) The total number of advertisement broadcasters found to have contravened advertising requirements is not quantified; and
- (b) The total number of gambling operators found to have contravened advertising requirements is not quantified.

The assessment did, however, identify multiple instances of prima facie non-compliances across both traditional broadcast and digital platforms, warranting further regulatory consideration.

2) Advertising requirements (a) not complied with in each case and (b) remedial actions taken

- (a) The internal assessment identified recurring categories of non-compliance with the National Gambling Act, 2004 (Act 7 of 2004) and its regulations, including but not limited to:
 - Failure to display responsible gambling warnings in the prescribed format, font size, and duration, as required by Regulation 3 of the National Gambling Regulations;
 - Inadequate or ineffective responsible gambling messaging in advertisements, particularly in digital formats;
 - Broadcasting of gambling advertisements during time slots where minors are likely to be exposed, including family programming;
 - Use of digital and targeted advertising mechanisms (including pop-up advertisements, influencer marketing, sponsored content, and algorithm-driven promotions) without adequate safeguards to restrict access by minors;
 - Advertising content that normalises or incentivises excessive gambling behaviour, contrary to responsible gambling principles.
- (b) As the assessment was not an enforcement process, case-specific corrective measures were not formally imposed on identified entities. However, the following systemic and regulatory interventions are being pursued:
 - Escalation of the findings to the National Gambling Policy Council (NGPC) for coordinated policy and regulatory consideration;



- Development of advertising norms and standards to be presented at the next NGPC meeting;
- In order to deal with advertising challenges, the guideline was developed and communicated to the PLAS in December 2025 in an effort to enhance collaboration in identification of non-compliant adverts and imposition of corrective measures or penalties for such contraventions;
- Media release to the public to inform the NGB, through a dedicated email address, of any non-compliant adverts identified.

3) National Gambling Policy Council (NGPC) engagement on non-compliant advertising practices, reasons for non-engagement, and outcomes of deliberations

Yes, the matter of non-compliant gambling advertising and marketing practices has been escalated to the NGPC for consideration. The engagements are ongoing, and National advertising norms and standards have been developed and will be presented at the next NGPC meeting.

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