

Singapore Totalisator Board (Advertisements) Regulations 2010

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No. S 786

SINGAPORE TOTALISATOR BOARD ACT (CHAPTER 305A)

SINGAPORE TOTALISATOR BOARD (ADVERTISEMENTS) REGULATIONS 2010

In exercise of the powers conferred by section 21 of the Singapore Totalisator Board Act, the Minister for Finance hereby makes the following Regulations:

Citation and commencement

1. These Regulations may be cited as the Singapore Totalisator Board (Advertisements) Regulations 2010 and shall come into operation on 27th December 2010.

Definitions

2. In these Regulations —

“distribute” —

- (a) in relation to a printed notice or publication, means deliver or send to any person, or leave on any premises or vehicle; and
- (b) in relation to any electronic message, means transmit to any person using electronic mail, short message service (SMS) or any other form of electronic transmission;

“gaming advertisement” means any advertisement which —

- (a) expressly or impliedly leads to, induces, urges, promotes or encourages participation in any totalisator, lottery, betting or gaming activity of an operator; or
- (b) being designed to publicise or to promote participation in any totalisator, lottery, betting or gaming activity of an operator, mentions, illustrates or depicts —
 - (i) any brand name, trade mark or service mark relating to such totalisator, lottery, betting or gaming activity; or
 - (ii) any pictorial device commonly associated with any such brand name, trade mark or service mark;

“minor” means a person below the age of 18 years;

“operator” means —

- (a) the Board;
- (b) any totalisator agency; or
- (c) any agent appointed by the Board;

“printed notice” means any handbill, circular, brochure, pamphlet, map or other like document;

“publish”, in relation to a gaming advertisement, means —

- (a) publish the advertisement in a newspaper, magazine, journal, periodical, directory or other printed publication or printed notice or

on any object;

- (b) disseminate the advertisement by radio, television or other mass medium;
- (c) disseminate the advertisement by the public exhibition or broadcast of a photograph, slide, film, video recording, audio recording or other recording of images or sound;
- (d) publish or disseminate the advertisement electronically, including (but not limited to) publishing the advertisement on the Internet or in any way that renders it accessible from the Internet;
- (e) publicly exhibit the advertisement in, on, over or under any building, place, vehicle, vessel, train, aircraft or in the air; or
- (f) make known the advertisement to the public or a section thereof in any other manner or by any other means,

but excludes the distribution of the advertisement;

“responsible gambling message” means any writing, object, still or moving visual image or message or audible message, or any combination of them, which can reasonably be taken to be intended to foster responsible gambling in order to minimise the harm caused by problem gambling, and includes anything approved by the Minister as a responsible gambling message under regulation 6;

“vulnerable person” means a person who —

- (a) has a cognitive impairment (such as dementia or autism) arising from, or as a result of a brain injury, neurological disorder or a developmental disorder; or
- (b) is a minor.

Restriction on time, frequency and duration of gaming advertisements

3.—(1) Unless the Minister otherwise approves under regulation 6, an operator may only —

- (a) publish or cause to be published in Singapore one or more gaming advertisements concerning a new totalisator, lottery, betting or gaming activity; or
- (b) distribute or cause to be distributed in Singapore one or more printed notices or publications or electronic messages which contain a gaming

advertisement concerning a new totalisator, lottery, betting or gaming activity,

within such initial period as may be determined by the Minister, commencing on the date the totalisator, lottery, betting or gaming activity is first offered to the public or a section of the public for investment.

(2) Unless the Minister otherwise approves under regulation 6, any gaming advertisement concerning a new totalisator, lottery, betting or gaming activity that is published or caused to be published by an operator thereof within the initial period under paragraph (1) shall be removed, withdrawn or discontinued by the operator at the end of that initial period.

(3) Other than as provided under paragraph (1) and unless the Minister otherwise approves under regulation 6, an operator may, in any one year, only —

- (a) publish or cause to be published in Singapore one or more gaming advertisements; or
- (b) distribute or cause to be distributed in Singapore one or more printed notices or publications or electronic messages which contain a gaming advertisement,

not more than 60 periods of one day each (whether or not consecutively).

(4) Any periods in any one year where an operator has done anything under paragraph (3) shall be in addition to any period in that year where the operator has done anything under paragraph (1).

(5) Where a gaming advertisement (not being one referred to in paragraph (1)) that is published or caused to be published in Singapore by an operator is not removed, withdrawn or discontinued at the end of the day on which it is published, the operator shall be treated for the purposes of paragraph (3) as having published or caused to be published in Singapore a gaming advertisement on each day after that day until (and including) the day it is removed, withdrawn or discontinued.

(6) Paragraphs (2) and (5) do not apply to a gaming advertisement published in a newspaper, magazine, journal, periodical directory or other printed publication or printed notice or on any object.

(7) This regulation does not apply to a gaming advertisement that only contains (apart from a responsible gambling message) any of the following information:

- (a) game rules or results relating to any totalisator, lottery, betting or gaming activity of an operator;
- (b) terms or conditions upon or subject to which totalisator investments on any