

<b>COMPLAINT NUMBER</b>	18/067
<b>COMPLAINANT</b>	G Thompson
<b>ADVERTISER</b>	Jackpot City
<b>ADVERTISEMENT</b>	Jackpot City, Television
<b>DATE OF MEETING</b>	5 March 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Jackpot City promoted online slots games. The advertisement said, in part “play for free at jackpotcity.net and get treated as a VIP 24/7... play today at jackpotcity.net.”

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

**Complainant, G Thompson, said:** The advertisement is advertising an online casino "Jackpot City". Hundreds of people lose thousands of dollars at these online casinos. I don't think it is at all acceptable to have an advert on TV promoting gambling. I have seen this advert before, but this is the only time I noted down the details. Please advise me as to what is going to be done about my complaint.

**The relevant provisions were Code for Advertising Gaming and Gambling - Guideline 2 (a), Principle 2, Principle 3.**

**The Chair** noted the Complainant's concern about promoting gambling on television given the people affected by gambling.

In considering the issue raised by the Complainant, the Chair referred to the precedent decision 18/036 for the same advertisement, which was ruled no grounds to proceed and said in part:

... “As a self-regulatory organisation, the Advertising Standards Authority's jurisdiction is limited to the content and placement of advertisements and compliance with the Advertising Codes of Practice. The Chair said the Advertising Standards Authority could only operate within the parameters of the Advertising Codes and the Advertiser was promoting a legal product at an age appropriate time.”

The Chair noted this precedent directly applied to the complaint before her. While acknowledging the genuine concern the Complainant had regarding online gambling, the Chair confirmed Jackpot City was entitled to promote its free play website within the constraints of the advertisement's afforded rating of AO (Adults Only) viewing times.

The Chair said the website did offer free games in line with the claim made in the television advertisement.

The Chair said the advertisement was not in breach of the Code for Advertising Gaming and Gambling and had been prepared with the required standard of social responsibility.

Therefore, the Chair ruled the complaint had no grounds to proceed.

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

**APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.