



nielsen

SPORTS BETTING MARKET OVERVIEWS

ESTIMATING THE US MARKET

Nielsen Sports
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May 18, 2017

KEY FINDINGS – AUSTRALIA



\$205M

2016 total spend



In 2016, sports betting brands invested a total of ~\$205M in product fees, advertising and sponsorship combined. Ad spend accounts for 69% of the total spend (\$142m), while sponsorship (\$32m) and product fees (\$31m) evenly account for the remaining 31%. Compared with 2013, the overall spend registered a +90% growth



+145%

Sponsorship Spend



Of the eight major codes in Australia, five have current wagering partners at the league level. Rights fees paid for sponsorship at this level is up 145% since 2013, with AFL and NRL accounting for 75% of total sponsor spend.



+125%

TV Ad Spend



TV is still king – TV ad spend is up 125% since 2013 and now accounts for 59% of total sports betting advertising. Nineteen Sports betting brands spent on advertising during the 2016 calendar year, with the top four brands accounting for over two thirds of the total spend (+\$100m)



85%

% sponsorship exposure



Rugby League, AFL and Cricket account for 85% of all sports betting sponsorship exposure across the Australian landscape. Although ten sports betting operators were visible through sport sponsorship in 2016, five account for 90%.

KEY FINDINGS – UK



~£348M

2016 total spend



In 2016, betting & gambling brands invested a total of ~£348M in advertising and sponsorship combined. Ad spend accounts for 75% of the total spend, sponsorship accounts for the remaining 25%. Compared with 2011, the overall spend registered a +118% growth – from ~£159M invested six years ago



+207%

Sponsorship spend



Betting & gambling brands spent a total of ~£86M in sponsorship UK properties in 2016. This is a significant +207% increase (+~£58M) compared with 2011. The growth was driven by increased investments in all sports sponsorship object in the UK. In particular, team/club sponsorships saw a big ~+43M growth from 2011, resulting in a significant 191% growth in investments



+£80M

Ad Spend



TV is still king – with more than £150M per season, it accounts for 57.6% of betting & gambling brands' total ad spend. It is also the channel which registered the largest growth. In fact, expenditure on TV increased by 114% over the last 6 years – more than £80M.



82%

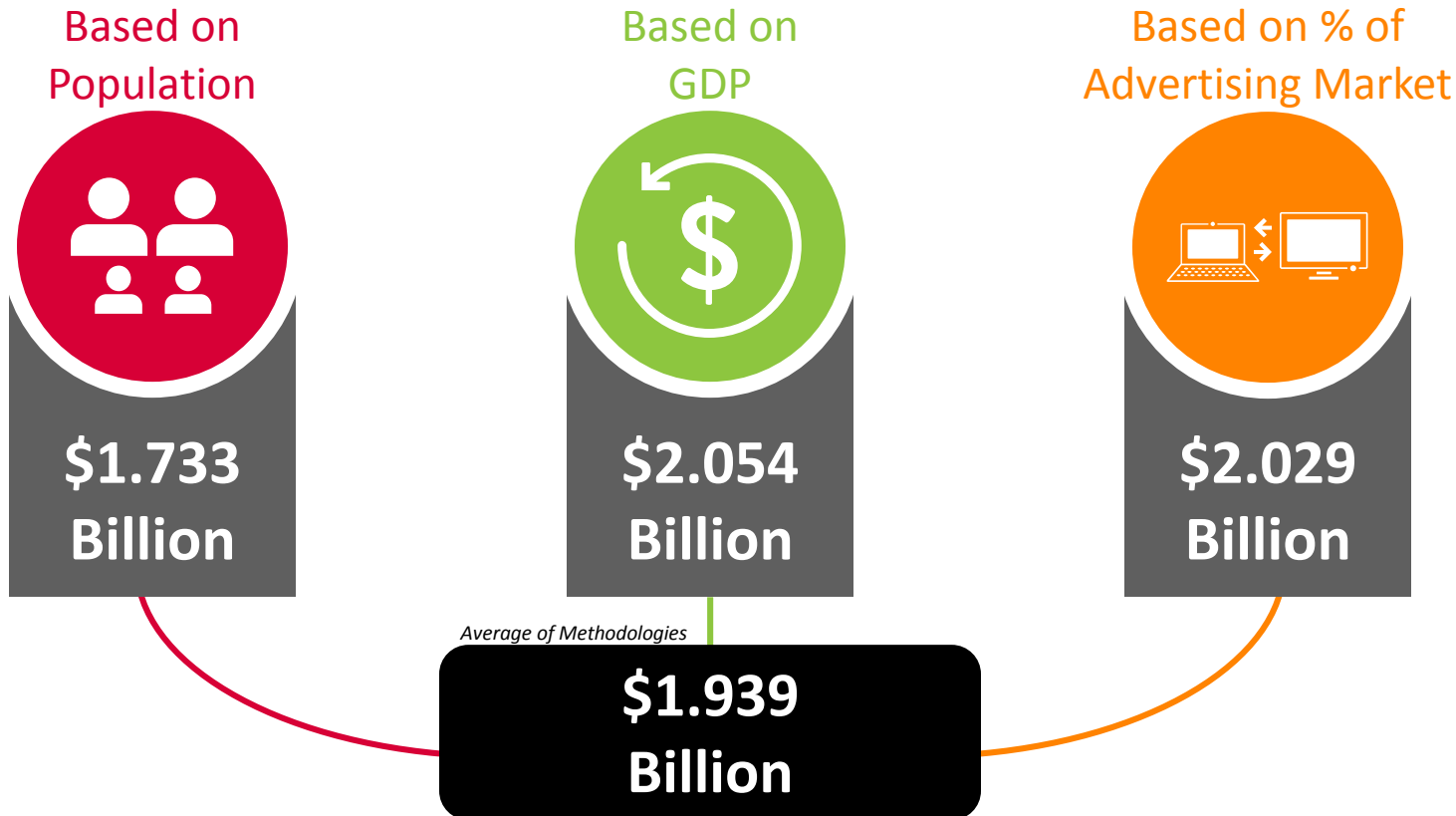
% sponsorship spend



Football is the sports attracting the largest investments in the UK sports sponsorship environment. In fact, with more than £70M per season, football accounted for 82% of total sponsorship spend in 2016. In particular, the Premier League attracts the great majority of investments in UK football, mainly with its clubs.

