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## 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)