

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City
TWENTIETH CONGRESS
Second Regular Session



HOUSE BILL NO. 10655

Introduced by **REP. BERNADETTE "DETTE" G. ESCUDERO**

**AN ACT
REGULATING GAMBLING-RELATED ADVERTISEMENTS, PRESCRIBING
PENALTIES FOR VIOLATIONS THEREOF, AND FOR OTHER PURPOSES**

EXPLANATORY NOTE

With the widespread use and growing number of social media users across all ages, more Filipinos are active online, paving the way for the gambling industry to penetrate and expand its presence on digital gaming platforms right before the fingertips of Filipino online users. With gross gaming revenues reaching P396,138,802,763.57 for Fiscal Year 2025, the Philippine gambling industry is seeing record-breaking growth.¹ Although this growth can help boost the economy, it poses a serious risk to those who engage in gambling online down to their households.

According to the Philippine Amusement and Gaming Corporation (PAGCOR), the number of Filipino electronic gaming players reached 32.117 million in 2025², representing an almost 200 percent increase from the 8.2 million recorded players in 2024. The growing accessibility of online gambling platforms has been accompanied by an increase in advertisements, sponsorships, marketing, and other forms of consumer communication, which have become more widespread and targeted.

The increasing participation in online gambling has raised concerns regarding its impact on gamblers' mental health, physical well-being, socio-economic stability, and even to their duties and responsibilities in their households. The growing visibility and accessibility of gambling-related advertisements and services have contributed to issues such as the participation of minors and the underage, excessive, compulsive, and irresponsible gambling behavior, financial distress, and other gambling-related harms affecting minors and vulnerable sectors of society.

¹ Gonzales, A. L. (2026, April 16). *PH gaming revenues reach P396.1-B in 2025*. Accessed last 31 July 2026 from: <https://www.pna.gov.ph/articles/1273085>

² Ager, M. (2025, August 14). *32 million adult Filipinos are gamblers, Pagcor records show*. Accessed last 31 July 2026 from: <https://newsinfo.inquirer.net/2095743/32-million-adult-filipinos-are-gamblers-pagcor-records-show>

Recognizing these growing concerns, the bill seeks to regulate gambling advertisements by prohibiting promotional activities such as celebrity endorsements, sponsorships, and other forms of gambling-related consumer communications. It also requires authorized gambling advertisements to include responsible gambling advisories and imposes appropriate administrative and criminal penalties for violations to ensure effective implementation. Similar to the provisions of Republic Act No. 9211, or the Tobacco Regulation Act of 2003, this measure aims to create a more responsible gaming environment by protecting minors and vulnerable individuals, promoting informed consumer decisions, and safeguarding public interest.

In view of the foregoing, the immediate passage of this bill, which is a counterpart measure of Senate Bill 2347, is earnestly sought.



HON. BERNADETTE "DETTE" G. ESCUDERO

Representative
1st District, Sorsogon

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

1 **SECTION. 1. Short Title.** This Act shall be known as "Gambling Advertising
2 Prohibition Act".
3

4 **SEC. 2. Declaration of Policy.** It is hereby declared the policy of the State
5 to protect life, liberty, and property, and promote the general welfare, which are
6 essential for the enjoyment by all the people of the blessings of democracy. Towards
7 this end, in recognition of the risks posed by unrestricted, misleading, and
8 irresponsible consumer communications, the State shall prohibit advertisements,
9 celebrity endorsements, and sponsorships relating to gambling activities, gambling
10 operators, gambling establishments, and gambling platforms; regulate gambling-
11 related promotions; protect vulnerable persons from undue exposure to gambling-
12 related consumer communications; and promote responsible gambling.
13

14 **SEC. 3. Definition of Terms.** As used in this Act:
15

16 (a) *Advertisement* shall refer to any visual and/or audible message
17 disseminated to the public about or on a particular product, service, activity, operator,
18 establishment, or platform that promotes and gives publicity by words, designs,
19 images or any other means through mass media, print and outdoor advertising, mobile
20 applications, digital platforms, social media platforms, e-commerce platforms,
21 streaming services, electronic messaging services, or any other analogous means of
22 communication accessible to the general public. For the purpose of this Act,
23 advertisement shall be understood as gambling advertisement.
24