ESTIMATING THE US LEGAL GAMING MARKET

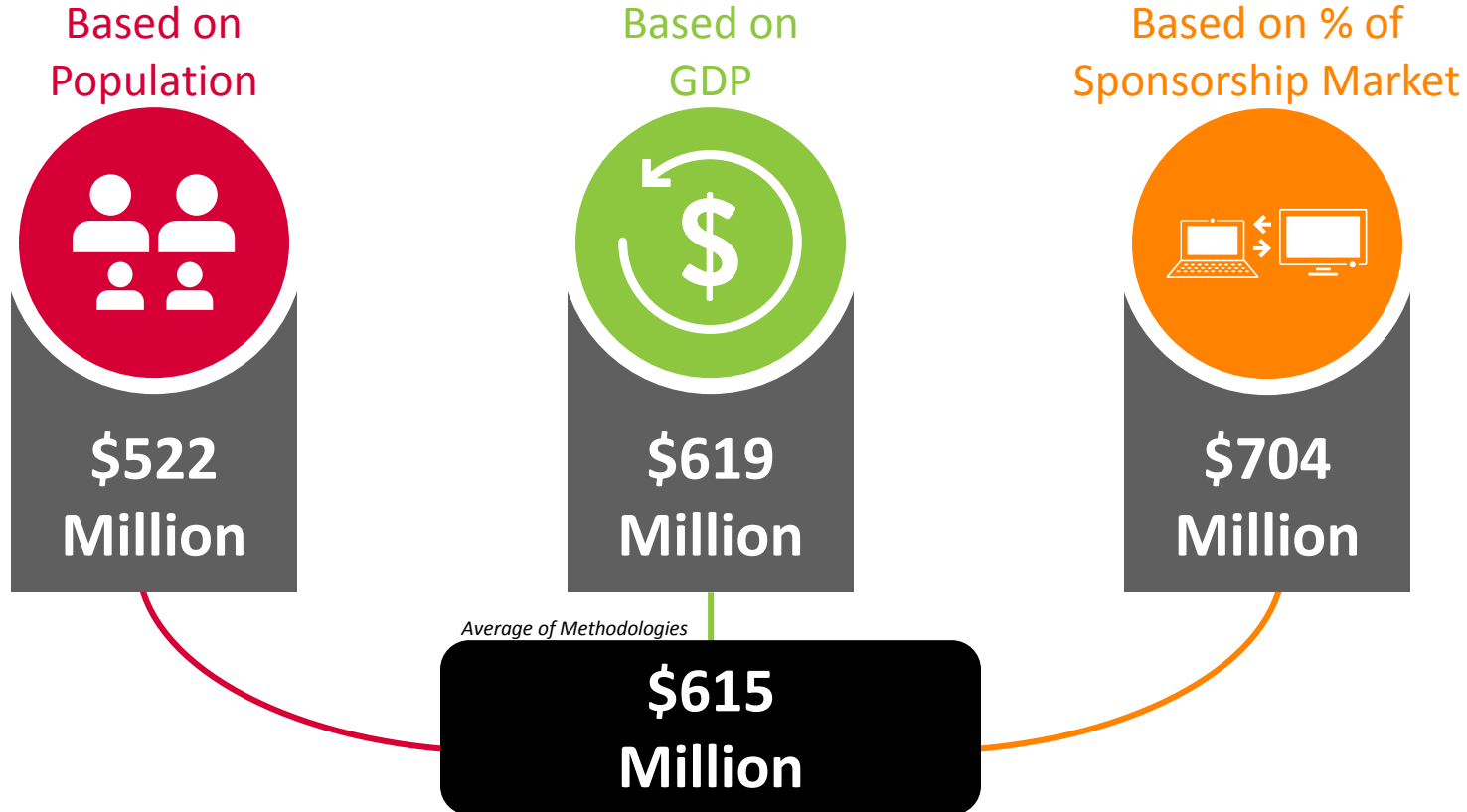
US ADVERTISING



Source: Nielsen Ad Intel (National advertising including Network TV, Cable TV, Magazine, Newspaper, Radio, Outdoor), US Census Bureau, World Bank
Based on projection Advertising data in UK and Australia markets – All Values in USD

