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Medien und Glücksspiel | Media and Gambling

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The Impact of Advertising on Gambling and Problem Gambling: Our Current State of Knowledge and Policy Implications

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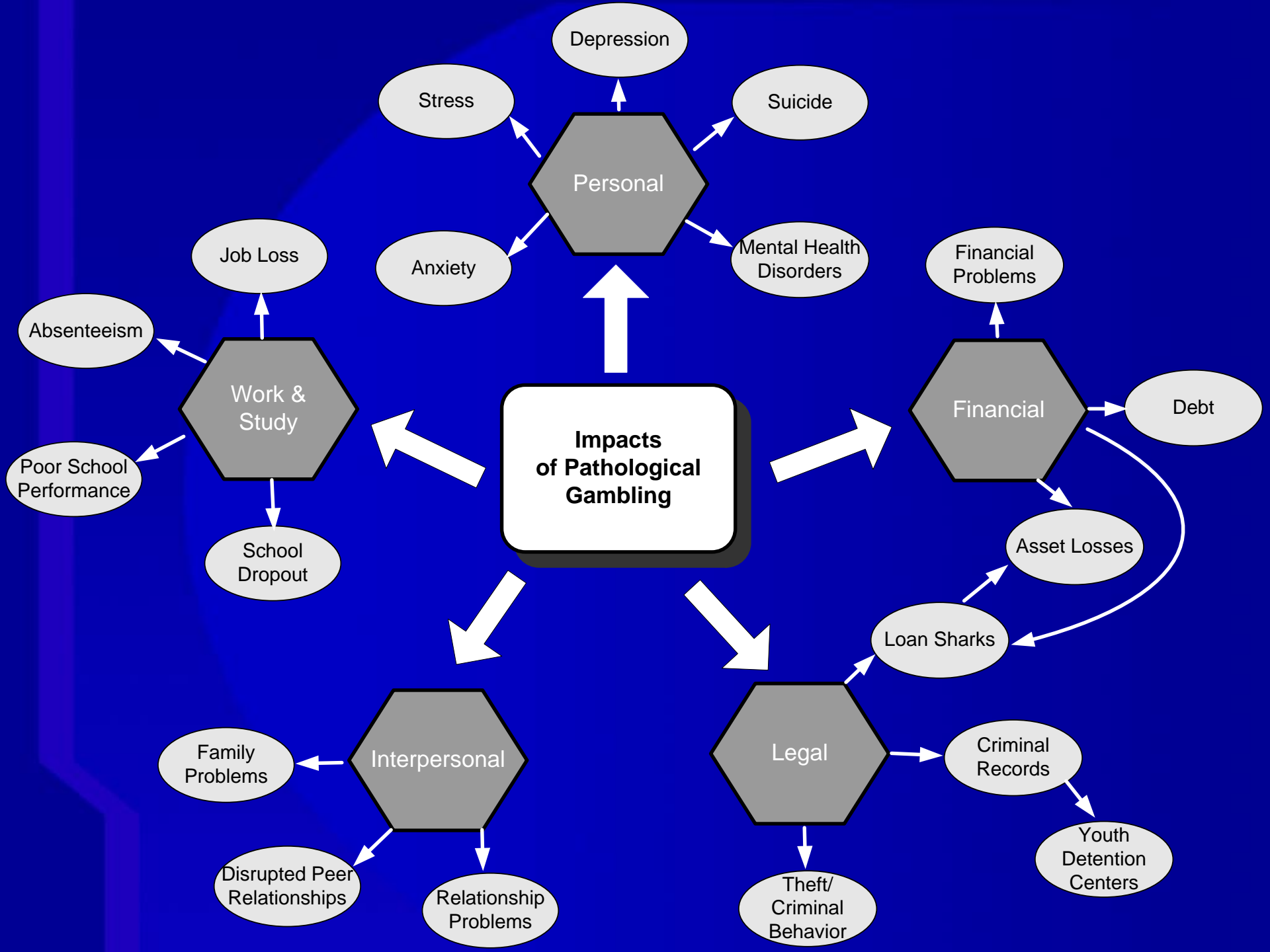
Today's Discussion

- Brief look at research concerning the impact of gambling advertising on gambling and problem gambling behaviors
- The state of gambling advertisements internationally
- High-risk groups vulnerable to gambling ads
- Emerging trends by governments, regulators and the industry toward harm minimization and gambling advertising
- Future social policy implications