25 (b) *Age Assurance Measures* shall refer to appropriate processes undertaken to
26 verify whether a person has attained the minimum age prescribed by law to access,

1 view, or engage with consumer communications relating to gambling activities,
2 gambling operators, gambling establishments, or gambling platforms;
3

4 (c) *Celebrity* shall refer to any natural person who, by his or her
5 accomplishments or fame, or by reason of his or her profession or calling, commands
6 public attention, enjoys substantial public recognition, or gives the public a legitimate
7 interest in his or her doings, affairs and character. The term includes anyone who has
8 arrived at a position where public attention is focused upon him or her as a person,
9 such as, but not limited to, actors, athletes and other sports personalities, war heroes,
10 famous inventors, social media influencers and explorers, among others;
11

12 (d) *Consumer Communication* shall refer to any commercial communication,
13 whether direct or indirect, disseminated through mass media, print and outdoor
14 advertising, mobile applications, digital platforms, social media platforms, e-commerce
15 platforms, streaming services, electronic messaging services, or any other analogous
16 means of communication accessible to the general public, which publicizes, promotes,
17 markets, or otherwise influences or encourages consumer awareness, patronage,
18 participation in, or use of a product, service, activity, operator, establishment, or
19 platform. For the purpose of this Act, the term consumer communications shall include
20 advertisements, promotions, sponsorships, marketing, and other analogous
21 commercial communications.
22

23 (e) *Promotion* shall refer to an event, program, content, channel, publication,
24 or activity organized by or on behalf of a gambling operator, gambling establishment,
25 or gambling platform for the primary purpose of promoting awareness, patronage or
26 participation in gambling activities, which event or activity would not occur if not for
27 the support given to it by or on behalf the gambling operator, gambling establishment,
28 or gambling platform. Promotion shall include, but shall not be limited to, the
29 following:
30

31 (i) Paid use, display, or appearance of brand names, trademarks, logos,
32 trade names, or other distinctive signs of a gambling activity, gambling
33 operator, gambling establishment, or gambling platform in movies, television
34 programs, online content, livestreams, music videos, sporting events, or other
35 forms of entertainment;
36

37 (ii) Influencer marketing, testimonials, product placements, product or
38 service reviews, affiliate marketing, or other similar promotional arrangements;
39

40 (iii) Live promotional events such as, but not limited to, fairs, trade
41 shows, concerts, and other similar events;
42

43 (iv) Promotional contests, giveaways, raffles, free bets, sign-up bonuses,
44 cashback offers, referral incentives, loyalty or rewards programs, and similar
45 promotional schemes intended to encourage gambling patronage or
46 participation in any gambling activity; and
47

1 (v) Such other promotional activities as may be determined by the
2 Philippine Amusement and Gaming Corporation (PAGCOR).
3

4 For the purpose of this Act, promotion shall be understood as gambling
5 promotion;
6

7 (f) *Sponsorship* shall refer to any public or private contribution, financial or
8 otherwise, made to a third party in relation to an event, team, program, content,
9 channel, publication, or activity made with the aim of promoting any gambling activity,
10 gambling operator, gambling establishment, or gambling platform, which event, team,
11 program, content, channel, publication, or activity would still exist or occur without
12 such contribution. For the purpose of this Act, sponsorship shall be understood as
13 gambling sponsorship.
14

15 **SEC. 4. Responsible Gambling Advisory.** PAGCOR shall develop, prescribe,
16 and periodically update standardized responsible gambling advisories and warning
17 messages for use in consumer communications authorized under this Act. Such
18 advisories and warning messages shall be prominently displayed or communicated by
19 all gambling operators, gambling establishments, and gambling platforms in the
20 manner and form prescribed by PAGCOR.
21

22 **SEC. 5. Prohibition on Gambling-Related Advertisements.** Upon the
23 expiration of the transition period provided under Section 13 of this Act, no person
24 shall disseminate, publish, broadcast, display, or otherwise make available any
25 advertisements relating to any gambling activity, gambling operator, gambling
26 establishment, or gambling platform: Provided, That this prohibition shall not apply
27 to: (i) advertisements displayed solely within the premises of a gambling
28 establishment; and (ii) advertisements appearing on the official websites or official
29 mobile application of the gambling operators, gambling establishments or gambling
30 platforms: Provided, further, That advertisements appearing on the official websites
31 or official, mobile applications of the gambling operators or gambling platforms shall
32 be restricted to persons twenty-one (21) years of age or older through reasonable age
33 assurance measures.
34

