

SENATE BILL NO. 713

November 13, 2025, Introduced by Senators GEISS, DAMOOSE, POLEHANKI, CHERRY and CAVANAGH and referred to Committee on Regulatory Affairs.

A bill to amend 2019 PA 152, entitled
"Lawful internet gaming act,"
(MCL 432.301 to 432.322) by adding section 9a.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 9a. (1) All advertisements for internet gaming must be
2 approved by the board.

3 (2) The advertisement and marketing of internet gaming must
4 comply with all applicable municipal ordinances, state law, and
5 this act and rules promulgated under this act.

6 (3) A municipality may adopt an ordinance that meets all of

1 the following requirements:

2 (a) Is not unreasonably impracticable.

3 (b) Does not conflict with this act or with any rule
4 promulgated under this act.

5 (c) Establishes reasonable restrictions on public signs
6 related to internet gaming.

7 (4) An internet gaming operator shall not advertise internet
8 gaming in a way that is deceptive, false, or misleading, or make
9 any deceptive, false, or misleading assertions or statements on any
10 internet gaming product, sign, or document provided.

11 (5) Internet gaming must not be advertised or marketed to
12 members of the public unless the person advertising internet gaming
13 has reliable evidence that not more than 30% of the audience or
14 readership for the television program, radio program, internet
15 website, or print publication, is reasonably expected to be under
16 the age of 21.

17 (6) An advertisement or marketing promotion for internet
18 gaming must include a disclaimer to prevent pathologic gambling
19 addictions and promote the toll-free compulsive gaming helpline
20 number.

21 (7) Internet gaming must not be marketed or advertised to
22 minors aged younger than 21. Sponsorships by internet gaming
23 operators targeting individuals aged younger than 21 are
24 prohibited. It is not a violation of this section if an internet
25 gaming operator, internet gaming supplier, or internet gaming
26 platform provider is the named sponsor of any of the following:

27 (a) A public place, including, but not limited to, an arena or
28 stadium.

29 (b) A television channel.

1 (8) The prohibitions under this section do not apply to an
2 advertisement that appears on a live television program or sports
3 broadcast due to its physical placement in the location the program
4 or broadcast is occurring.

5 (9) A person that violates this section is subject to the
6 following:

7 (a) For a first violation, a civil fine of not more than
8 \$1,000.00.

9 (b) For a second violation, a civil fine of not more than
10 \$5,000.00.

11 (c) For a third or subsequent violation, revocation of the
12 person's internet gaming operator license.

13 (10) The attorney general may bring an action to enforce this
14 section.

15 (11) As used in this section, "advertisement" means paid
16 marketing or promotions, including, but not limited to, search
17 engine marketing, display advertisements, video advertisements,
18 native advertisements, billboards, leaflets, mobile application
19 advertisements, and sponsorships, for the purpose of inducing, or
20 which is likely to induce, directly or indirectly, the placement of
21 an internet wager or participation in internet gaming.
22 Advertisement does not include a television or internet program
23 that discusses internet gaming and refers to a specific internet
24 gaming operator, internet gaming supplier, or internet gaming
25 platform provider.