ESTIMATING THE US LEGAL GAMING MARKET

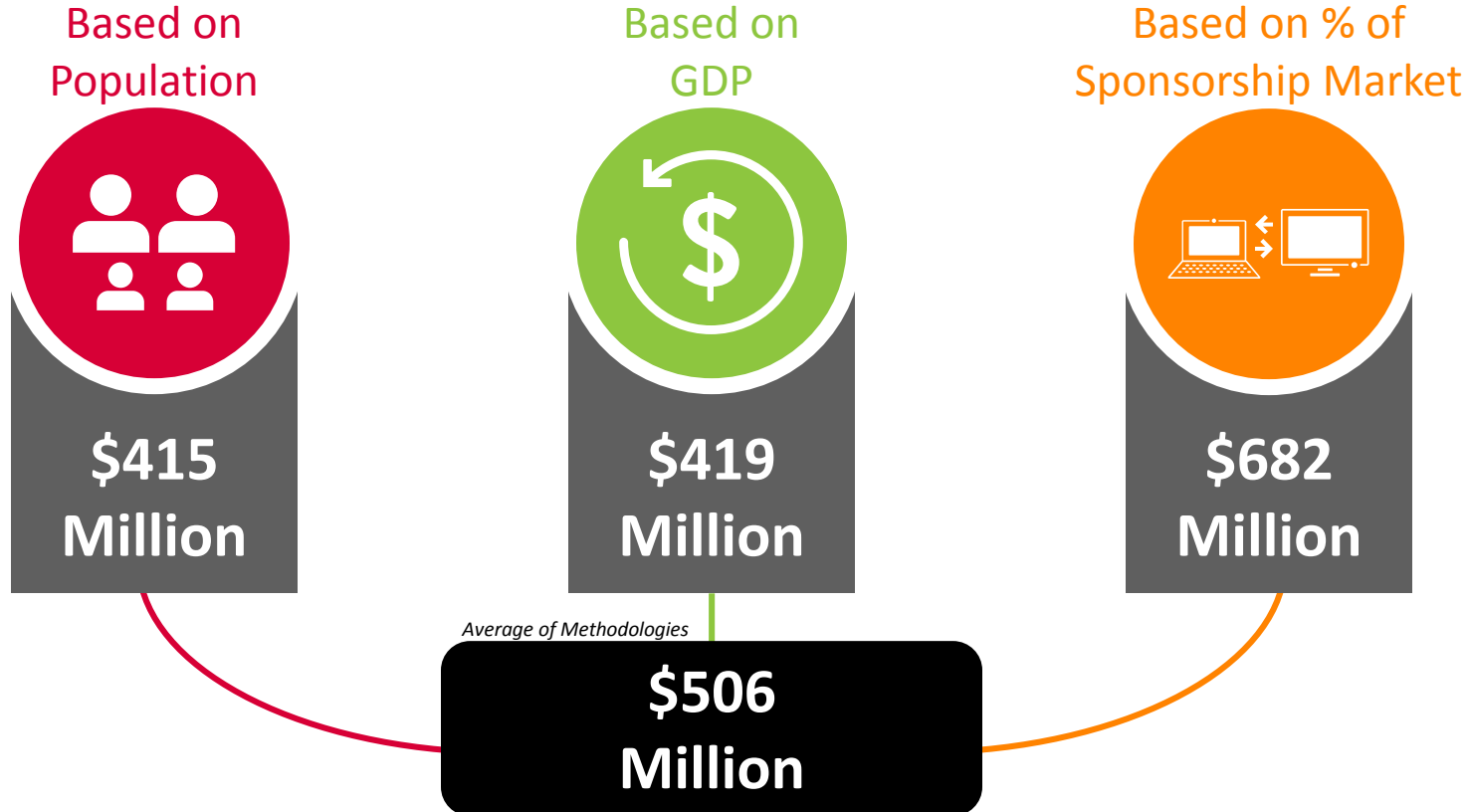
US SPONSORSHIP



Source: Nielsen Sports SponsorGlobe, Nielsen Sport24, US Census Bureau, World Bank
Based on projection Advertising data in UK and Australia markets – All Values in USD

