RIGHTLANDER

Ontario Marketing Compliance Report

Analysis of detected compliance issues across four completed half-year periods (July 2024 - June 2026)



Executive summary

This study of Rightlander data summarises compliance issues detected on Ontario-facing web pages containing iGaming marketing content. The study was conducted over four half-year periods from July 2024 through June 2026.

The data tracks four key iGaming compliance categories:

Unlicensed Operators - The detection of marketing material or affiliate links to operators that don't hold an iGaming operators license in Ontario.

Bonus-related issues - The advertising and marketing of bonuses and inducements on third party and affiliate websites.

19+ Messaging compliance - Missing or incomplete information on iGaming marketing content related to displaying 19+ Messaging.

Responsible Gambling compliance - Missing or incomplete information on iGaming marketing content related to displaying 'responsible gambling' messaging.

Overall, the total detected compliance issues grew substantially over the two-year period, with growth in Unlicensed Operator activity and Bonus-related violations, while 19+ Messaging and Responsible Gambling infractions represented a smaller proportion of overall detections.

Infractions by Half-Year Period

Total compliance infractions detected per half-year period were as follows:

July-December 2024:
96,166
total detected issues

January-June 2025:
51,017
total detected issues

July-December 2025:
136,940
total detected issues

January-June 2026:
151,467
total detected issues



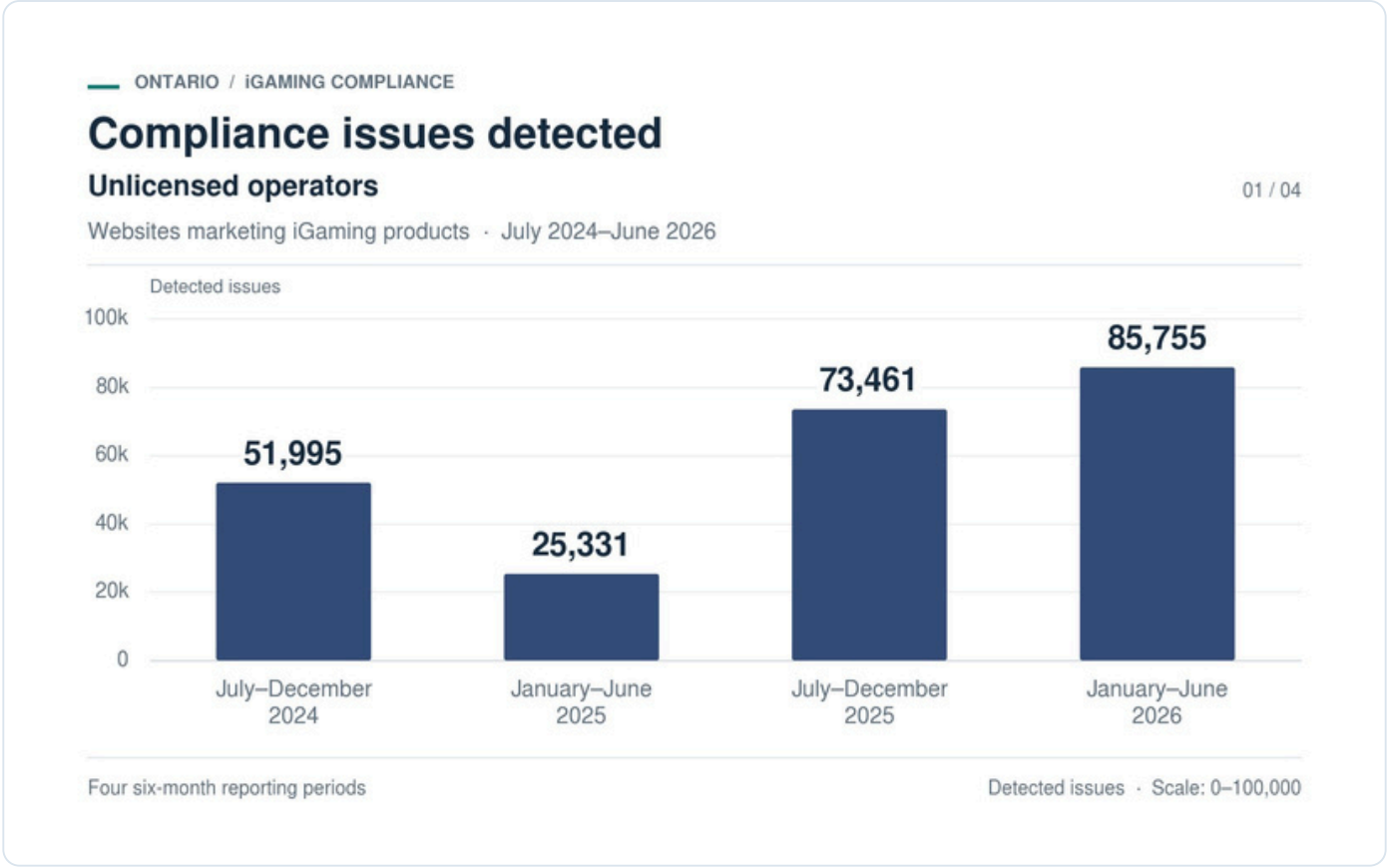
Graphs showing overall compliance issues detected in four different time periods between 2024 and 2026

