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## OLR Bill Analysis

### HB 5271

#### ***AN ACT PROHIBITING GAMING-RELATED ADVERTISING, MARKETING AND PROMOTIONAL ACTIVITIES AT PUBLIC INSTITUTIONS OF HIGHER EDUCATION.***

#### **SUMMARY**

This bill prohibits a gaming entity or someone acting on the entity's behalf from publishing, airing, displaying, or disseminating any advertising, marketing, or other promotions on a:

1. public institution of higher education's campus or
2. website, online service, mobile application, or social media platform established by, or maintained by or on behalf of, an institution.

The bill applies to a "gaming entity licensee," which is a master wagering licensee, a licensed online gaming operator, a licensed online gaming service provider, or a licensed sports wagering retailer (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. These restrictions include prohibiting advertising that 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). The law also prohibits advertising that uses language to appeal specifically to these people or media outlets or social media that appeal primarily to them.

### ***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.

### ***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 DCP-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 5272, favorably reported by the General Law Committee, prohibits gaming entities and those acting on their behalf from advertising offers or providing bonuses, credits, or other inducements to engage in or continue gaming.

### **COMMITTEE ACTION**

General Law Committee

Joint Favorable

Yea    22    Nay   0    (03/12/2025)