

Gaming Advertising Compliance Guide

Gaming, Esports & Digital Entertainment

Document type: Plan / SOP / strategy / guide · Generated 13 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces an advertising-compliance guide for gaming/RMG — ASCI and self-regulatory ad guidelines, mandatory disclaimers, no-surrogate/misleading rules, targeting and platform policies. Use it to run compliant campaigns. For responsible play use the Responsible Gaming Policy.

Purpose of this tool & output

Advertise gaming within the rules

How the output is used

Use it to advertise gaming within the rules — the advertising and disclaimer requirements, especially for real-money gaming.

Important cautions

Gaming/RMG advertising must carry mandatory responsible-gaming disclaimers, avoid portraying easy income or involving minors, and never act as surrogate advertising for prohibited betting products — ASCI and regulators act on violations. Confirm current ASCI/self-regulatory ad requirements with legal/compliance advisors.

Companion documents

- Online Gaming Rules Compliance Guide
- State Gaming Law Mapping
- Self-Regulatory Compliance & Registration
- Gaming GST Compliance Guide
- TDS on Winnings Compliance Guide
- Gaming Data Privacy & Security Guide

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.