Infractions By Category

Unlicensed Operators

Unlicensed operator issues represent the largest volume of detected non-compliance in Ontario. Following a drop in early 2025, detections rose sharply in late 2025 and peaked in mid-2026.

Jul-Dec 2024:	Jan-Jun 2025:	Jul-Dec 2025:	Jan-Jun 2026:
51,995	**25,331**	**73,461**	**85,755**



Graph showing total unlicensed operator issues detected in four different time periods between 2024 and 2026

Infractions By Category

Bonus-Related Issues

Detected issues involving bonuses and inducements saw steady growth following the first half of 2025, becoming the second-largest contributor to compliance infractions, based on volume.

Jul-Dec 2024:	Jan-Jun 2025:	Jul-Dec 2025:	Jan-Jun 2026:
41,231	**22,512**	**52,919**	**58,087**



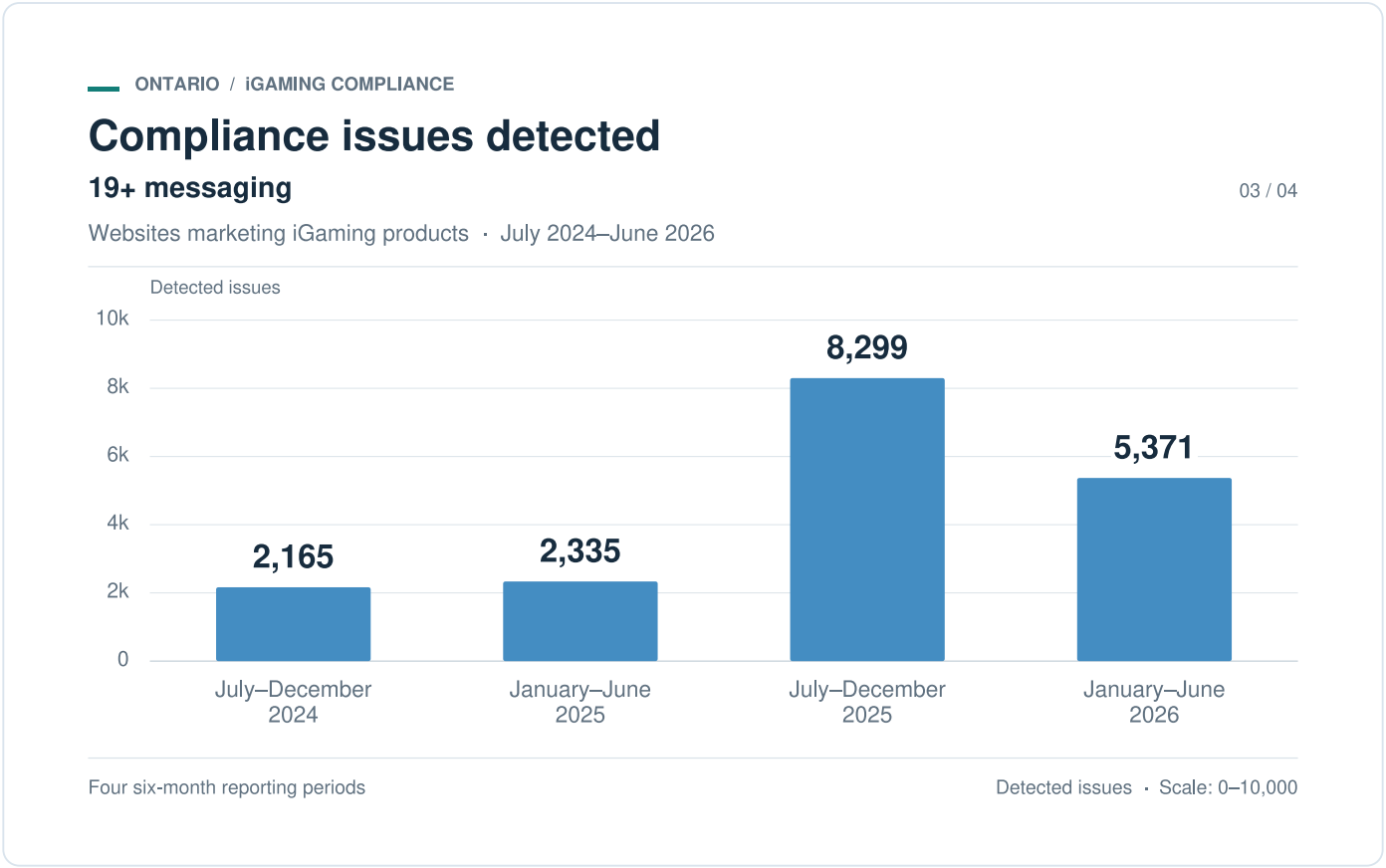
Graph showing total bonus-related issues detected in four different time periods between 2024 and 2026

Infractions By Category

19+ Messaging

Detections of issues around 19+ messaging peaked during the July-December 2025 period before dropping back down in early 2026.

Jul-Dec 2024:	Jan-Jun 2025:	Jul-Dec 2025:	Jan-Jun 2026:
2,165	**2,335**	**8,299**	**5,371**



