

## Formal Warning

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

To: Pulsup Ltd

Of: Bouboulina Building, Flat 42  
Mpoumpoulinas 1-3  
1060 Nicosia Cyprus

Attention: [REDACTED] Director

I, [REDACTED], delegate of the Australian Communications and Media Authority (ACMA), being satisfied that Pulsup Ltd has contravened subsection 61EA(1A) of the *Interactive Gambling Act 2001* (the IGA):

HEREBY issue Pulsup Ltd a formal warning under section 64A of the IGA, for one or more contraventions of subsection 61EA(1A) of the IGA, being civil penalty provisions.

#### Details of the contraventions

##### *Obligations under the IGA*

1. Subsection 61EA(1A) of the IGA provides that person must not publish a designated interactive gambling service advertisement in Australia if the publication is not permitted by another specified section of the IGA (including sections 61EB, 61ED, 61EE or 61EF of the IGA).
2. A 'designated interactive gambling service advertisement' is defined in section 61BA of the IGA. A person 'publishes' a designated interactive gambling service advertisement if they do any of the things set out in section 61CA of the IGA (subject to certain exceptions). This includes the publishing of an advertisement on a website, or dissemination of an advertisement to the public, or a section of the public, by any means. An advertisement on a website is only taken to be published 'in Australia' if it satisfies the conditions set out in subsection 61EA(3).

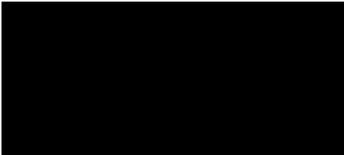
##### *Investigation*

3. Under section 21 of the IGA, on 6 August 2025, the ACMA commenced an investigation into whether the Rocketplay.com.au service published, or authorised or caused the publication of, designated interactive gambling service advertisements in Australia, that publicise or otherwise promote online casino-style services that are prohibited interactive gambling services and unlicensed interactive gambling services, on the Rocketplay.com.au website in contravention of subsection 61EA(1A) of the IGA.
4. During the period of the investigation the Rocketplay.com.au service was available via the URL <https://rocketplay.com.au>
5. Pulsup Ltd is the provider of the Rocketplay.com.au service.

**Contravention of subsection 61EA(1A) of the IGA**

6. The Rocketplay.com.au service contains content that constitutes advertising in the form of writing and visual images on a website and includes:
  - a. branding images and logos from an online casino-style service, included as content in a review of this casino service
  - b. text that encourages use of the online casino-style service, by referring to bonuses and statements about the trustworthiness of the service.
7. The ACMA has previously found that the online casino-style service advertised on the Rocketplay.com.au service is a prohibited interactive gambling service that has an Australian-customer link, which is provided in breach of subsection 15(2A) of the IGA.
8. The ACMA is satisfied that this advertisement was published in Australia as it was viewed by staff physically present in Australia using an Australian IP address. The advertising was also targeted to Australians, indicated by the following:
  - a. the website is hosted on a '.au' domain,
  - b. the text of the website frequently refers to the service being targeted at Australians
  - c. the advertisements refer to Australian dollars as an accepted currency
  - d. the website header displays 'Australia's Rocketplay Online Casino'.
9. The publication of these advertisements in Australia was not permitted by another specified section of the IGA, including sections 61EB, 61ED, 61EE or 61EF of the IGA.
10. Therefore, the ACMA is satisfied that Pulsup Ltd, as the provider of the Rocketplay.com.au service, contravened the IGA by publishing a designated interactive gambling service advertisement in Australia on the Rocketplay.com.au service, that publicises or otherwise promotes an online casino-style service that is a prohibited interactive gambling service, in contravention of subsection 61EA(1A) of the IGA.

Dated this 9 March 2026



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**Delegate of the Australian Communications and Media Authority**