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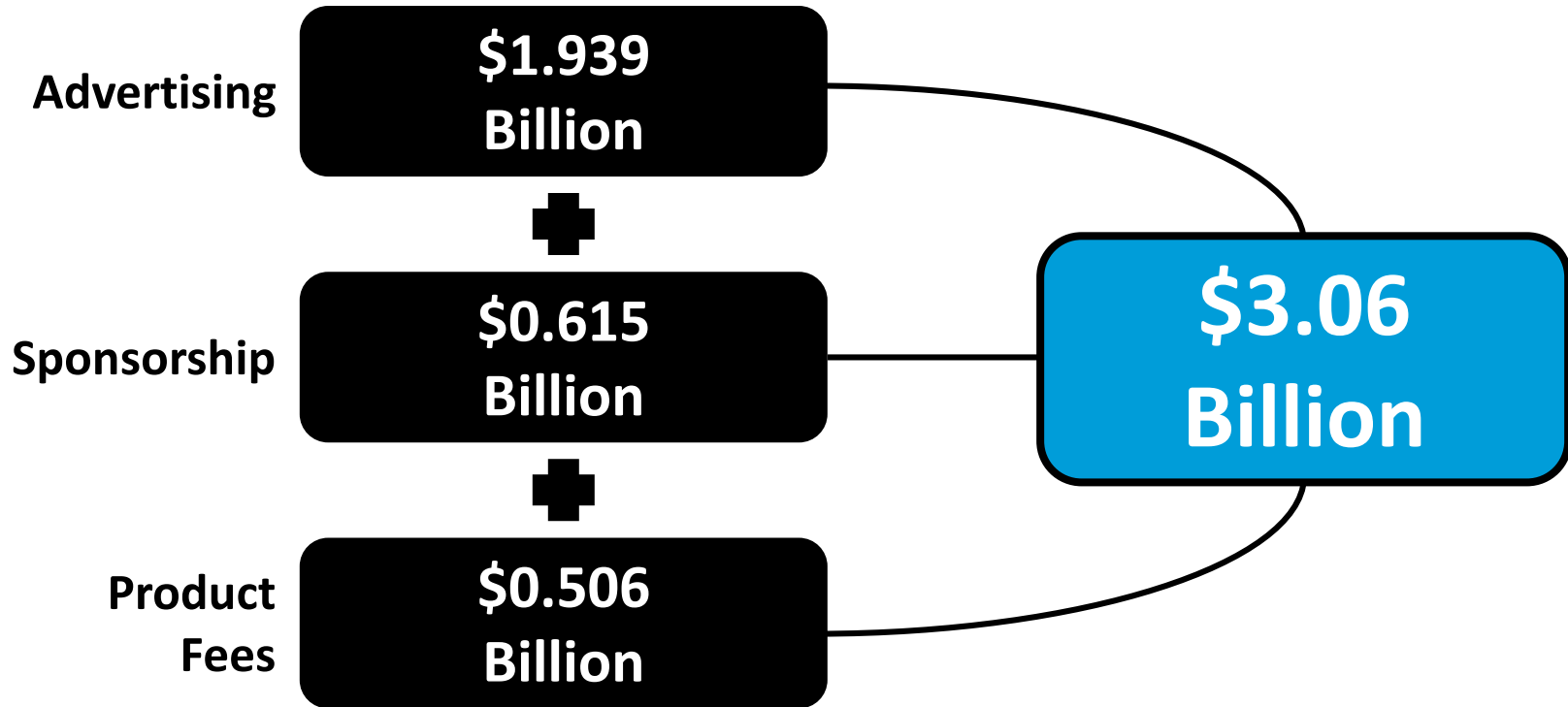
US PRODUCT FEES



Source: Nielsen Sports SponsorGlobe, Nielsen Sport24, US Census Bureau, World Bank
Based on projection Advertising data in UK and Australia markets – All Values in USD

