



Republic of the Philippines
House of Representatives
Quezon City, Metro Manila

TWENTIETH CONGRESS
Second Regular Session

HOUSE BILL No. 11298



Introduced by **HONORABLE ERNESTO “ERNIX” M. DIONISIO, JR.**

**AN ACT REGULATING ADVERTISEMENTS ON GAMBLING-RELATED
ACTIVITIES, PROVIDING LIMITATIONS AND SAFEGUARDS,
AND FOR OTHER PURPOSES**

EXPLANATORY NOTE

Gambling has become increasingly accessible and visible to the public due to the rapid expansion of digital platforms, online gaming services, social media, and other forms of electronic communication. While gambling activities may be subject to existing laws and regulations, the manner and extent to which gambling-related activities are advertised and promoted present emerging concerns that warrant appropriate legislative action.

In the Philippines, gambling has long been part of the country's entertainment landscape. However, the rapid growth of online gambling, coupled with the widespread use of smartphones, social media, streaming services, and other digital platforms, has transformed the way gambling is promoted and accessed. Gambling-related advertisements can now reach Filipinos directly and repeatedly through the digital content they consume, including content viewed by minors.

The increasing prevalence of gambling advertisements may contribute to the normalization of gambling as an ordinary form of entertainment or, more concerningly, as a means of earning money or addressing financial difficulties. This is particularly troubling for Filipino families and individuals who may be financially vulnerable and more susceptible to advertisements portraying gambling as a quick or easy path to financial gain.

The use of celebrities, athletes, influencers, content creators, and other public personalities in gambling promotions may further enhance the appeal and perceived legitimacy of gambling, particularly among younger audiences. Similarly, gambling promotions integrated into sporting events, entertainment programs, social media content, and other popular forms of media can substantially increase public exposure to gambling-related messages.

Of particular concern are advertisements that downplay the risks of gambling or create misleading impressions regarding the likelihood of winning. Representations that gambling can provide a reliable source of income, achieve financial security, or solve financial problems may encourage irresponsible gambling. Promotional offers, bonuses, and rewards may likewise be misleading when material terms and risks are not clearly disclosed.

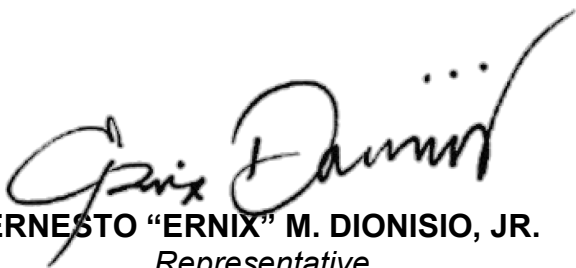
The State therefore has a legitimate interest in ensuring that gambling-related advertisements are truthful, transparent, and responsibly presented, while protecting minors and vulnerable persons from exploitative or deceptive marketing practices. Regulation of gambling advertising does not seek to prohibit lawful gambling activities, but to ensure that their promotion is consistent with consumer protection and the public welfare.

This measure seeks to establish clear and comprehensive standards for gambling-related advertising and promotion in both traditional and digital media. It covers advertisements, sponsorships, endorsements, influencer and affiliate marketing, branded content, and other analogous commercial communications. It likewise provides for appropriate age-assurance measures, responsible gambling messages, restrictions on advertising directed toward minors, and safeguards against misleading claims concerning winnings, financial returns, bonuses, and promotional offers.

The bill further promotes a whole-of-society approach to responsible gambling by providing for continuing public awareness and education on the risks of excessive, compulsive, and irresponsible gambling and on available counseling, treatment, rehabilitation, and support services.

Ultimately, this measure seeks to foster a safer and more responsible advertising environment in the Philippines, balancing legitimate commercial interests with the State's responsibility to protect Filipino consumers, families, minors, and other vulnerable persons from harmful, deceptive, and irresponsible gambling promotion.

