House of Representatives

General Assembly

File No. 298

January Session, 2025

Substitute House Bill No. 5271

House of Representatives, March 27, 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 substitute bill ought to pass.

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

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

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 Subsection (e) of section 12-863 of the general statutes is repealed and the following is substituted in lieu thereof (*Effective from passage*):

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

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

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

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

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

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

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

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

(7) Not be published, aired, displayed or disseminated to a media outlet or on social media, that appeal primarily to individuals under twenty-one years or age, or, if pertaining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

(8) Not be published, aired, displayed or disseminated (A) on the campus of any constituent unit of the state system of higher education, or (B) on any Internet web site, online service, mobile application or social media platform established or maintained by or on behalf of any constituent unit of the state system of higher education;

[(8)**]** (9) Not be placed before any audience where the majority of the viewers or participants is presumed to be under twenty-one years of

age, or, if pertaining exclusively to keno, online lottery ticket sales or fantasy contests, or any combination thereof, to those under eighteen years of age;

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

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

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

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

[(13)**]** (14) If a direct or targeted advertisement or promotion sent to an individual, including, but not limited to, electronic mail or text message, include a clear and conspicuous Internet link that allows the 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)

Statement of Legislative Commissioners:
In Subsecs. (e)(8)(A) and (B), "state system of public higher education" was changed to "state system of higher education" for consistency with standard drafting conventions.

GL *Joint Favorable Subst. -LCO*

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: None

Municipal Impact: None

Explanation

The bill prohibits a gaming entity from advertising or marketing on a public college or universities campus resulting in no fiscal impact to the state. The Department of Consumer Protection regulates this marketplace and has the resources and expertise to meet the requirements of the bill.

The Out Years

State Impact: None

Municipal Impact: None

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)