

Formal Warning

under section 64A of the *Interactive Gambling Act 2001*

To: First Class Media Pty Ltd

Of: PO Box 12
Bramley
Johannesburg, Gauteng
South Africa 2018

[REDACTED]

Attention: [REDACTED], Chief Executive Officer

I, [REDACTED], delegate of the Australian Communications and Media Authority (ACMA), being satisfied that First Class Media Pty Ltd has contravened subsection 15(2A) of the *Interactive Gambling Act 2001* (the IGA):

HEREBY issue First Class Media Pty Ltd a formal warning under section 64A of the IGA, for one or more contraventions of subsection 15(2A) of the IGA, being civil penalty provisions.

Details of the contravention/s

Obligations under the IGA

1. Subsection 15(2A) of the IGA provides that a person must not provide a prohibited interactive gambling service that has an Australian customer link.
2. A 'prohibited interactive gambling service' is defined in section 5 of the IGA and 'gambling service' is defined in section 4 of the IGA.
3. Under section 8 of the IGA, a gambling service has an Australian-customer link if, and only if, any or all of the customers of the service are physically present in Australia.

Investigation

4. Under section 21 of the IGA, on 19 April 2024, the ACMA commenced an investigation into whether the Bucks Empire service provided a prohibited interactive gambling service in contravention of the IGA.
5. During the period of the investigation the Bucks Empire service was available via the URL <https://www.bucksempire.com>.
6. First Class Media Pty Ltd is a provider of the Bucks Empire service.

Contravention of subsection 15(2A) of the IGA

7. The Bucks Empire service offered 'gambling services', including casino-style games of chance or mixed chance and skill, played for money where the customer gave consideration to play the game (paragraph (e) of the definition of 'gambling service' in section 4 of the IGA).
8. The Bucks Empire service was provided in the course of carrying on a business and was provided to customers using an internet carriage service (section 5 of the IGA).
9. The Bucks Empire service had an Australian customer-link.
10. The ACMA found that, as a provider of the Bucks Empire service, First Class Media Pty Ltd has contravened subsection 15(2A) of the IGA by providing a prohibited interactive gambling service to customers physically present in Australia.

Dated this 24 May 2024



A black rectangular redaction box covering the name of the delegate.

Delegate of the Australian Communications and Media Authority