[GB] ITC Allows TV Advertising for Pools

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An amendment to the ITC's Code of Advertising Standards and Practice now allows football pools advertising on television. The change, which has taken effect from 1 April 1995, was prompted by a Government invitation for the ITC to review its present code. Previously advertising for the National Lottery was allowed but, in keeping with previous Government policy, advertising for betting and gaming - including the pools - was prohibited. The change is Government policy relates only to the football pools. The Home Secretary announced on 25 January of this year an intention to conduct consultations before reaching conclusions on advertising for other forms of betting and gaming, such as bingo, bookmakers and casinos.

ITC Code of Advertising Standards and Practice, rule 19: Lotteries and Pools.

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