



SPORTS BETTING ADVERTISING TRENDS

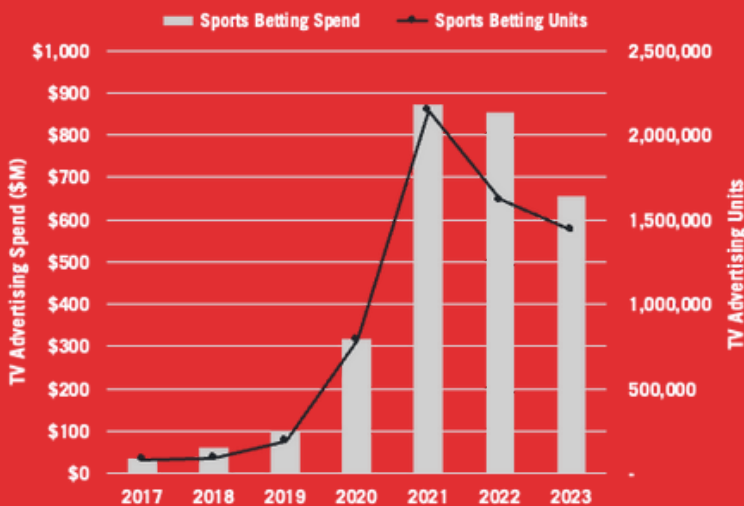
The American Gaming Association monitors trends in gaming and sports betting advertising spend. Understanding the volume of gaming advertising the public sees each year, especially multi-year trends and how gaming ad volume compares to other industries, provides important context in the discussion around sports betting advertising.

2023 TRENDS

- Sports betting advertising spending across media channels fell by **\$210 million** last year, down **15 percent** compared to 2022.

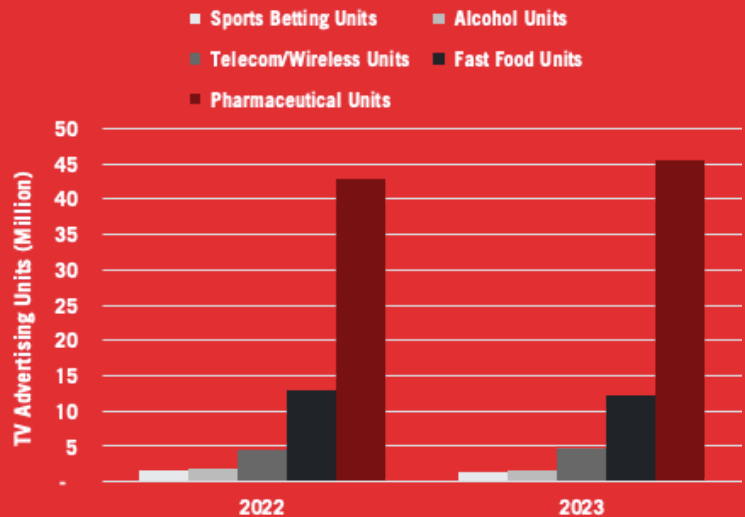
Sports betting TV advertising units declined by **11 percent YOY**. There were **nearly a third** (-33%) fewer sports betting ads on TV in 2023 than in 2021.

SPORTS BETTING ADVERTISING 2017 TO 2023



Last year, there were more TV ads for alcohol, telecom/wireless and fast food than sports betting, and far more pharmaceutical ads. **For every sports betting ad on TV, there were more than 3 commercials for telecom/wireless, 8 for fast food and 31 for pharmaceuticals.**

TV ADVERTISING VOLUME RELATED TO SELECTED INDUSTRIES



METHODOLOGY

A Nielsen study, commissioned by the American Gaming Association, analyzed trends around sports betting advertising in the United States in 2023. The research leveraged Ad Intel, Nielsen’s advertising monitoring service for tracking detailed ad spend in markets and media outlets including TV, print, digital, out-of-home and cinema.