Gambling has Become Normalized

- Increased availability (venues & types of gambling)
- Increased accessibility
- Increased social acceptability
- Increased awareness of social responsibility
- Increased advertising

Problem Gambling and its Impact

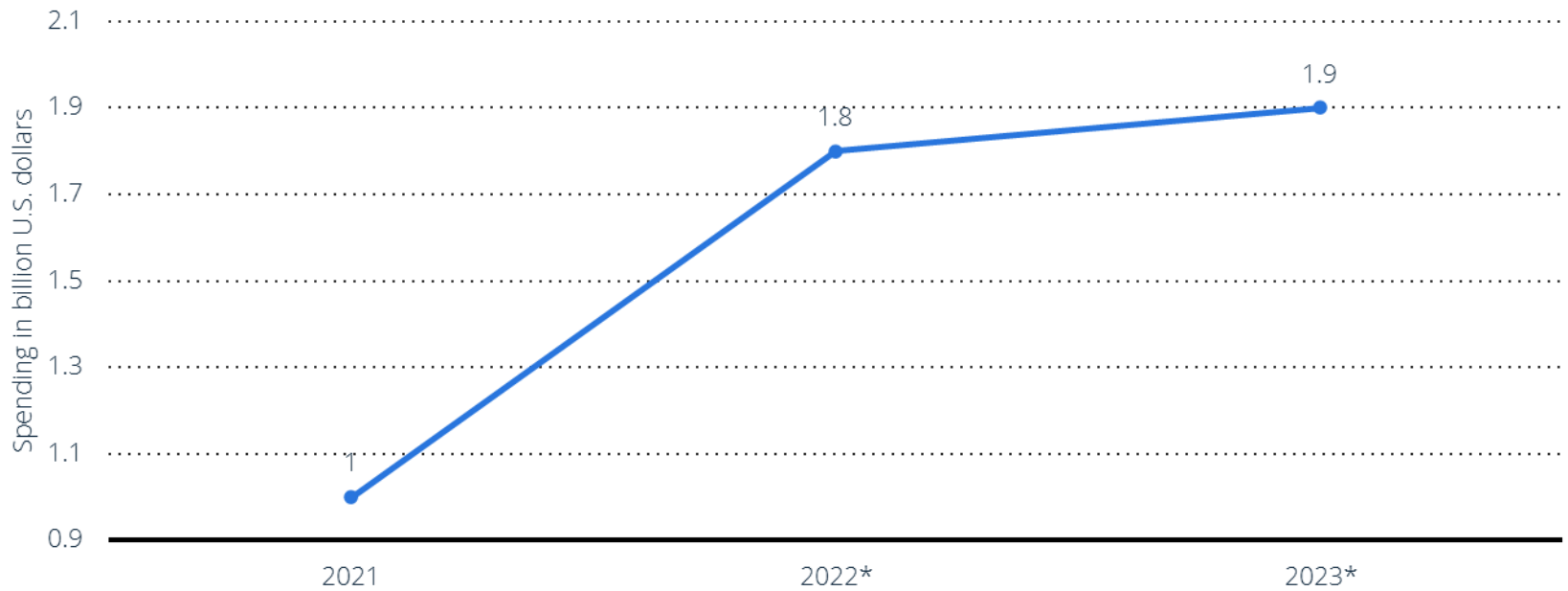


Gambling Advertisements

- Gambling ads have taken many forms (print, television, radio, online, social media, increased signage on land-based operations, team sponsorships, endorsements on clothes)
- The last decade has witnessed an explosion of gambling advertisements to attract customers (estimates are that sports betting alone will attract over US \$1.9 billion)

Online gambling advertising spending in the United States from 2021 to 2023 (in billion U.S. dollars)

