



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City



TWENTIETH CONGRESS

First Regular Session
House Bill No. 2360

Introduced by District Representative Nelson S. Legacion
Third Congressional District, Camarines Sur

EXPLANATORY NOTE

While normally, the State should not worry about advertisements, much concern had been raised about online gambling platforms and its ill-effects in recent months—especially as to their ability to make gambling more accessible and more attractive to the general population, especially children, and persons already plagued with gambling problems. The availability of online gambling platforms to the average Filipino have generated anecdotes of individuals and families encountering mental and financial problems because of continued exposure thereto.

Advertisements, especially those coursed through social media, can be reasonable expected to boost consumption of the products endorsed in question—all the more so in a country where a sizable portion of the population is active online. According to Digital 2025, an annual report focusing on social media and internet use, published by Meltwater and We Are Social, at the start of 2025, there were 97.5 million individuals using the internet in our country. This translates to 90.8 million social media user identities, and equivalent to 78.0 percent of our total population. One need not even look far than one's phone to arrive at a reasonable inference from it: that we are all saturated with constant online advertisements on a daily basis.

It does not escape the proponent's attention that in recent years, there is a boom in advertisements of Online Gambling Platforms. Thanks to the limited regulations concerning online gambling, even a child can access these gambling platforms in as easy as a couple of taps on one's smartphone. Constant and repeated exposure to these advertisements could eventually tempt even the most reasonable Filipino into trying out his luck, which may lead to an untoward spiral towards gambling addiction. The fact that there is already an intersection in gaming and gambling—ease of user access, engaging

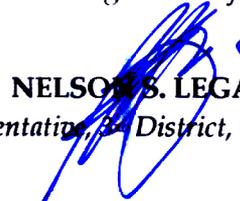
mechanics, attractive, even cartoonish layouts and appearances appealing to the eye – recall to the proponent’s mind the similarities between them and packs of cigarettes which previously were also packaged and advertised in a manner that makes them attractive to children below eighteen (18) years of age, if not for the passage of R.A. 10643, otherwise known as the Graphic Health Warnings Law.

This is all the more pressing in light of the World Health Organization (WHO) itself recognizing and considering Gambling Addiction, also known as Gambling Disorder, alongside substance abuse use, as disorders in the Diagnostic and Statistical Manual of Mental Disorders, fifth edition or DSM 5, and the International Classification of Diseases, eleventh revision (ICD-11). To prevent such disorder, the WHO recommends to end gambling advertising, promotion and sponsorship of sports and other cultural activities, and counter-messaging that conveys warnings about harms associated with gambling products, amongst others.¹

It does not escape the proponent’s attention as well that the pace of technology today outpaces needed regulation to mitigate its ill-effects. With the advent of new technology comes the struggle of the law keeping up with it. It is the hoped that this Bill would be a step in the right direction in ensuring that the State continues to fulfill its duty to protect the welfare of its citizens by regulating, or even prohibiting, harmful content or behavior that can adversely affect its citizens.

In view of this, the ban on advertisements of Online Gambling Platforms aims to curb, if not reduce the damage already done by unchecked online gambling to Filipino families affected by it, and hopes to be a meaningful step towards improving the lives of our fellow citizens by enacting legislation geared towards their protection against the temptation brought by online gambling platforms.

Above premises considered, approval of this bill is being earnestly sought.


NELSON S. LEGACION
Representative, 3rd District, Camarines Sur

¹ <https://www.who.int/news-room/fact-sheets/detail/gambling>



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AN ACT
PROHIBITING ADVERTISEMENTS OF ONLINE GAMBLING PLATFORMS

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

Section 1. Principles and Policy. – It is the policy of the State to promote the general welfare of our people, recognizing the vital role of communication and information, and the youth in nation building; to remind the general public of the dangers brought by unchecked proliferation of advertisements of online gaming platforms; and to prohibit all advertisements promoting online gambling platforms.

Section 2. Purpose. – It is the main thrust of this Act to:

- a. Prohibit all online gambling platform advertisement and sponsorships;
and
- b. Protect Filipino citizens from being easily influenced to engage in online gambling platforms and practices

Section 3. Definition of Terms. – As used in this Act:

- a. "Online Gambling Platform" or "OGP" – refers to a platform facilitating betting or playing games of chance or skill for money using a remote device such as a tablet, computer, smartphone, browser, or any mobile phone with an internet connection;
- b. "Advertisement" - refers to any visual and/or audible message disseminated to the public about or on a particular product that promotes and give publicity by

words, designs, images or any other means through broadcast electronic, print or whatever form of mass media, including outdoor advertisements, such as but not limited to signs and billboards. For the purpose of this Act, 'advertisement' shall be understood as advertisement for online gambling platforms;

