



REGULATORY FRAMEWORK FOR MARKETING AND/OR PROMOTING REMOTE GAMING PLATFORM AND SERVICES

This regulatory framework shall govern the procedures, requirements, and standards in implementing any marketing/promotional activity of PAGCOR-regulated domestic remote gaming platforms/offerings/ services, i.e. Electronic Bingo, Electronic Gaming, Sports Betting, and video streaming of casino games by licensed-Casinos.

GENERAL PROVISIONS

- I. Licensees, Operators, and Service Providers (Applicant/s) of approved remote gaming platforms/ offerings/services may implement marketing/ promotional activities, provided that they shall strictly adhere to the provisions of this framework. The prior approval of the E-Games/E-Bingo Licensing Department (EGEBLD) shall be required for instances as provided hereunder.
- II. All costs and expenses including prizes for any marketing/promotional activity shall be considered as marketing expense solely shouldered by the Applicant.
- III. The concerned Applicant shall coordinate all marketing/promotion activities with PAGCOR's Compliance Monitoring and Enforcement Department (CMED) for implementation and monitoring.
- IV. Any misrepresentation, breach and/or circumvention, directly or indirectly, of any of the conditions set forth in this regulatory guidelines, shall be ground for the imposition of penalties, suspension, and/or revocation, if warranted, of the Applicant's marketing/promotional activity; and any loss incurred due to such remiss shall be solely shouldered by the Applicant.

SPECIFIC PROVISIONS

- I. A Marketing/Promotional Activity is any activity, program, or incentive, or any combination thereof, which gives publicity to, or otherwise entice the people to register and play. These are:
 - a. Membership or loyalty programs;
 - b. Sponsorships;
 - c. Any contest, lucky or raffle draw or tournament; and
 - d. Announcements and/or advertisements
- II. As for Item I (a), (b), (c) above or other similar activities, the Applicant shall seek prior approval from EGEBLD.

For purposes hereof, the Applicant shall submit the complete mechanics or the Implementing Rules and Guidelines (IRG) of the marketing/promotional activity, which shall include the following:

- a. Title and Period Covered
- b. Objective
- c. Prizes, if applicable
- d. General Mechanics

- e. Terms and Conditions
 - f. Irregularities and Resolution, if applicable
 - g. Other necessary information, as may be required.
- III. As for Item I (d), i.e. announcements and/or advertisements relating to the operation of PAGCOR-approved remote gaming platforms/offerings/services:
- A. Announcements and/or advertisements can either be general or specific.
 - a. *General announcements and/or advertisements* is defined as advisories regarding the basic information of the online gaming service such as its brand or name and its available game contents as well as an invitation to register and play therein. It may also include a bulletin of an ongoing active marketing activities such as membership or loyalty programs, sponsorship/s, contest or tournaments, raffle draws, and other similar activities, and inviting people to participate thereat.
 - b. *Specific announcement and/or advertisements* on the other hand, refers to the detailed mechanics or IRG of an existing marketing activity such as membership or loyalty program, sponsorship/s, contest or tournaments, raffle draws, and other similar activities, Terms and Condition, including its promotional posters and/or infographics.
 - B. Announcements and/or advertisements through the use of existing mass media shall be allowed, whether through print, streamers and LED screens, television and cable, radio, or the internet – i.e. website, blogs, social media, and other advertising platforms. For this purpose, announcements and/or advertisements shall strictly adhere to the following requirements and standards:
 - a. Only General announcements and/or advertisements may be published through the above-mentioned mass media and needs no prior approval, subject to the following conditions:
 - i. In the case of social media, only one (1) official account or page shall be used in publishing information in every social media platform and must implement a filtering mechanism to include only persons ages 21 years old and above as audience.
 - ii. For the above purpose, proponents shall elect their official account per social media platform which shall be disclosed to the EGEBLD and shall be permanent, unless requested for modification.
 - b. Specific announcements and/or advertisements shall only be published through the proponent's official *closed social media group*, the proponents' official website, and/or at the remote gaming platform website and/or application registered with PAGCOR.

For the above purpose, the Applicant shall elect its official closed social media group and/or official website which shall be disclosed to EGEBLD.

- C. At all times, announcements and/or advertisements contents shall strictly adhere the following:
- a. Mandatory Elements
 - i. Prohibition of under 21 years old logo
 - ii. Responsible Gaming slogan – “Gaming for 21 years old and above only. Keep it Fun. Game Responsibly.”

 - b. The message content shall **NOT**:
 - i. be directed to persons below 21 years old – it must neither catch the attention nor give interest to the viewing minors.
 - ii. imply that a player’s skill can influence the outcome of a gambling activity – it must not encourage the thought that skill and talent can change the result of the game or can assure a win.
 - iii. give an impression that gambling is an accepted way to make money – it must promote that gambling is more on entertainment, fun and leisure and not a money-making activity and must not imply that gambling solves financial problems.
 - iv. include misleading statements about odds and prizes – it must be truthful, e.g., does not imply of sure winning of prizes if not actually guaranteed.

---Nothing Follows---