Online gambling ad spend in the U.S. 2021-2023



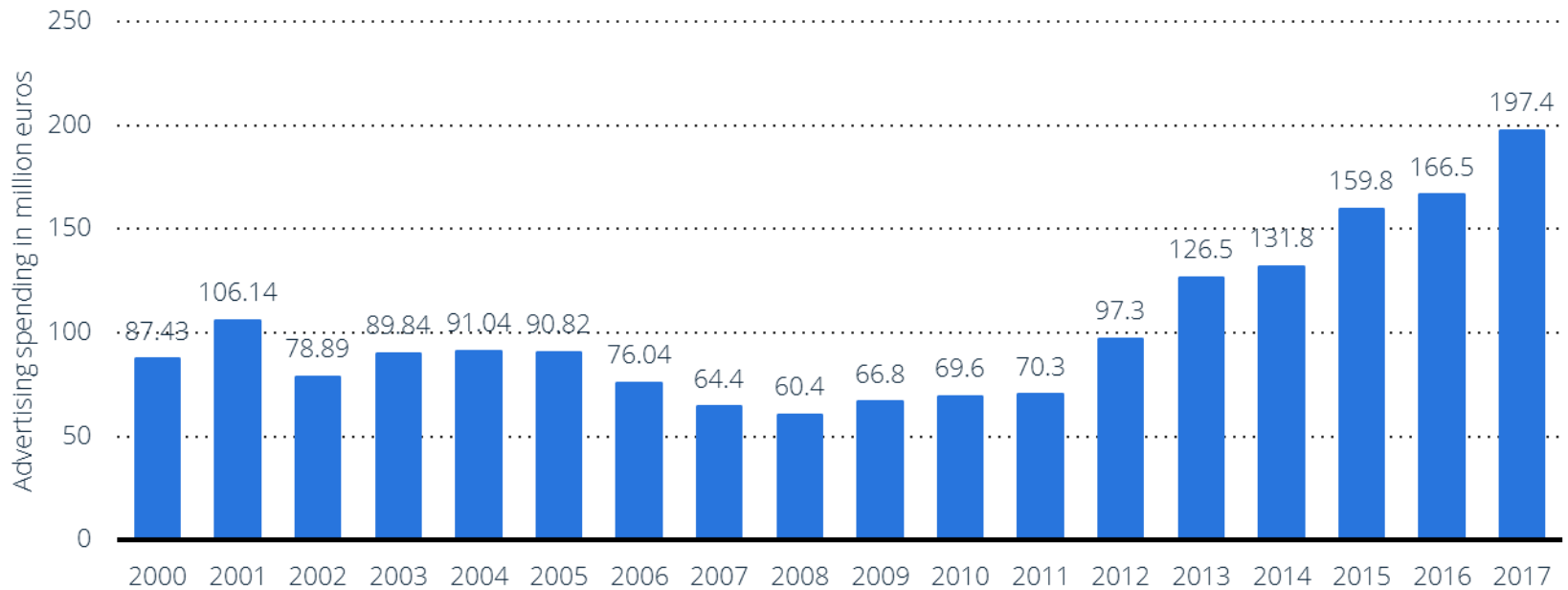
Note(s): United States; 2021

Further information regarding this statistic can be found on [page 8](#).

Source(s): BIA Advisory Services; PlayUSA; [ID 1350628](#)

Advertising expenditure for lotteries (lottery and football pools) in Germany from 2000 to 2017 (in million euros)

Advertising expenditure for lotteries in Germany 2000-2017



Note(s): Germany; 2000 to 2017 (as of February 2018); from 2007 incl. online; from 2012 incl. mobile; excl. city magazines

Further information regarding this statistic can be found on [page 8](#).

Source(s): Nielsen; Media Impact; [ID 418755](#)

Gambling Advertisements

- Gambling inducements are common (e.g., bonus offers, matching offers, free bets, etc.)
- The industry often uses misleading deceptive language (“risk-free”, “free-bet”, “can’t lose parlay”) (Operators emphasize gambling as evoking positive feelings - fun, winning, luck)
- In certain jurisdictions there are an increased number of athletes and celebrities endorsing/promoting gambling operators



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Minaj*



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Peter Crouch former British footballer

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Christian Ronaldo in 2015 signed an agreement with Poker Stars to become the company's global ambassador





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**WAYNE
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Gambling Advertisements

- Gambling marketing is highly targeted and ubiquitous around sports with the intent to increase brand awareness, using complex financial incentives and complex multiple betting odds (Newall, in press).
- There currently exists a voluntary code of conduct in some jurisdictions for ads, especially with respect to vulnerable populations (e.g., youth, problem gamblers) (AGA's Marketing Code of Conduct, 2023; Coalition for Responsible Sports Betting Advertising, 2023; Online Technical Services Bureau, 2023)
- Ads are typically marketed toward vulnerable groups (e.g., youth, problem gamblers. (Derevensky et al., 2018; Newall et al., in press).
- Emerging research suggests that awareness of gambling marketing is attractive to youth and is associated with increased gambling and riskier gambling (Derevensky et al., 2018; Newall et al., 2019).

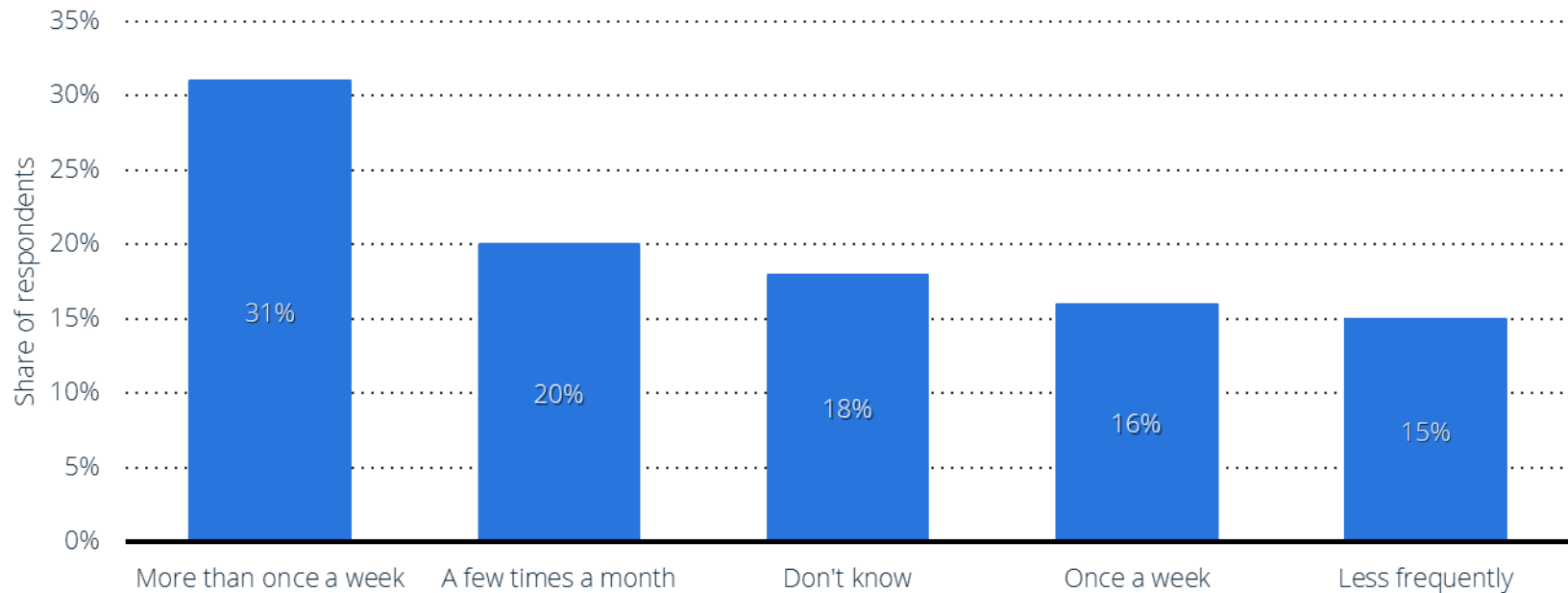
The impact of Gambling Ads and Exposure

What has Been the Impact of Widespread Gambling Advertisements

- Increased number of individuals gambling
- Research suggests more gambling-related harm (Empirical literature reviews by McCrane et al., 2023; Newall et al., 2019; Guillou-Landreat, 2021; Labrador et al., 2021; Binde & Romild, 2018)
- Gambling ads are particularly problematic for disordered/problem gamblers
- The relationship between gambling advertisements and problem gambling is complex and often age and activity specific (Derevensky et al., 2016; Newall, et al., 2017)
- In some jurisdictions there has been a public outcry and backlash against the amount, frequency & types of advertisements

Level of youths awareness of gambling advertisements on social media websites in Great Britain in 2020, by frequency

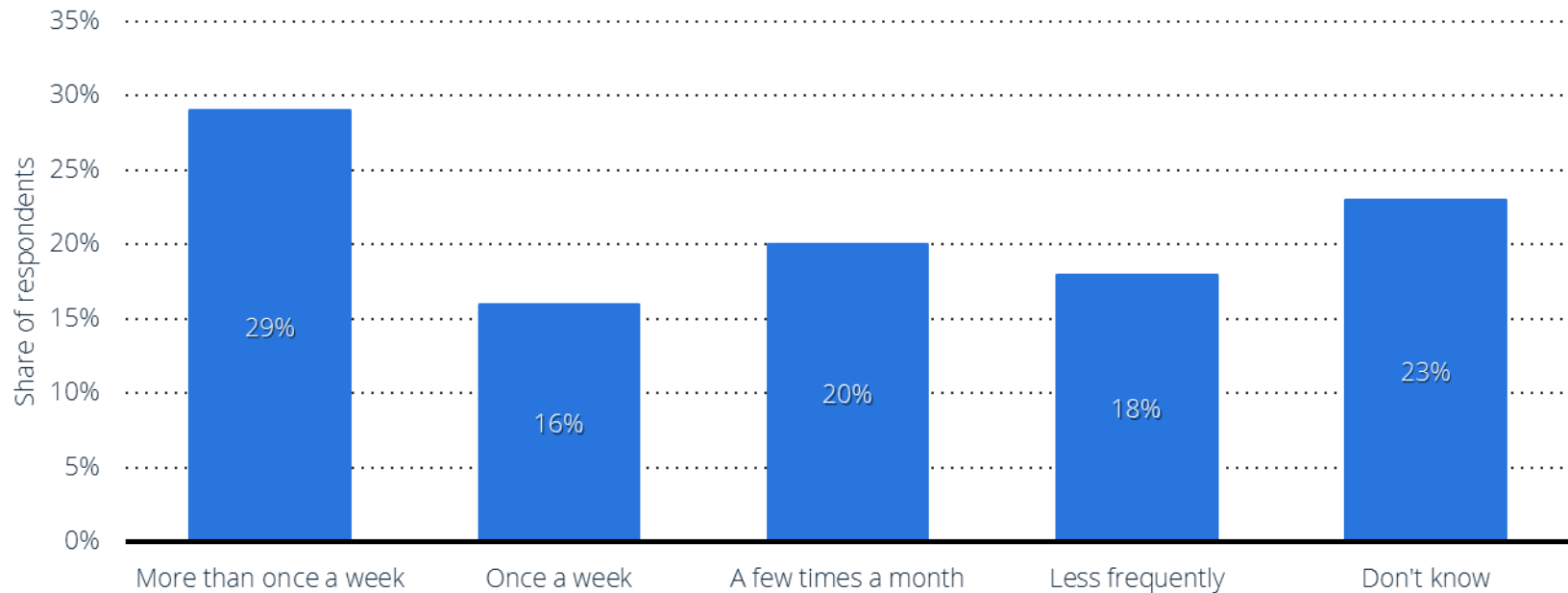
Great Britain: youths' awareness of gambling advertisements on social media 2020



Note(s): United Kingdom (Great Britain); January 7 to March 23, 2020; 11 to 16 years; 611 respondents; participants who have seen/heard each type of gambling advert
Further information regarding this statistic can be found on [page 8](#).
Source(s): Gambling Commission; Ipsos MORI; [ID 651381](#)

Level of youth awareness of gambling advertisements on websites* in Great Britain in 2019, by frequency

Great Britain: youths awareness of online gambling ads in 2019, by frequency



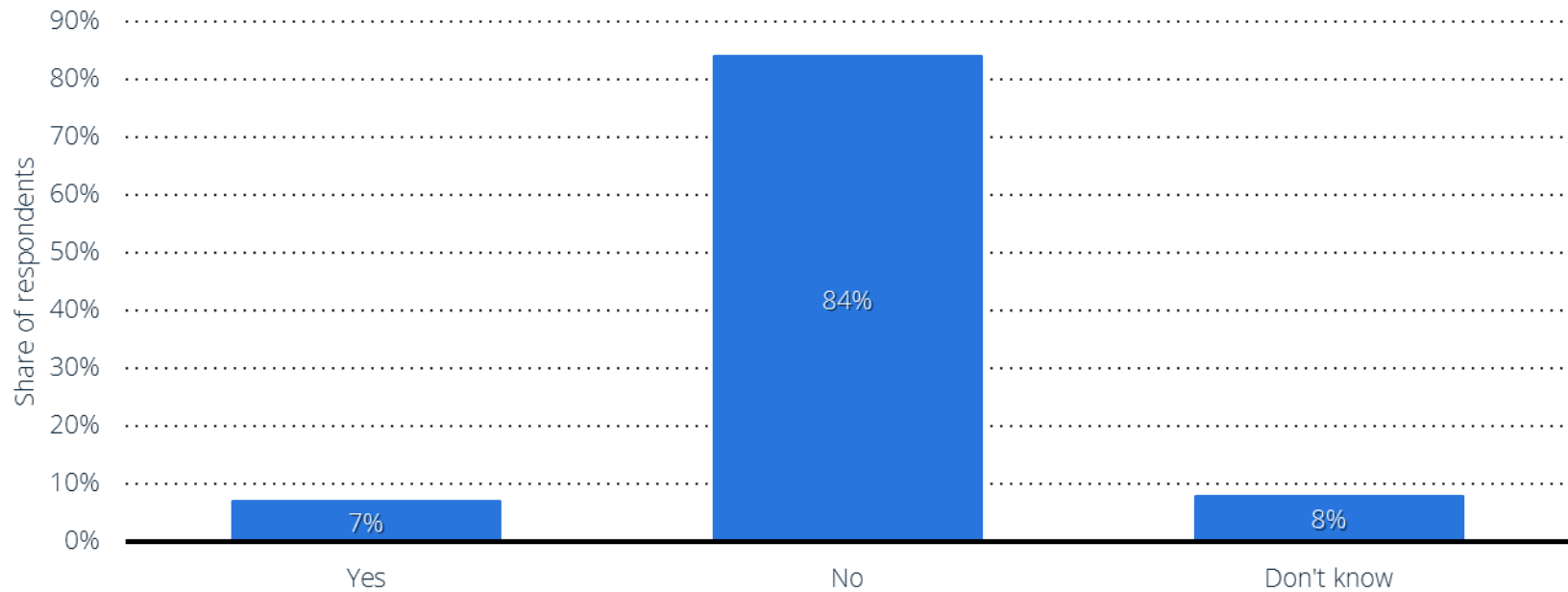
Note(s): United Kingdom (Great Britain); 12th February - 19th June 2019; 11 to 16 years; 1,331 respondents

Further information regarding this statistic can be found on [page 8](#).

Source(s): Gambling Commission; [ID 651390](#)

Has a gambling advert or sponsorship ever prompted you to spend money on gambling when you were not otherwise planning to?

Great Britain: gambling advertising impact on youths in 2020



Note(s): United Kingdom (Great Britain); January 7 to March 23, 2020; 11 to 16 years; 962 respondents; participants who have seen or heard any gambling adverts or gambling sponsorships

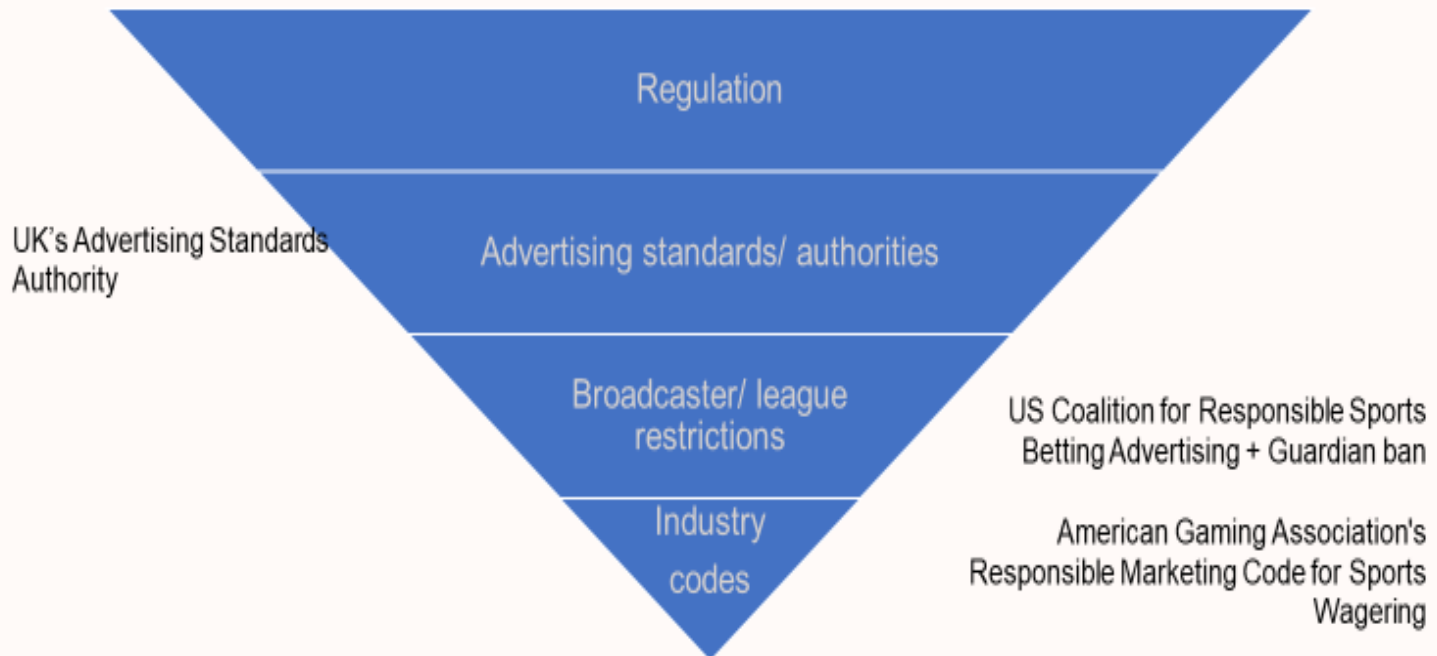
Further information regarding this statistic can be found on [page 8](#).

