

<p style="text-align: center;">Warning message for gambling advertising (guidance note)</p>
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We remind you that warning messages are defined in the 1st Article of the Decree on “Gambling” advertising:

Article 1:

Any marketing communications promoting a gambling operator must be associated with one of the following warning messages:

« Jouer comporte des risques : endettement, dépendance... Appelez le 09-74-75-13-13 (appel non surtaxé). »

« Jouer comporte des risques : isolement, endettement... Appelez le 09-74-75-13-13 (appel non surtaxé). »

« Jouer comporte des risques : dépendance, isolement... Appelez le 09-74-75-13-13 (appel non surtaxé). »

“These warning messages must be displayed in an accessible and readable way, in accordance with their public health purpose and clearly distinguishable from the advert or the promotion itself.

The abovementioned warning messages must be alternating on every advertising or promoting support.”

The displaying of warning messages being subject to rules and good practices regularly defined by the industry, here after are detailed the recommended practices to implement:

- To comply with the “*public health purpose*” and the “*clearly distinguishable*” character
- Display of a **banner (minimal duration of 5 seconds)** or a **pack-shot** (minimal duration of at least 2 seconds) on a “neutral” background (i.e.: filter in the second to last shot)
- To display in an “*accessible and readable way*”
- Height of the characters “arms” and “legs” included of at least **3% (i.e. 3.5% under 16:9 ratio display namely 20 lines)**

The banner **is not** compulsory during the whole warning message. However, it must be visible during **at least 5 seconds**.