

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
First Regular Session

House Bill No. **3866**



Introduced by **Rep. BEVERLEY ROSE A. DIMACUHA**

EXPLANATORY NOTE

There is no need to expound on the deleterious effects of online gambling on our citizens tempted by the allure of easy money. Due to easy accessibility and the siren call of celebrity endorsers, influencers and social media personalities, more and more of our citizens, particularly the youth, have become exposed to online gambling, often becoming addicted to it which will eventually lead them and their families to financial ruin.

This bill seeks to limit the impact of advertisements promoting online gambling platforms especially among the more impressionable members of our society and therefore proposes the prohibition of social media personalities and/or influencers, digital creators, media personalities and celebrities from advertising, promoting or endorsing online gambling platforms or companies.

As this bill is necessary to protect our youth, its immediate approval is earnestly requested.


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AN ACT
PROHIBITING SOCIAL MEDIA PERSONALITIES AND/OR INFLUENCERS,
DIGITAL CREATORS, MEDIA PERSONALITIES AND CELEBRITIES FROM
ADVERTISING, PROMOTING OR ENDORSING ONLINE GAMBLING
PLATFORMS OR COMPANIES

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

SECTION 1. Short Title. This act shall be known as the "Online Gambling Advertisement and Promotion Prohibition Act."

Section 2. Declaration of Policy. It is hereby declared the policy of the state to protect the youth and general public from the adverse effects of gambling by regulating its promotion.

Section 3. Definition of Terms. For the purposes of this act, the following terms shall mean:

- (a) Online Gambling – activities involving the placing of bets, wagers, or stakes through the internet using digital devices such as mobile phones, computers, or tablets.
- (b) Advertisement – Any form of marketing, endorsement, or dissemination of information about a product or service designed to attract public attention, including billboards, newspapers, television commercials, online advertisements, and similar mediums.

Section 4. Celebrities, digital creators, social media influencers, and media personalities are prohibited from advertising, endorsing or promoting online gambling platforms and/or companies in all forms of media.

Section 5. Penalties. Any individual or entity found violating the preceding section shall be penalized as follows:

- (i) For first-time offenders, a fine of not less than five hundred thousand pesos (500,000).
- (ii) For the subsequent violations, a fine of not less than One Million Pesos (1,000,000) and/or imprisonment of up to six (6) months, at the discretion of the court.

Section 6. Implementing Rules and Regulations. The Department of Information and Communications Technology (DICT), in coordination with the Philippine Amusement and Gaming Corporation (PAGCOR), shall promulgate the necessary rules and regulations to ensure the implementation of this act, specifically the regular monitoring of online gambling advertisements, endorsements and / or promotion within ninety (90) days after its approval.

Section 7. Separability Clause. If any provision of this act is declared invalid or unconstitutional, the remaining provisions shall remain in full force and effect.

Section 8. Repealing Clause. All laws, decrees, executive orders, rules and regulations, or parts thereof inconsistent with this Act are hereby repealed or modified accordingly.

Section 9. Effectively Clause. This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved.