



EXECUTIVE OFFICE OF THE PRESIDENT BETTING CONTROL AND LICENSING BOARD

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PRESS RELEASE

GAMBLING ADVERTISEMENT GUIDELINES

On 29th April 2025, the Betting Control and Licensing Board (the Board) suspended all gambling advertisements across all media platforms for a period of thirty (30) days. During this period, the Board committed to issuing guidelines on gambling advertisements aimed at promoting responsible gambling and safeguarding vulnerable members of the society —particularly youth and minors—from exposure to gambling and related addiction.

In pursuit of this objective, the Board, in collaboration with the Multiagency Enforcement Team — comprising the following institutions: Ministry of Interior and National Administration; Office of the Attorney General; Communications Authority of Kenya (CA); Kenya Revenue Authority (KRA); Directorate of Criminal Investigations (DCI); Kenya Film Classification Board (KFCB); Media Council of Kenya (MCK); Financial Reporting Centre (FRC); and the Board, under the auspices of the Executive Office of the President has developed the following guidelines to regulate gambling advertisements:

A. Approval Requirements

Marketing communications related to gambling are prohibited unless expressly approved by the Betting Control and Licensing Board (BCLB) and classified by the Kenya Film Classification Board (KFCB), upon fulfillment of the stipulated requirements.

B. Advertising Guidelines:

- i. **All gambling advertisements** shall be submitted to the **Board for approval**, as per Betting Lotteries and Gaming Act CAP 131 and thereafter forwarded to **Kenya Film Classification Board (KFCB) for classification** as provided for under **Films and stage plays Act CAP 222 Laws of Kenya** before being distributed or exhibited.
- ii. **Media owners & agencies** should ensure that all gambling advertisements are approved by BCLB and classified by KFCB before being distributed on their channels/platforms.
- iii. In carrying out gambling advertisements, all media outlets **SHALL** adhere to the **Code of Conduct for Media Practices, 2025**.
- iv. There shall be no form of advertisement placed **near schools, religious institutions, or places frequently visited by children**, such as playgrounds and shopping malls.

C. Elements/ Pre-Requisites for Advertisement Approval:

- i. An operator **SHALL** be duly licensed by BCLB before seeking approval for advertisement.
- ii. Gambling adverts **SHALL NOT** glamorize betting or use celebrities, influencers and content creators to endorse or promote gambling.
- iii. All gambling adverts **SHALL**;
 - Indicate the BCLB license number
 - Carry a responsible gambling message i.e.
 - Gambling is addictive! Play responsibly!
 - Contain the minimum age requirement "not for persons under 18 years of age"
 - Contain the name and address of the operator
 - Have a customer-care number displayed/mentioned at all times
 - Have the words "authorized and regulated by the Betting Control and Licensing Board" displayed/mentioned at all times
 - Not have a call-to-action message
 - Not associate gambling with celebrities or social success
 - Not depict gambling as a source of income

- Not use testimonials as a means of advertising
- iv. Worthy mentions will include the following message:-
 - "Brought to you courtesy of..... or "Sponsored by,

The worthy mentions **SHALL** include responsible gambling messages (gambling is addictive play responsibly) and **SHALL NOT** include jingles and hooks.

D. Digital & Social Media Oversight:

- i. **Social media platforms** are required to restrict targeted gambling ads, ensuring compliance with the set regulations and guidelines.
- ii. Require **age verification mechanisms on digital betting platforms** before users can access gambling content.
- iii. Use of speed dial and predatory gambling advisements is prohibited

E. Responsible Gambling Messaging:

To promote responsible gambling in the sector all gambling and permit holders **SHALL** adhere to the following guidelines: -

- i. Advertisements shall **indicate the addictive nature of gambling**, clearly warning consumers about the potential risks involved.
- ii. Minors should explicitly be prohibited from participating in any form of gambling activities and therefore gambling advertisements must **not contain content that appeals to minors**.
- iii. **Former winners should not be featured** in advertisements to encourage gambling participation. This can create a misleading impression of easy winnings.

F. Outdoor Advertisements:

- i. Only **electronic/digital billboards** shall be permitted for **outdoor** advertising.
- ii. Each operator shall be allowed to display a maximum of **two (2)** advertisements **per hour** on electronic/digital screens.

- iii. The use of wall branding, building branding, bus wraps, street pole advertising, and similar formats **SHALL NOT** be authorized by the Board.

G. Print Media Advertisement:

- i. Operators shall be permitted to advertise a **maximum of two (2) times** per week, and only within the sports section of newspapers.
- ii. **Twenty percent (20%) of the bottom page** of the advertisement artwork must be dedicated to the following:
 - A responsible gambling message
 - A clearly visible BCLB license number
 - The age restriction for participation

The font size used for these elements shall be proportionate to the overall advertisement.

H. Road Shows:

The Board **SHALL NOT** authorize marketing/advertisement of gambling through **Road Shows**.

I. Hotline & Whistleblower Mechanism:

A **dedicated hotline** will be established to enable the public to report unauthorized gambling activities, advertisements and non-compliant operators.

J. Licensing & Compliance Enforcement:

To ensure compliance with gambling advertisement guidelines, the following enforcement measures will be implemented:

- i. **Strengthen advertisements conditions/process** for betting firms to ensure compliance with advertising rules.
- ii. **Conduct regular audits and compliance checks by various agencies (BCLB, MCK, KFCB, CA, DCI)** to track advertising practices.
- iii. **Penalize non-compliant operators**, including suspensions or revocation of licenses.

- iv. Enforce **strict content guidelines** to ensure gambling advertisements do not target minors, mislead consumers by glamorizing gambling.
- v. **Enforce penalties for media houses** that air unapproved or misleading gambling ads as per the code of conduct for media practice 2025.

K. Notice:

All operators are now notified to forward their advertisement requests in accordance with the guidelines provided herein to the Betting Control and Licensing Board (BCLB) for approval and thereafter to the Kenya Film classification Board (KFCB) for classification. Take note that only approved and classified advertisement will be aired henceforth.

The Board will continue to evaluate the gambling industry and issue additional guidelines to promote responsible gambling and safeguard punters.

Dr. Jane Mwikali Makau
Chairperson
The Betting Control and Licensing Board

29th May, 2025