In view of the foregoing, the immediate passage of this measure is earnestly sought.



ERNESTO "ERNIX" M. DIONISIO, JR.
Representative
First District, City of Manila



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

Section 1. Declaration of Policy. – It is the policy of the State to protect the public, particularly minors and vulnerable persons, from deceptive, misleading, excessive, and irresponsible advertising and promotion of gambling-related activities.

The State recognizes that while gambling activities may be lawfully conducted pursuant to existing laws, licenses, franchises, or regulatory authority, their advertising and promotion must likewise be subject to reasonable standards designed to protect consumers and promote responsible gambling.

Accordingly, the State shall establish clear and uniform standards governing gambling-related advertisements and promotional activities across traditional, digital, online, and emerging forms of media.

Section 2. Definition of Terms. – For purposes of this Act:

(a) Advertisement refers to any communication, material, representation, announcement, or message disseminated through television, radio, print, outdoor media, websites, mobile applications, social media, streaming platforms, electronic communications, or any other medium for the purpose of promoting, directly or indirectly, a gambling-related activity, operator, product, service, or facility;

(b) Consumer Communication shall refer to any commercial communication, whether direct or indirect, disseminated through mass media, print and outdoor advertising, mobile applications, social media platforms, e-commerce platforms, and other such digital platforms or analogous means of communication accessible to the general public, which publicizes, promotes, markets, or otherwise influences or encourages consumer awareness, patronage, participation in, or use of a product, service, activity, operator, establishment, or platform. For the purpose of this Act, consumer communications shall include advertisements, promotions, sponsorships, marketing, and other analogous commercial communications.

(c) Gambling-related activity refers to any game, scheme, activity, or undertaking involving the staking or risking of money or anything of value upon the outcome of a game, contest, event, or other uncertain occurrence, where the participant stands to receive money or anything of value, as may be authorized or regulated under applicable law;

(d) Gambling operator refers to any person, corporation, partnership, association, entity, or other organization duly authorized by law or by the appropriate government authority to conduct or offer gambling-related activities;

(e) Gambling advertisement refers to any advertisement that directly or indirectly promotes or encourages participation in a gambling-related activity;

(f) Promotional activity refers to any campaign, endorsement, sponsorship, bonus, incentive, contest, event, influencer campaign, affiliate marketing arrangement, or other activity intended to encourage or facilitate participation in a gambling-related activity;

(g) Minor refers to a person below eighteen (18) years of age;

(h) Influencer refers to any individual who uses a social media account, website, streaming platform, or other digital platform to disseminate content to an audience and who receives compensation, consideration, commission, benefit, or other valuable consideration for promoting or endorsing a gambling-related activity;

(i) Vulnerable person refers to a person who, by reason of age, financial circumstances, or other circumstances recognized by applicable law or regulation, may be particularly susceptible to the harmful effects of gambling; and

(j) Responsible gambling message refers to a clear and conspicuous notice informing the public that gambling involves risk and that gambling should be undertaken only by persons legally permitted to do so and within their means.

Section 3. Scope of Application. – This Act shall apply to all gambling-related advertisements and promotional activities disseminated or made accessible within the Philippines, regardless of whether such advertisements originate from within or outside the country.

This Act shall apply to gambling operators, advertisers, advertising agencies, broadcasters, publishers, digital platforms, influencers, affiliates, sponsors, and other persons who create, commission, disseminate, publish, or materially facilitate gambling-related advertisements, to the extent provided herein.

Section 4. Responsible Gambling Advisory. – PAGCOR shall develop, prescribe, and periodically update standardized responsible gambling advisories and warning messages for use in consumer communications authorized under this Act. Such advisories and warning messages shall be prominently displayed or communicated by all gambling operators, gambling establishments, and gambling platforms in the manner and form prescribed by PAGCOR.

