

Alcohol and Gambling Demographic Form

Alcohol Rules	Gambling Rules
<p>19.15 Alcohol advertisements must not:</p> <p>19.15.1 be likely to appeal strongly to people under 18, especially by reflecting or being associated with youth culture or showing adolescent or juvenile behaviour</p> <p>19.15.2 include a person or character whose example is likely to be followed by those aged under 18 years or who has a strong appeal to those aged under 18.</p> <p>19.17 Alcohol advertisements must not feature in a significant role anyone who is, or seems to be, under 25 and must not feature children. An exception is made for advertisements that feature families socialising responsibly. Here, children may be included but they should have an incidental role only and anyone who seems to be under the age of 25 must be obviously not drinking alcohol.</p>	<p>17.4 Advertisements for gambling must not:</p> <p>17.4.5 be likely to be of strong appeal to children or young persons, especially by reflecting or being associated with youth culture</p> <p>17.4.6 feature anyone who is, or seems to be, under 25 years old gambling or playing a significant role. No-one may behave in an adolescent, juvenile or loutish way.</p>

As of October 1st, 2022, new strict **Gambling** rules came into effect. The new rules state that gambling and lottery ads must not:

*“...be likely to be of **strong** appeal to children or young persons, especially by reflecting or being associated with youth culture.”*

This is a step-change from the previous rules that gambling ads must not be of ‘**particular** appeal’ to children.

A ‘strong’ appeal test prohibits content (imagery, themes, and characters) that has a strong level of appeal to under-18s regardless of how it is viewed by adults.

In practice, this will significantly restrict the imagery and references that gambling ads are allowed to use and should decrease the potential for gambling ads to attract the attention of under-18s in an audience. For example, ads will not be able to use:

Topflight footballers and footballers with a considerable following among under-18 on social media.

- All sportspeople well-known to under-18s, including sportspeople with a considerable volume of under-18 followers on social media.
- References to video game content and gameplay popular with under-18s.
- Stars from reality shows popular with under-18s, such as Love Island.

Please click [here](#) for the latest ASA news on gambling advertising.

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Please complete the below sections to help determine the demographic of persons and/or music featuring in your ad.

Additional documentation is welcome. Please summarise and refer to it in the below table.

For persons appearing, please list their name(s) and age(s):	
For music used, please list the artist's name(s) and age(s):	
Please provide a breakdown of any/all social media demographic data you hold for the above person(s): (including but not limited to: Snapchat, Facebook, Twitter, Instagram, TikTok, as well as the overall numbers and percentages of their followers' ages for each platform. If demographic information is not available, i.e. Netflix, please provide an explanation of this):	
For music used, please provide any/all streaming demographic data you hold for the above person(s): (including but not limited to: Snapchat, Facebook, Twitter, Instagram, Tik Tok , as well as the overall numbers and percentages of their listeners' ages for each platform. If demographic information is not available, i.e. Netflix, please provide an explanation of this):	
For music used, when was the track first released:	
For music used, is there anything about the track which may give it contemporary relevance to under 18s: (i.e., any remixes/covers, use in film, internet memes which are targeted at, or might appeal to under 18s)	
For music used, does the track have any links to activities which may be deemed of appeal to under 18s: (i.e., sports, online games, activities)	
Are there any other demographic factors that could lead to a conclusion that the listed person(s) or artist(s) strongly appeal to under 18s? This could include, but is not limited to, TV appearances, YouTube interviews, podcasts of their own or as guests, voice over work as themselves, a character, or animated roles.	



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Signed:	
Title:	
Date:	