35 **SEC. 6. Prohibition on Celebrity Endorsements.** Upon the expiration of
36 the transition period provided under Section 13 of this Act, no celebrity shall endorse,
37 recommend, promote, or publicly associate his or her name, image, voice, likeness,
38 or other identifying attributes with any gambling activity, gambling operator, gambling
39 establishment, or gambling platform, whether directly or indirectly, whether for
40 financial or non-financial consideration or otherwise.
41

42 **SEC. 7. Restriction on Promotions.** Upon the expiration of the transition
43 period provided under Section 13 of this Act, the following restrictions shall apply to
44 any promotions relating to gambling activities, gambling operators, gambling
45 establishments, or gambling platforms:
46

47 (a) Promotions shall not be directed to persons below twenty-one (21) years of
48 age. No person below twenty-one (21) years of age, or who appears to be below such

1 age, shall be allowed to participate in any gambling promotion. Participants shall be
2 required to provide proof of their age;

3
4 (b) Consumer communications pertaining to promotions shall comply with the
5 applicable requisites and limitations provided under this Act: Provided, That the age
6 requirement for participation in any promotion must be clearly marked on the program
7 materials distributed to consumers;

8
9 (c) All stalls, kiosks, booths, and other promotional installations relating to
10 gambling activities, gambling operators, gambling establishments, or gambling
11 platforms shall be located only within facilities accessible exclusively to persons
12 twenty-one (21) years of age or older;

13
14 (d) Consumer communications relating to promotional offers, programs or
15 events shall be sent only to persons twenty-one (21) years of age or older who have
16 given prior express consent to receive such information and shall include a responsible
17 gambling advisory in English or Filipino;

18
19 (e) No placement shall be made by or on behalf of any gambling operator,
20 gambling establishment, or gambling platform of any gambling advertisement, logo,
21 trade name, trademark, or other identifying mark as a prop or as part of the content
22 of any television program, motion picture, audiovisual work, video game, livestream,
23 or other entertainment content made available to the general public.

24
25 (f) No promotional merchandise such as, but not limited to, toys, school
26 supplies, personal apparel, backpacks, writing implements, umbrellas, and other
27 personal accessories may be distributed, sold, or offered, directly or indirectly, with
28 the name, logo or other indicia of a gambling operator, gambling establishment, or
29 gambling platform displayed so as to be visible to others when worn or used;

30
31 (g) No name, logo, or other identifying mark of a gambling operator, gambling
32 establishment, or gambling platform shall appear on promotional merchandise or
33 element of a brand-related marketing activity that is marketed to or likely to appeal
34 to persons below twenty-one (21) years of age. The gambling operator, gambling
35 establishment, or gambling platform concerned shall take reasonable measures to
36 prevent unauthorized use of their respective brand names, logos, or other identifying
37 marks on products that are directed toward persons below - twenty-one years (21) of
38 age; and

39
40 (h) No gambling advertisement or name, logo, or other identifying mark of a
41 gambling operator, gambling establishment, or gambling platform shall be placed on
42 shopping bags or other packaging materials for general retail distribution.

43
44 **SEC. 8. Prohibition on Sponsorship.** Upon the expiration of the transition.
45 period provided under Section 13 of this Act, gambling operators, gambling
46 establishments, and gambling platforms shall be prohibited from sponsoring any
47 sports, concert, cultural or art event, as well as individual and team athletes, artists
48 or performers where such sponsorship requires or involves the advertisement or

1 promotion of any gambling activity, gambling operator, gambling establishment, and
2 gambling platform, or the use and display of name, logo, or other identifying mark of
3 a gambling operator, gambling establishment, or gambling platform: Provided, That
4 the identification solely by the name of the gambling operator, gambling
5 establishment, or gambling platform in the roster of sponsors shall be allowed.