Section 5. General Standards for Gambling Advertisements. – All gambling-related advertisements shall:

- (a) Be truthful, accurate, and capable of substantiation;
- (b) Clearly identify the gambling operator, brand, or entity responsible for the advertisement;
- (c) Display or communicate the applicable responsible gambling message in a clear and conspicuous manner;
- (d) Clearly indicate applicable age restrictions;
- (e) Not contain false, deceptive, misleading, or unsubstantiated claims;
- (f) Not represent gambling as a means of securing financial stability, employment, investment, or guaranteed income;
- (g) Not suggest that gambling is a risk-free or guaranteed method of obtaining money or other valuable consideration;

(h) Not misrepresent the probability of winning or the nature of any prize, bonus, promotion, or incentive;

(i) Not encourage excessive, compulsive, or irresponsible gambling; and

(j) Comply with such additional advertising standards as may be prescribed by the appropriate regulatory authority.

No person shall disseminate, publish, broadcast, display, or otherwise make available any advertisements relating to any gambling activity, gambling operator, gambling establishment, or gambling platform; Provided, that such restriction shall not apply to the following:

- i. Advertisements displayed within the premises of a gambling establishment; or
- ii. Advertisements appearing on the official websites or official mobile application of the gambling operators, gambling establishments, or gambling mobile application of the gambling operators, gambling establishments, or gambling platforms.

Section 6. Prohibition on Advertising Practices. – It shall be unlawful to disseminate or cause the dissemination of any gambling-related advertisement that:

(a) Encourages a person to borrow money, incur debt, sell property, or otherwise obtain funds for the purpose of gambling;

(b) Represents or implies that gambling can solve financial problems or provide a dependable source of income;

(c) Uses false claims concerning winning probabilities, jackpots, bonuses, rewards, or promotional offers;

(d) Omits material terms and conditions in a manner that is likely to mislead consumers;

(e) Portrays gambling as a test of skill, intelligence, courage, or social status where such representation is misleading or deceptive;

(f) Suggests that gambling is necessary for social acceptance, popularity, success, or personal fulfillment;

(g) Exploits persons experiencing financial hardship or other circumstances that make them particularly susceptible to gambling-related harm;

(h) Uses content that is primarily directed toward minors or is reasonably likely to appeal particularly to minors;

(i) Uses characters, personalities, imagery, language, themes, or activities principally associated with children;

(j) Is placed in or immediately adjacent to content specifically intended for children; or

(k) Otherwise violates the standards established under this Act or its implementing rules and regulations.

Section 7. Protection of Minors and Vulnerable Persons. – No gambling-related advertisement or promotional activity shall be knowingly directed at minors or vulnerable persons.

Gambling operators, advertisers, and digital platforms shall implement reasonable age-targeting and audience-filtering mechanisms for online advertisements.

No person shall use a minor or vulnerable in any gambling-related advertisement, endorsement, promotional campaign, or other marketing material.

No gambling-related advertisement shall be disseminated in schools, playgrounds, child-care facilities, or other locations primarily intended for minors, except where specifically authorized by law for purposes of responsible gambling education.

Section 8. Regulation on Influencers, Endorsements, and Affiliates. – No influencer, celebrity, public personality, athlete, content creator, affiliate, or other individual shall promote or endorse a gambling-related activity in violation of this Act.

Any paid or compensated endorsement shall clearly disclose the commercial nature of the communication.

No person covered by this Section shall make statements that falsely represent gambling as a reliable means of obtaining income, achieving financial success, or eliminating financial difficulties.

The appropriate regulatory authority may prescribe additional rules governing gambling-related endorsements, including restrictions on endorsements that are primarily directed toward or likely to influence minors.

Section 9. Sponsorships and Promotional Events. – Sponsorship of sporting events, entertainment programs, concerts, digital content, or other public activities by gambling operators shall comply with this Act and its implementing rules and regulations.

No sponsorship shall be structured or presented in a manner that primarily targets minors or encourages irresponsible gambling.