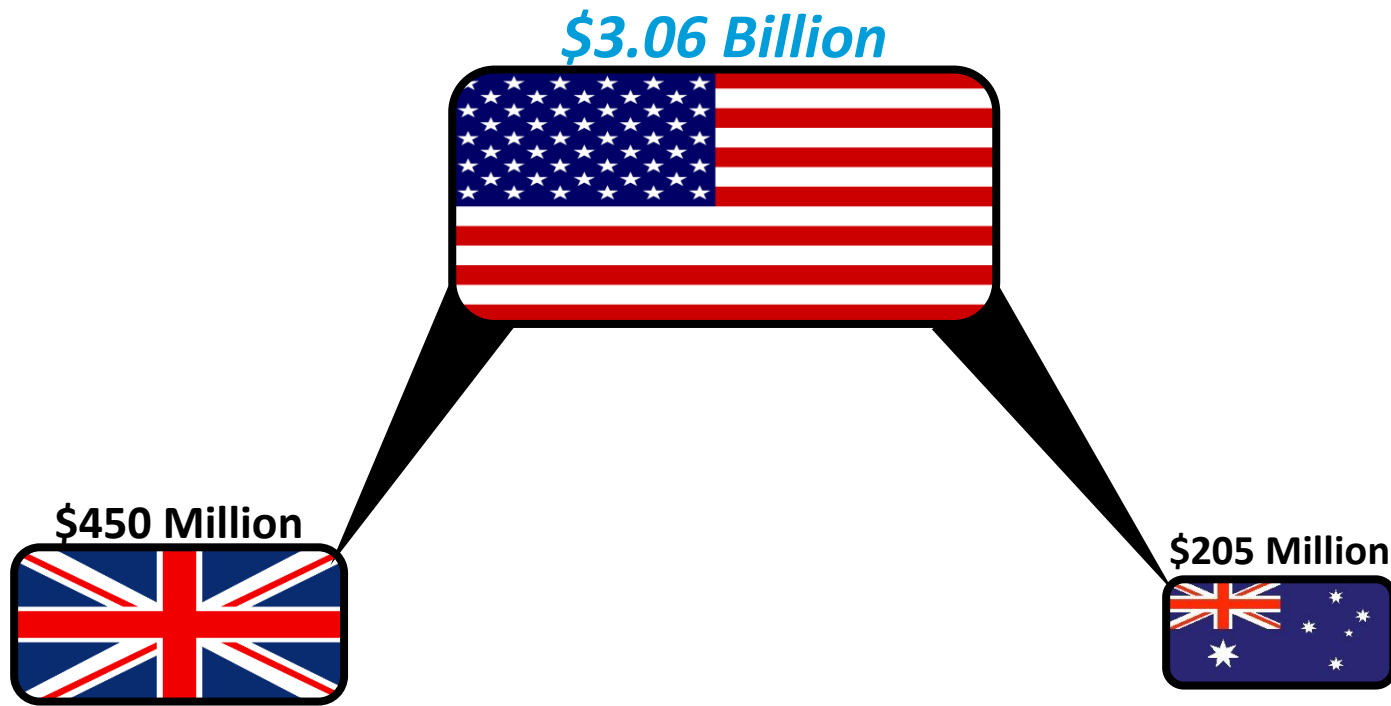
ESTIMATING THE US LEGAL GAMING MARKET

OVERALL SUMMARY



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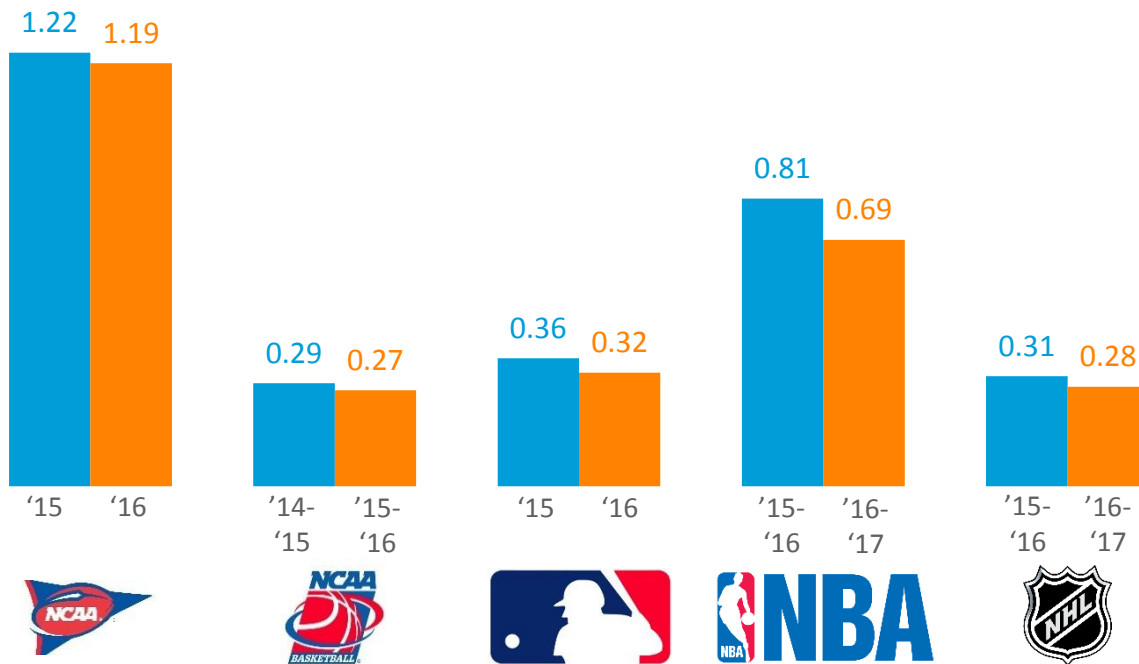


