



Ad Platform Considerations for Sports Betting Ads

24.8%





surge in sports betting was observed during this year's Super Bowl, according to the American Gaming Association (AGA)



Do Your Platform Research Before You Launch

Sports betting ads face unique challenges on different advertising platforms.

Familiarize yourself with each platform's rules to avoid rejection.

				
Can You Advertise Online Sports Betting?	✓	✗	✓	✓
Requirements	Written permission	N/A	Google Ads Certification	Must be licensed by relevant regulatory body
Restrictions	Must target users 18+ Only physical gambling establishments	Prohibits all gambling and gambling-like activities	Approved countries only ; Landing page with responsible gambling info; No targeting minors	No adult-oriented content or imagery ; Must promote responsible gambling
Targeting	Age: 18+	N/A	Age: 18+; Check local regulations	Age: 18+; Check local regulations
FAQs	How to Avoid Meta Gambling Ad Disapproval?	How Does TikTok Define Gambling Ads?	My YouTube Ad Got Disapproved, But I'm Not Advertising Gambling	What types of gambling content are prohibited in X ads?

FAQs:

How to Avoid Meta Gambling Ad Disapproval

Q: Do I need permission to advertise online gambling on Meta platforms?

Yes, advertising any form of online gambling, including betting, lotteries, casino games, and fantasy sports, requires prior written permission from Meta.

Q: How do I get permission to advertise online gambling on Meta?

You can request permission through a dedicated form provided by Meta. You'll need to demonstrate that the gambling activities are legally licensed in the territories you target.

Q: What types of online games require Meta's permission for advertising?

Any game where entry or prizes involve monetary value, even digital currencies like Bitcoin, requires permission. This includes games requiring purchases to continue playing or gain an advantage.

Q: Are there any geographic restrictions on advertising gambling on Meta?

Yes, permission for online gambling ads is currently available in a designated list of countries provided by Meta.

Q: What happens if my gambling ad gets disapproved by Meta?

Your ad won't be displayed, and you'll receive a notification with details about the violation. You can revise your ad to comply with Meta's policies and resubmit it for review.

Q: Are there any additional legal considerations?

Yes, you must comply with all local laws and regulations regarding online gambling advertising in the targeted territories.

Q: Where can I find more information about Meta's advertising policies for online gambling?

You can refer to Meta's Business Help Center for detailed information and guidelines regarding online gambling and gaming advertisements.

FAQs:

My YouTube Ad Got Disapproved, But I'm Not Advertising Gambling.

Q: Can I advertise gambling on all Google Ads formats?

No. Certain formats like Gmail ads, Reservation display ads, consumer ratings annotations and Shopping ads are not allowed for gambling promotion.

Q: My ad for an online casino was disapproved. Why?

Google Ads requires certification for online gambling ads. You need to be licensed and target approved countries.

Q: Can I use fantasy sports leagues in my ad?

No. Google considers fantasy sports (where you win real money or prizes) as a form of online non-casino game, which is not allowed

Q: My ad mentions "poker odds calculator." Is that a violation?

Yes. Content related to gambling information, strategies, or tips can trigger disapproval.

Q: What are some examples of content that triggers a gambling ad disapproval?

Promoting casinos, online betting, or games where you can win real money with virtual currencies.

Q: My ad is for a social casino game where users win virtual items. Is that okay?

Social casino game ads can be allowed, but with limitations. You need certification and cannot target minors.

Q: What are some additional things to keep in mind when advertising gambling?

You need to comply with all local laws and regulations for gambling in the areas you target. Google can block your ads or suspend your account for repeated or serious violations.

FAQs:

How Does TikTok Define Gambling Ads?

Q: What types of gambling content are not allowed on TikTok Ads?

Facilitating or marketing gambling or gambling-like activities, such as providing links to gambling services or encouraging users to visit gambling websites, is strictly prohibited.

Q: Can I show someone gambling in my TikTok Ad?

Yes, but with restrictions. Content depicting or glamorizing gambling is restricted to users 18 yrs + and ineligible for inclusion in the FYP

Q: How does TikTok define gambling?

For TikTok, gambling involves risking money (including digital currencies) or something of monetary value on an event with an uncertain outcome, with the intention of financial gain.

Q: How can I ensure my TikTok Ad about a non-gambling product or service doesn't get disapproved?

Avoid any visuals or messaging that could be misconstrued as gambling or gambling-like activity. For instance, avoid using imagery with casinos, roulette wheels, or dice.

Q: Can I target adults only with my gambling ad?

Even if you target only adults, gambling and gambling-like activities are still not allowed to be advertised on TikTok unless you have explicit permission from TikTok and meet all other age-targeting requirements and regulations.

Q: What are some alternatives to advertising gambling on TikTok?

Since paid advertising for gambling is strictly limited, consider promoting other aspects of your brand or service that don't involve gambling. You can also focus your marketing efforts on other platforms that allow gambling advertising.

FAQs:

What types of gambling content are prohibited in X ads?

Q: What types of gambling content are prohibited in X ads?

X generally prohibits ads for online casinos, sports betting, and other gambling activities. Scratch games, lotteries, and games played for money are also restricted.

Q: Are there any exceptions to the gambling ad policy?

Yes, some exceptions exist. State-run lotteries, licensed brick-and-mortar casinos, and fantasy sports can be advertised in specific countries with prior authorization from X.

Q: What happens if I run a gambling ad without the required authorization?

Your ad will likely be disapproved, and your account might be flagged for review.

Q: How do I know if I need prior authorization to run gambling ads in my target country?

X provides a list of countries where prior authorization is mandatory for gambling ads. This list includes Canada, France, Germany, and the UK. [\(See the full list here\)](#)

Q: Can I advertise gambling accessories like poker chips?

Yes, X generally allows ads for gambling accessories that are not directly used for placing bets.

Q: Can I advertise brick-and-mortar casinos?

Brick-and-mortar casino ads are globally prohibited except in specific countries like Canada, the UK, and South Africa [\(see table for details\)](#).

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