

ASC Circular : No. 2025-010

Date : October 16, 2025

To : 4As / PANA / KBP / MSAP / UPMG / DMAP / OHAAP / Other ASC Clients

Subject : GAMBLING ADVERTISING MATERIALS AS THE 6TH MUST-SCREEN CATEGORY

Following the signing of the Memorandum of Understanding (MOU) between ASC and PAGCOR last 16 July 2025, please be guided that all Gambling Advertisements, in all forms, whether for landed casino operators or online operators, shall now require screening with the Ad Standards Council (ASC) prior to implementation **effective immediately**.

Gambling ads shall now constitute the 6th regulated/must-screen category, alongside the following:

1. Over-the-Counter Drugs / Home Remedies
2. Alcohol Beverages
3. Food Supplements
4. Milk products under the Milk Code
5. Airline or other Transport Ads featuring Promo Fares

The current provisions in the 2024 Code of Ethics and Standards related to gambling advertisements shall apply while a more robust set of guidelines is being developed by both ASC and PAGCOR. Once this is finalized, this will be circularized anew and will be the basis for all gambling advertisements.

Procedural Requirement:

Before filing an application with the ASC, advertisers must first secure an “AA” (Approval for Advertising) from PAGCOR. Once the “AA” has been obtained, the advertiser may then proceed to apply for ASC clearance following the usual S1 and S2 process.

Furthermore, as stated in PAGCOR’s Memorandum dated 28 July 2025, all gambling-related ads must reflect the revised Responsible Gaming Tagline: ***“Gambling can be addictive. Know when to stop.”***

For Out-of-Home (OOH), Print, TV, and Digital executions, the tagline and other mandatory elements must be clearly visible and easily readable to the naked eye. Iconographic executions or stylized logo renditions—such as alterations in color or design—are strictly not allowed. Also, to make this mandatory element visible, please use white background.

For your guidance and strict compliance.

Thank you.


Mr. Robbie A. Aligada
Executive Director


Mr. Erwin O. Furagganan
Operations Manager