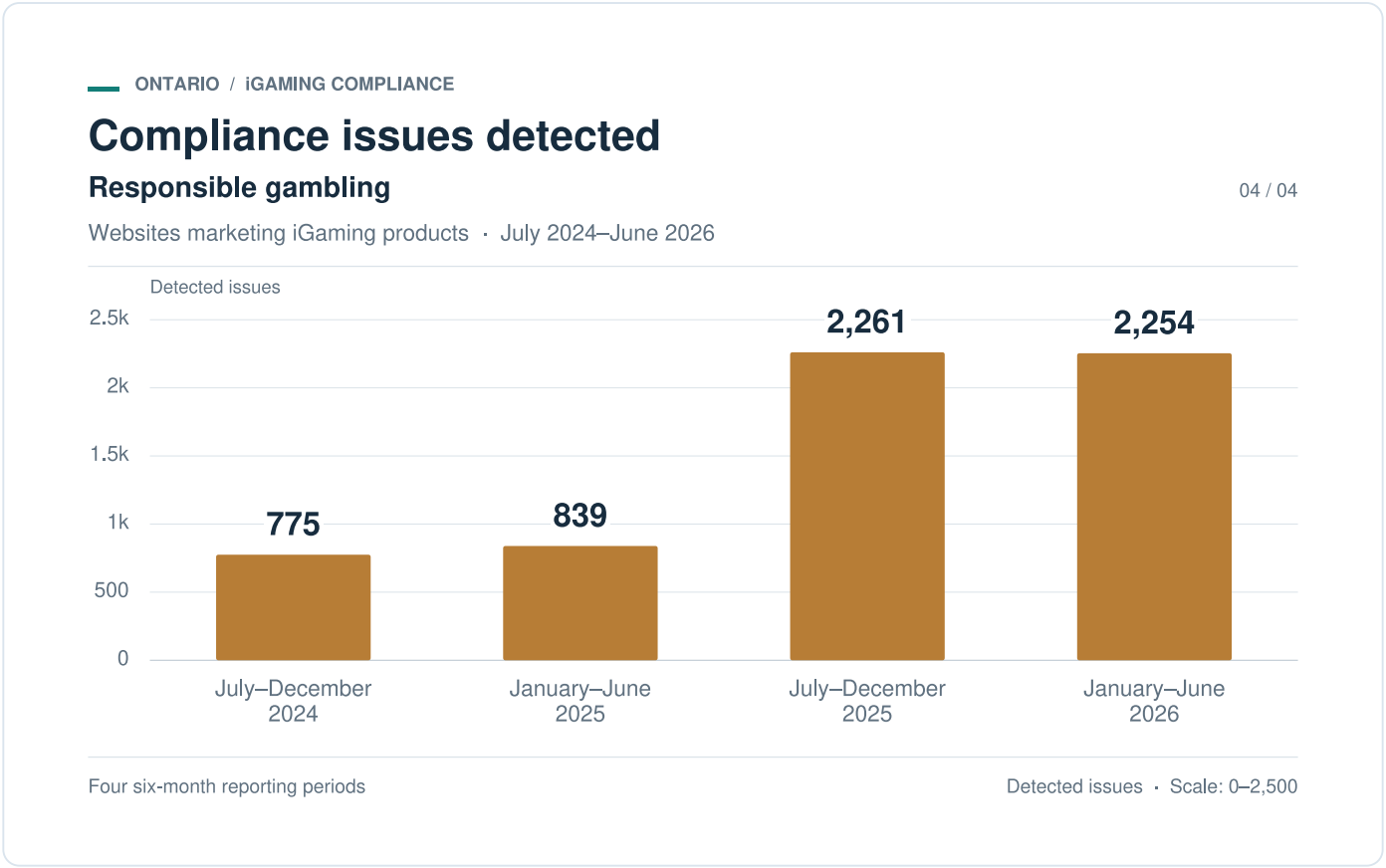
Graphs showing overall 19+ messaging issues detected in four different time periods between 2024 and 2026

Infractions By Category

Responsible Gambling

Responsible gambling messaging infractions rose sharply in late 2025 and remained at the higher levels though to June 2026.

Jul-Dec 2024:	Jan-Jun 2025:	Jul-Dec 2025:	Jan-Jun 2026:
775	**839**	**2,261**	**2,254**



Graphs showing overall responsible gambling issues detected in four different time periods between 2024 and 2026

Key Conclusions

Reviewing the compliance data gathered by Rightlander over the period between July 2024 and June 2026, the figures that stood out the most were in the Unlicensed operator infractions.

> **Unlicensed operators comprise the single largest category of detected non-compliance, reaching over 85,000 issues in the most recent half-year period.**

For regulator AGCO, this may be a problematic statistic, as it suggests that more residents in Ontario are being directed towards Unlicensed iGaming products.

There is also noticeable growth in Marketing Violations found on iGaming content accessible to Ontario residents. Bonus-related compliance issues have seen an increase in volume, more than doubling between the first half of 2025 and the first half of 2026.

Both 19+ messaging issues and Responsible Gambling issues nearly tripled from July - December 2025 period compared to earlier periods. This may indicate a drop off in compliance efforts by marketers, less concerned about meeting compliance standards set out by the regulator.

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