6
7 **SEC. 9. Administrative Enforcement.** Without prejudice to the filing of
8 appropriate criminal, civil, or administrative action and the imposition of penalties
9 provided for under Section 10 of this Act, PAGCOR is hereby authorized, after due
10 notice and summary hearing, to perform the following:

11
12 (a) Issue cease-and-desist orders directing any person to immediately cease
13 the dissemination, publication, broadcast, display, or other prohibited consumer
14 communication in violation of this Act or its implementing rules and regulations;

15
16 (b) Issue an *ex parte* takedown order directing the disabling of access to,
17 removal, withdrawal, or discontinuance of any advertisement, endorsement,
18 sponsorship, promotion, or other consumer communication found to be in violation of
19 this Act, where immediate action is necessary to prevent the continued dissemination
20 of prohibited consumer communications; and

21
22 (c) Exercise such other powers as may be necessary to effectively implement
23 the provisions of this Act.

24
25 **SEC. 10. Penalties.** Any person who violates any provision of this Act, or the
26 rules and regulations issued pursuant thereto, shall be subject to the following
27 penalties:

28
29 (a) For the first offense, a fine of not more than Two Hundred Thousand Pesos
30 (P200,000.00) or imprisonment of not more than one (1) year, or both, at the
31 discretion of the court;

32
33 (b) For the second offense, a fine of not more than Three Hundred Thousand
34 Pesos (P300,000.00) or imprisonment of not more than two (2) years, or both, at the
35 discretion of the court;

36
37 (c). For the third offense, in addition to a fine of not more than Five Hundred
38 Thousand Pesos (P500,000.00) or imprisonment of not more than three (3) years, or
39 both, at the discretion of the court, the appropriate business permits, licenses, or
40 authority to operate issued by the PAGCOR or other government agencies concerned
41 shall be revoked or cancelled:

42
43 If the offender is a juridical person, the penalty shall be imposed upon the
44 responsible officers, as the case may be, who participated in, or by their gross
45 negligence, allowed the commission of the violation. If the offender is an alien, he or
46 she shall, in addition to the penalties herein prescribed, be deported without further
47 proceedings after serving the penalties prescribed.

1 **SEC. 11. Responsible Gambling Awareness and Education Campaign.**

2 Subject to the provisions of this Act, the PAGCOR, in coordination with other
3 government agencies concerned, shall undertake a continuing responsible gambling
4 awareness and education campaign on the risk and harmful effects of excessive,
5 compulsive or irresponsible gambling. Such campaign shall include information on
6 responsible gambling practices, and available interventions, counseling, treatment,
7 and support services for individuals and families affected by gambling-related
8 concerns. As part of the whole-of-society approach for responsible gambling, the
9 private sector shall also be encouraged to undertake or support awareness and
10 education campaigns on responsible gambling.

11
12 **SEC. 12. Implementing Rules and Regulations.** Within ninety (90) days
13 from the effectivity of this Act, the PAGCOR, in coordination with other government
14 agencies concerned and in consultation with other relevant stakeholders, shall
15 promulgate the rules and regulations to effectively implement the provisions of this
16 Act.

17
18 **SEC. 13 Transitory Provision.** Gambling operators, gambling
19 establishments, gambling platforms, advertisers, broadcasters, publishers, online
20 platforms, sponsors, advertising agencies, and all persons concerned shall have a
21 transition period of one (1) year from the effectivity of this Act within which to phase
22 out gambling advertisements, promotions, sponsorships, endorsements, and other
23 prohibited consumer communications. During the transition period, no new advertising
24 or sponsorship agreement or arrangement shall be entered into except those
25 necessary to wind down existing contractual obligations, subject to such rules as may
26 be prescribed by the implementing agency.

27
28 **SEC. 14. Separability Clause.** If any provision or part hereof is declared
29 unconstitutional, the remainder of this Act or any provision not affected thereby shall
30 remain in full force and effect.

31
32 **SEC. 15. Repealing Clause.** All laws, acts, decrees, executive orders,
33 issuances, and rules and regulations or parts thereof which are contrary to and
34 inconsistent with this Act are hereby repealed, amended or modified accordingly.

35
36 **SEC. 16. Effectivity.** This Act shall take effect fifteen (15) days after its
37 publication in the Official Gazette or in a newspaper of general circulation.

Approved,