

COMPLAINT NUMBER	17/211
COMPLAINANT	C Mancer
ADVERTISER	New Zealand Racing Board
ADVERTISEMENT	New Zealand Racing Board, Television
DATE OF MEETING	10 July 2017
OUTCOME	No Grounds to Proceed

Advertisement: The TAB television advertisement features a group of friends watching the TV and celebrating their third win in the Lions series. The voiceover and tag line says "Join TAB, bet on the DHL Lions series. Don't win? Get up to \$30 back. TAB. Now you are in the game." The advertisement ends with the website and mobile application details, TAB.co.nz/mobileapp

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

Complainant, C Mancer, said: I would like to complain about advertising gambling during the news hour. It was for placing bets on the Lions rugby game.

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

The Chair noted the Complainant's concern about advertising gambling during the news hour.

As part of her ruling, the Chair referred to a precedent decision, 11/608, for a similar complaint about a sports betting advertisement broadcast in primetime television. The decision ruled there was no grounds for the complaint to proceed and said in part:

"Turning to the advertisement the Chairman said in her view the advertisement used a reference to the sports betting that could take place during the Rugby World Cup tournament. The Chairman said that there was nothing in the advertisement to indicate that a high standard of social responsibility had not been observed and therefore she ruled that there was no apparent breach of the Advertising Codes."

The Chair confirmed that the TAB is able to advertise its products and services responsibly to an appropriate audience. The Chair considered the placement of the advertisement was aimed at adults during the news hour and did not encourage excessive or irresponsible gambling.

The advertisement also included the statement 'Please gamble responsibly'. Therefore, the Chair ruled that the advertisement was not in breach of the Code for Advertising Gaming and Gambling and had been prepared and placed with a high standard of social responsibility.

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

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