

Circular RG 15-001

Date : August 10, 2015

To : **ALL LICENSEES**

Attention : **RESPONSIBLE GAMING OFFICERS**

Subject : **MANDATORY ELEMENTS ON ALL ADVERTISEMENTS**

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Chapter VII.A. of the Responsible Gaming (RG) Code of Practice states that “Advertising materials placed in any media published in the Philippines must be socially responsible. Said materials must not portray, encourage or condone gambling behavior that is socially irresponsible or could lead to financial harm, directed at children or feature people who are or who appear to be under 21 years old or suggest that gambling can be a solution to money problems.”

Examples of possibly offensive ads and imagery are shown below:

1. Directed to persons below 21 years old;



2. Imply that a player's skill can influence the outcome of a gambling activity;



3. Give an impression that gambling is an accepted way to make money; and



4. Include misleading statements about odds and prizes.



It is to the mutual best interest of PAGCOR and its Licensees for the Philippine gaming industry to be perceived by stakeholders and the general public as being sensitive to the delicate social nature of gambling.

We can plan to evolve as a self-regulating, self-policing industry with respect to advertisements. We reiterate that all ads contain the mandatory elements of age prohibition and Responsible Gaming slogan.

To avoid having to make judgments on the propriety of specific ads, we suggest that all ads promoting reward points and raffles and containing even general casino imagery be required to include the mandatory elements.

Let us aim to arrive at a consensus within August so that ad campaigns can be guided accordingly from September 2015 onwards.