The appropriate regulatory authority may establish additional restrictions on the display of gambling brands, logos, promotional materials, and other gambling-related content in events with substantial participation or viewership by minors.

Section 10. Promotional Offers, Bonuses, and Incentives. – No gambling operator shall advertise or offer any bonus, rebate, reward, free play, or similar incentive in a manner that is false, deceptive, or misleading.

All material terms and conditions applicable to a promotional offer shall be clearly disclosed and reasonably accessible to consumers before they participate.

Promotional offers shall not be designed or marketed in a manner that encourages excessive or repeated gambling.

Section 11. Advertising Clearance and Regulatory Authority. – The appropriate government regulatory authority with jurisdiction over the gambling activity shall issue and enforce standards governing gambling-related advertisements.

Such authority may:

- (a) Require prior review or clearance of specified categories of gambling advertisements;
- (b) Issue guidelines concerning placement, frequency, content, timing, audience targeting, and format;
- (c) Order the removal, suspension, or correction of advertisements that violate this Act;
- (d) Require gambling operators and advertisers to maintain records of advertisements and promotional campaigns;
- (e) Coordinate with other government agencies and digital platforms for enforcement; and

(f) Promulgate such rules and regulations as may be necessary to implement this Act.

Nothing in this Act shall diminish the regulatory authority of any government agency over gambling activities within its lawful jurisdiction.

Section 12. Responsible Gambling Awareness and Education Campaign.

– Subject to the provisions of this Act and other applicable laws, the Philippine Amusement and Gaming Corporation (PAGCOR), in coordination with relevant government agencies and other stakeholders, shall develop, implement, and sustain a continuing nationwide responsible gambling awareness and education campaign to inform the public of the risks and potential harmful effects associated with excessive, compulsive, or irresponsible gambling.

The campaign shall, among others, provide accessible and evidence-based information on responsible gambling practices, the signs and risks of problematic or harmful gambling, measures for preventing and reducing gambling-related harm, and available interventions, counseling, treatment, rehabilitation, and support services for individuals and families affected by gambling-related concerns.

PAGCOR shall promote the integration of responsible gambling education into appropriate public information and community-based initiatives and shall ensure that campaign materials are accessible, age-appropriate, and disseminated through appropriate traditional and digital media channels.

Consistent with a whole-of-society approach to the prevention and reduction of gambling-related harm, private-sector entities, including gambling operators, media organizations, advertising agencies, digital platforms, and other relevant stakeholders, shall be encouraged to develop, undertake, fund, or otherwise support responsible gambling awareness and education initiatives, subject to standards and guidelines that may be prescribed by PAGCOR.

Nothing in this Section shall relieve gambling operators or other entities covered by this Act of any mandatory responsible gambling, consumer protection, or advertising obligations imposed by law or regulation.

Section 13. Implementing Rules and Regulations. – Within ninety (90) days from the effectivity of this Act, the PAGCOR and other relevant agencies, in consultation with other relevant stakeholders, shall promulgate the necessary rules and regulations for its implementation.

Section 14. Transitory Provision. – Gambling operators, advertisers, media entities, digital platforms, and other persons covered by this Act shall be given a period

of ninety (90) days from the effectivity of the implementing rules and regulations to comply with the requirements of this Act.

Existing advertisements that do not comply with this Act shall be modified, suspended, or withdrawn within the prescribed period.

Section 15. Separability Clause. – If any portion or provision of this Act is declared unconstitutional, the remainder of this Act or any provisions not affected thereby shall remain in force and effect.

Section 16. Repealing Clause. – Any law, presidential decree or issuance, executive order, letter of instruction, rule or regulation inconsistent with the provisions of this Act is hereby repealed or modified accordingly.

Section 17. Effectivity. – This Act shall take effect fifteen (15) days following its complete publication in a newspaper of general circulation.

Approved,