Source(s): Gambling Commission; Ipsos MORI; [ID 651499](#)

What has Been the Impact of Widespread Gambling Advertisements

- There has been a push toward increased safer gambling information to be displayed across all channels
- Greater pressure on regulators to oversee, restrict and/or monitor gambling advertisements

Available levers for restrictions



The Future of Gambling Advertising

- Restrictions on the use of promotional ads
- Certain gambling ads (e.g., in-play betting may become banned)
- In Europe, the U.S. and Canada partial or complete bans on advertising targeting underage individuals, problem gamblers
- Gambling operators are receiving increasing fines for breaking advertising rules
- Private media corporations are beginning to restrict gambling advertisements across all channels
- Greater pressure on regulators to oversee, restrict and/or prohibit (e.g., Belgium) gambling advertisements

The Future of Gambling Advertising

- Restrictions on the use of athletes and celebrities (U.K., Ontario)
- More restrictions around sponsorship and bonuses
- More regulation on print, television & social media
- Restricting banners on sports stadiums
- Gambling operators will face greater fines for advertising
- Mandatory player tracking when feasible

Responsible Gambling Initiatives

- We will likely see the continuation of responsible gambling taglines on advertisements BUT do they work?
 - When the fun stops, stop! Newell et al. (2020) in the UK found that such slogans do little to impact harm prevention. They argued for a new discourse.
 - Wohl et al. (2023) also argued we need a new discourse and attention to the types of terminology and messages
 - Livingstone et al (2020) also suggest we need new messages to get through to problem gamblers. We currently have limited exposure to harm minimization compared to the bombardment of positive ads

Policy Recommendations

- Prohibiting ads to be shown on television during children's viewing hours
- Banning gambling operators from sponsoring sports teams
- Prohibition on gambling logos on children's clothes or on promotional giveaways to youth
- Banning gaming operators to use loot boxes in their games
- Social casino games for adults should not be linked to online gambling sites
- Gambling advertisements should include the risks associated with excessive gambling
- Gambling advertisements should not depict a person less than 25 years of age nor should they incorporate cartoon characters
- Regulatory bodies must monitor and enforce responsible advertisements
- Funding more research on the impact of advertising
- Greater prevention/education

- Banning the use of misleading labels e.g., "free", "risk free"
- Prohibiting sports books from using college athletes
- Restricting the use of social casino sites for underage minors
- Banning operators from sponsoring sports teams
- Prohibition on gambling logos on children's clothes or in promotional giveaways to youth
- Banning gaming operators from using loot boxes in their games
- Social casino games for adults should not be linked to online gambling sites and have age restrictions
- Ensuring gambling advertisement include the potential risks associated with gambling
- Greater prevention/education initiatives
- Gambling advertisements should not incorporate cartoon characters nor depicting a person less than 25 years of age
- Ensure gambling regulations are adhered to
- Funding more research on the impact of advertising