



House of Representatives

General Assembly

File No. 586

January Session, 2025

House Bill No. 5272

House of Representatives, April 8, 2025

The Committee on General Law reported through REP. LEMAR of the 96th Dist., Chairperson of the Committee on the part of the House, that the bill ought to pass.

AN ACT PROHIBITING CERTAIN GAMING-RELATED ADVERTISING, MARKETING AND PROMOTIONAL ACTIVITIES.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Subsection (e) of section 12-863 of the general statutes is
2 repealed and the following is substituted in lieu thereof (*Effective from*
3 *passage*):

4 (e) Advertising, marketing and other promotional materials
5 published, aired, displayed or disseminated by or on behalf of any
6 gaming entity licensee shall:

7 (1) Not depict an individual who is, or appears to be, under twenty-
8 one years of age, unless such individual is a professional athlete or a
9 collegiate athlete who, if permitted by applicable law, is able to profit
10 from the use of his or her name and likeness;

11 (2) Not be aimed exclusively or primarily at individuals under
12 twenty-one years of age, or at individuals under eighteen years of age if

13 pertaining exclusively to keno, online lottery ticket sales or fantasy
14 contests, or any combination thereof;

15 (3) Not directly advertise, target or promote Internet games or retail
16 sports wagering to specific individuals, rather than a general audience,
17 who are excluded pursuant to a self-exclusion process as described in
18 subdivision (5) of subsection (c) of this section, through methods,
19 including, but not limited to, electronic mail, telephone calls, text
20 messages, direct messaging applications, mail and social media;

21 (4) State that individuals shall be eighteen or twenty-one years of age
22 or older, as applicable, to participate in the type of gaming advertised,
23 marketed or promoted;

24 (5) Not contain images, symbols, celebrity or entertainer
25 endorsements or language designed to appeal specifically to those
26 under twenty-one years of age, or, if pertaining exclusively to keno,
27 online lottery ticket sales or fantasy contests, or any combination
28 thereof, to those under eighteen years of age;

29 (6) Not contain inaccurate or misleading information that would
30 reasonably be expected to confuse and mislead patrons in order to
31 induce them to engage in gaming;

32 (7) Not offer or provide any bonus, credit or other inducement to
33 engage in or continue gaming;

34 [(7)] (8) Not be published, aired, displayed or disseminated to a
35 media outlet or on social media, that appeal primarily to individuals
36 under twenty-one years of age, or, if pertaining exclusively to keno,
37 online lottery ticket sales or fantasy contests, or any combination
38 thereof, to those under eighteen years of age;

39 [(8)] (9) Not be placed before any audience where the majority of the
40 viewers or participants is presumed to be under twenty-one years of
41 age, or, if pertaining exclusively to keno, online lottery ticket sales or
42 fantasy contests, or any combination thereof, to those under eighteen
43 years of age;

44 [(9)] (10) Not imply greater chances of winning compared to other
45 licensees;

46 [(10)] (11) Not imply greater chances of winning based on wagering
47 in greater quantity or amount, except for a lottery draw game that was
48 approved prior to January 1, 2024, is available for patron wagering as of
49 June 6, 2024, includes features approved by the department that increase
50 the chances of winning and is not exclusively sold by lottery sales
51 agents;

52 [(11)] (12) Not contain claims or representations that gaming will
53 guarantee an individual's social, financial or personal success;

54 [(12)] (13) Not use any type, size, location, lighting, illustration,
55 graphic, depiction or color resulting in the obscuring of any material
56 fact; and

57 [(13)] (14) If a direct or targeted advertisement or promotion sent to
58 an individual, including, but not limited to, electronic mail or text
59 message, include a clear and conspicuous Internet link that allows the
60 recipient to unsubscribe by clicking on one link.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>from passage</i>	12-863(e)

GL *Joint Favorable*

The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.

OFA Fiscal Note

State Impact:

Agency Affected	Fund-Effect	FY 26 \$	FY 27 \$
Resources of the General Fund	GF - Revenue Loss	Potential	Potential

Note: GF=General Fund

Municipal Impact: None

Explanation

The bill, which prohibits certain gaming advertisements, results in a potential General Fund revenue loss beginning in FY 26 to the extent that it results in lower levels of legal gaming activity in the state.

The Out Years

The annualized ongoing fiscal impact identified above would continue into the future.

OLR Bill Analysis**HB 5272*****AN ACT PROHIBITING CERTAIN GAMING-RELATED ADVERTISING, MARKETING AND PROMOTIONAL ACTIVITIES.*****SUMMARY**

This bill prohibits a gaming entity licensee or someone acting on the licensee's behalf from publishing, airing, displaying, or disseminating any advertising, marketing, or other promotion that offers or provides a bonus, credit, or other inducement to take part in gaming. By law, a "gaming entity licensee" is a master wagering licensee, a licensed online gaming operator, a licensed online gaming service provider, or a licensed sports wagering retailer (CGS § 12-850; see BACKGROUND).

EFFECTIVE DATE: Upon passage

BACKGROUND***Prohibited Advertising***

By law, gaming entity licensees and those acting on their behalf are restricted from conducting advertising in a number of ways, including prohibiting advertising that (1) is aimed at, or is placed before, an audience where the majority of the viewers or participants are presumed to be people under age 21 (or under 18 if the advertising is related only to keno, online lottery sales, fantasy contests, or a combination of them); (2) contains inaccurate or misleading information that could confuse patrons; (3) implies a greater chance of winning based on wagering in a greater quantity or amount; or (4) contains claims that gaming guarantees social, financial, or personal success.

Master Wagering Licensee

By law, a "master wagering licensee" is generally the Mashantucket Pequot or Mohegan tribes or the Connecticut Lottery Corporation (CLC).

Online Gaming Operator

By law, an “online gaming operator” is a person or business that operates an electronic wagering platform and contracts directly with a master wagering licensee to provide (1) one or more Internet games or (2) retail sports wagering at facility in this state.

Online Gaming Service Provider

By law, an “online gaming service provider” is a person or business, other than an online gaming operator, that provides goods or services to, or otherwise transacts business related to, Internet games or retail sports wagering with a master wagering licensee or a licensed online gaming operator, online gaming service provider, or sports wagering retailer.

Sports Wagering Retailer

By law, a “sports wagering retailer” is a person or business that contracts with CLC to facilitate retail sports wagering operated by CLC through an electronic wagering platform at up to 15 facilities in the state.

Related Bills

sSB 1235, favorably reported by the General Law Committee, among other things, generally prohibits gaming entities and those acting on their behalf from advertising, on a website or other medium, participation in gambling that is prohibited in the state unless it is related to a person who is licensed to offer and accept wagers in another U.S. state or territory or on the tribal lands of a federally recognized Indian tribe.

sSB 1237, favorably reported by the General Law Committee, among other things, permits CLC advertising that implies a greater chance of winning based on wagering in greater quantities or amounts for online keno and online lottery draw games that have Department of Consumer Protection-approved features that increase the chance of winning.

HB 5269, favorably reported by the General Law Committee, among other things, prohibits gaming entities and those acting on their behalf

from advertising offers of a financial incentive to induce people to engage in gaming.

HB 5271 (File 298), favorably reported by the General Law Committee, prohibits gaming entities and those acting on their behalf from advertising on the campus of a public institution of higher education and their related websites, mobile applications, and social media.

COMMITTEE ACTION

General Law Committee

Joint Favorable

Yea 21 Nay 0 (03/21/2025)