

Welcome to our May newsletter. In this edition, we reveal our latest study on marketing compliance issues around Europe's key gaming markets and provide an update on the industry's regulatory shifts, upcoming events, and product updates.



Non-Compliant Advertising - A Major Problem



Rightlander conducted a study of marketing infractions identified and flagged in our network in 2023. We found that misleading advertising and irresponsible promotions made up the highest infractions across the continent, with over 100,000 instances detected. Our study also revealed the prevalence of harmful advertising aimed at self-excluded customers and underaged audiences and the volume of unlicensed brands appearing before consumers.

Whilst the data raises key concerns, it is a testament to our collective hard work and dedication to helping enforce a positive industry and affiliate channel.

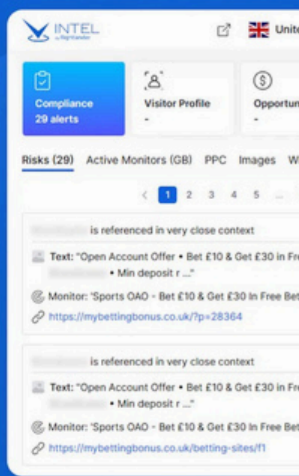
You can read the full study [here](#) and learn more about the major non-compliant issues in various markets. We will also follow up the study with an in-depth analysis of other key markets, including the UK and North America. Stay tuned.



On-the-go Affiliate Intelligence via Plug-in

Utilise a browser plug-in for real-time monitoring and intelligence.

- Instantly assess affiliate adherence to best practices in specific verticals and markets.
- Ensure compliance with policies and brand guidelines.
- Identify opportunities to improve exposure on specific sites for increased revenue.



Product Update - On The Go Insights

Since launching our Intel Go browser extension solution earlier in the year, we have enhanced its capabilities to bring valuable data insights to your fingertips in real time to make quick, impactful decisions. Our solution is now available using the Chrome and Edge browsers. This allows you to visit any website and use Intel to check for potential risks and identify revenue-generating advertising opportunities".

We've added India to the countries we scan for compliance traffic overview and opportunity analysis. In addition, Intel can now analyse and provide insights on any affiliate site in the following countries: Australia, Austria, Belgium, Brazil, Canada, Chile, Columbia, Denmark, Finland, France, Germany, Greece, India, Ireland, Italy, Japan, Netherlands, New Zealand, Norway, Peru, Portugal, Romania, Russia, South Africa, Spain, Sweden, Switzerland, UK, USA.



Regulatory Updates - A Regulated Brazil on The Horizon

Brazil's sports betting and online gaming regulations advanced significantly at the start of the new year, with the enactment of laws governing fixed-odds betting on real and virtual sports events. With the anticipation of the licensing process, which is expected to commence in July, detailed advertising guidelines for the betting industry were also published. Highlights include:

- Ensuring that all marketing and advertising is strictly targeted to adults, not children or adolescents.
- Ensuring that marketing campaigns are not promoting gambling as a source of income
- Displaying warning messages and RG messaging on advertisements

You can read more about the key stipulations in our [regulatory deep dive](#).



Meet the Team - Where To next?

We plan on attending a few affiliate events in the coming months and would be delighted to meet you if you plan to attend them.

Our team will be making appearances at:
Canadian Gaming Summit | June 18th – 20th
iFX Expo | June 18th – 20th
iGB Live | July 16th – 19th

We look forward to see you at one of the events. Get in touch to book a time to catch up.

