

Govt issues guidelines on advertising of online gaming & fantasy sports

By TIOL News Service

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and Broadcasting has issued advisory on Online Gaming & Fantasy Sports. The Ministry has advised Guidelines issues by Advertising Standards Council of India. The Ministry has also advised that the vertisements should not promote any activity prohibited by statute or law.

The detailed advisory has warned broadcasters to be mindful of misleading advertisements and disclosure of financial risks associated with such sports. The Advertising Council would issue fresh detailed norms to ensure transparency and protect consumers. As per the advisory, minimum 20% ad space is to be devoted to disclaimer and under 18 persons are not to be depicted for playing games. The guidelines will come in force from December 15, 2020.