General Assembly

Committee Bill No. 5272

January Session, 2025

LCO No. **4696**

Referred to Committee on GENERAL LAW

Introduced by:
(GL)

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2   repealed and the following is substituted in lieu thereof (*Effective from*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34   **[**(7)**]** (8) Not be published, aired, displayed or disseminated to a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 or 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	*from passage*	12-863(e)

GL   *Joint Favorable*