- c. "Advertiser" - refers to a person or entity on whose account or for whom an advertisement is prepared and disseminated by the advertising agency, which is a service established and operated for the purpose of counseling or creating and producing and/or implementing advertising programs in various forms of media;
- d. "Mass Media" - refers to any medium of communication designed to reach a mass of people. For this purpose, mass media includes print media such as, but not limited to, newspaper, magazines, and publications; broadcast media such as. But not limited to, radio, television, cable television, and cinema; electronic media such as but not limited to the internet;
- e. "Minor" - refers to any person below eighteen (18) years old;
- f. "Person" - refers to an individual, partnership, corporation or any other business or legal entity;
- g. "Promotion" - refers to an event or activity organized by or on behalf of a online gambling company, advertiser or platform with the aim of promoting an OGP, which event or activity would not occur but for the support given to it by on behalf of the online gambling company, advertiser or platform. It may also refer to the display of an OGP's name, trademark, logo, etc. on non-OGP products. This includes the paid use of OGP products bearing the brand names, trademarks, logos, etc. in movies, television and other forms of entertainment. For the purpose of this Act, promotion shall be understood as OGP promotion;
- h. "Public Conveyances" - refers to modes of transportation servicing the general population, such as, but not limited to, elevators, airplanes, buses, taxicabs, ships, jeepneys, light rail transits, tricycles, and similar vehicles;
- i. "Public Places" - refer to enclosed or confined areas of all hospitals, medical clinics, schools; public transportation terminals and offices, and buildings such as private and public offices, recreational places, shopping malls, movie houses, hotels, restaurants, and the like;
- j. "Sponsorship" - refers to any public or private contribution to a third party in relation to an event, team or activity made with the aim of promoting an OGP, which event, team or activity would still exist or occur without such contribution. For the purpose of this Act, sponsorship shall be understood as OGP sponsorship;
- k. "Online Gambling Companies" or "OGC" - refers to companies which are engaged in the practice of offering gambling games for money.

Section 4. *Ban on Advertisements.* – Beginning 1 January 2026, all advertisements of Online Gambling Platforms (OGP's) shall be prohibited on the following platforms:

- a. television, cable television, and radio;
- b. print media and outdoor advertising including, but not limited to: tarpaulins, billboards, posters, and the like; and
- c. All social media and networking sites, as well as messaging sites.

Likewise, it is also prohibited for advertisers, celebrities, endorsers, or any person/entity to promote online gambling platforms.

Section 5. *Restrictions on OGP Promotions.* – The following restrictions shall apply on all OGP promotions:

- a. No placement shall be made by any OGC, advertiser, or platform of any OGP product package or advertisement as a prop in any television program or motion picture produced for viewing by the general public or in a video, flash storage, optical disc or on a game console.
- b. No merchandise such as, but not limited to, t-shirts, caps, sweatshirts, visors, backpacks, sunglasses, writing implements and umbrellas, may be distributed, sold or offered, directly or indirectly, with the name, logo or other indicia of a OGP brand displayed so as to be visible to others when worn or used.
- c. No name, logo, or other indicia of an OGP brand or element of a brand-related marketing activity, may appear on items that are marketed to or likely to be used by minors such as, but not limited to, sports equipment, toys, dolls, miniature replicas of racing vehicles, video games, and food.
- d. No OGP advertisements may be placed on shopping bags, or public conveyances.

Section 6. *Naming Rights.* – Subject to the provisions of this Act:

- a. No manufacturer may enter into any agreement pursuant to which payment is made or other consideration is provided by such manufacturer to any sports league, or any team involved in any such league, in exchange for use of a OGP brand;
- b. No manufacturer may enter into any agreement for the naming rights of any stadium or arena using an OGP brand name or otherwise cause a stadium or arena to be named with such a brand name.

Section 7. *Ban on Sponsorships.* – Upon approval of this act, OGC and OGP are hereby prohibited from sponsoring any sports, concert, cultural or art event, as well as individual and team athletes, artists or performers where such sponsorship shall require

or involve the advertisement or promotion of any OGC or OGP, online gambling use, name, logo or trademarks and other words, symbols, designs, colors or other depictions commonly associated with or likely to identify an OGP: *Provided*, That the attribution only to the name of the company in the roster of sponsors shall be allowed: *Provided further*, That no manufacturer may register a OGP brand name as company name after the passage of this Act.

PENAL PROVISIONS

Section 8. Penalties. – the following penalties shall apply:

- a. Violation of Sections 4 to 7 – on the first offense, a fine of not more than Three Hundred Thousand Pesos (Php300,000.00) or imprisonment of not more than one (1) year, or both at the discretion of the court shall be imposed.

on the second offense, a fine of Five Hundred Thousand Pesos (Php500,000.00) or imprisonment of not more than two (2) years, or both, at the discretion of the court shall be imposed.

on the third offense, in addition to a fine of not more than One Million Pesos (Php1,000,000.00) or imprisonment of six (6) years, or both, at the discretion of the court, the business permits and licenses, in case of a business entity or establishment shall be revoked or cancelled.

In the case of a business entity or establishments, the owner, president, manager or officials thereof shall be liable.

If the guilty is an alien, he shall summarily be deported after serving his sentence, and shall be forever barred from re-entering the Philippines.

INFORMATION PROGRAM

Section 9. Programs and Projects. – For a period not exceeding five (5) years, the National Government and the concerned departments and agencies shall provide the following programs and projects:

- a. Information Drive. – Consistent with the provisions of this Act, the PAGCOR shall, in cooperation with the DepEd and with the assistance of the Philippine Information Agency (PIA), undertake a continuous information program on the harmful effects of online gambling.

PAGCOR shall enlist the active participation of public and private sectors in the national effort to discourage online gambling practices

Section 10. Repealing Clause. – All other laws, decrees, ordinances, administrative orders, rules and regulations, or any part thereof, which are inconsistent with this Act are likewise repealed or amended accordingly.

Section 11. *Separability Clause.* – Should any provision of this Act be subsequently declared unconstitutional, the other provisions not so declared shall remain in full force and effect.

Section 12. Effectivity. – This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in two (2) newspapers of general circulation.

Approved,