APPENDIX

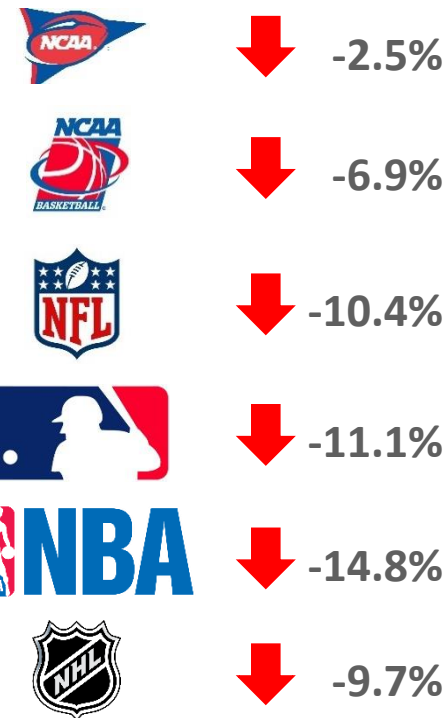
RATINGS BY SPORT

Every major sports league has seen a large decline in ratings year over year.

Regular Season HH Ratings (%)

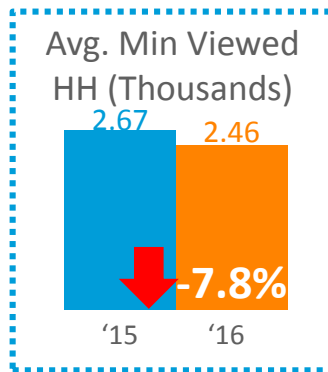
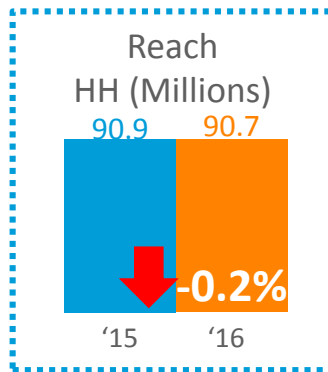
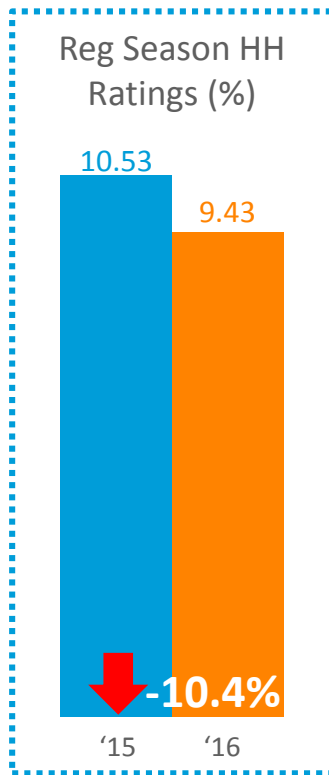


YoY % Change



RATINGS BY SPORT – NFL

The NFL saw a decline of over 10% in its TV ratings from the 2015 to 2016 regular seasons.



Approximately the same number of households tuned into NFL games as the prior year. However, those who tuned in watched for less time.

YoY % Change



↓ -2.5%



↓ -6.9%



↓ -10.4%



↓ -11.1%



↓ -14.8%



↓ -9.7%

THANK YOU

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