

Gambling & Sports Betting Advertising Trends

April 2024



Methodology

Countries Included in Analysis: United States

Timeframe: 2013-2023

Source: Nielsen study commissioned by American Gaming Association

Data Used in Analysis: Nielsen Ad Intel

- Ad Intel is Nielsen’s advertising monitoring service for tracking detailed ad spend in markets and media outlets including TV, print, digital, out-of-home and cinema. Nielsen Ad Intel captures, organizes and analyzes advertising spend and creatives around the world, offering the most complete source of cross-platform advertising intelligence available
- Ad Intel Units and Dollars are inclusive of: Direct Response, Institutional, Local Avail, Multi-barter, Negotiated, Promos, PSA, Sponsorship, and Vignettes
- Nielsen analyzed all advertising tied to the gaming / gambling industry across various categories (i.e. Casino, Lottery, Fantasy, Sports Betting, etc.) across all monitored mediums
 - United States : National Internet, National Magazine, National Newspaper, Network Radio, Network TV, Spot Radio, Spot TV, Digital
 - All mediums used in 2023: Digital Display, Digital Social, Digital Video, Local Magazine, Local Newspaper, Local Radio, National Digital – Search, National Magazine, National Newspaper, Network Clearance Spot TV, Network Radio, Network TV, Spot TV, Syndicated Clearance Spot TV, Syndicated TV

Gambling and Sports Betting Related Categories Included:

- United States of America: Hotel & Casino, Lottery, Online / Digital Sports Betting, Gambling Services
 - Sports Betting related advertising spend considers all advertising tagged to Online Gambling and Online Sports Betting.
 - Gambling related advertising spend considers all advertising tagged to Hotel & Casino, Gambling Services, Lottery, Online Fantasy Sports, Online Gambling and Online Sports Betting, as well as Sportsbooks, Oddsmakers and Betting Platforms.
 - Aside from data for 2023, a small portion of value attributable to Online / Digital Sports Betting and Gambling Services falls outside of Sports Betting (i.e. Poker, Casino Games, Horse Racing, Lottery, etc.). The value attributable to these elements represents less than 10% of all Online / Digital Sports Betting and Gambling Services advertising.

::: Gambling and Sports Betting Advertising Trends in 2023

TOTAL GAMBLING ADVERTISING SPENDING SLOWED IN 2023

- Total spending on all Gambling-related advertising across all channels dropped 14% compared to 2022, marking the first non-pandemic contraction since 2016.
- Gambling spend on TV advertising – the dominant media type – decreased by 15% year-over-year. Digital ad spend contracted by 17% while radio ad spend remained flat.

SPORTS BETTING SPECIFIC ADVERTISING VOLUME DOWN ONE-THIRD FROM 2021

- Total advertising spend related to sports betting (including DFS) declined \$210 million compared to 2022, marking a 15% reduction. Excluding DFS, sports betting ad spending was down 21% from 2022.
- Sports betting ad volume was down 4% year-over-year across all channels, having contracted 20% from the 2021 peak.
- TV advertising volume related to Sports Betting declined more—11%—and has decreased 33% since 2021.
- In context: Sports Betting accounted for less than 1% of national spend on TV advertising in 2023
- Sports Betting's share of total TV advertising volume was 0.4% in 2023, slightly lower than Alcohol (0.5%) and overshadowed by Telecom/Wireless (1.5%), Fast Food (3.8%) and Pharmaceuticals (14.1%).
- For every sports betting advertisement on TV in 2023, there were more than three telecom/wireless commercials, eight TV spots for fast food, and 31 pharmaceutical commercials, showcasing the contrast in advertising volumes across different industries.



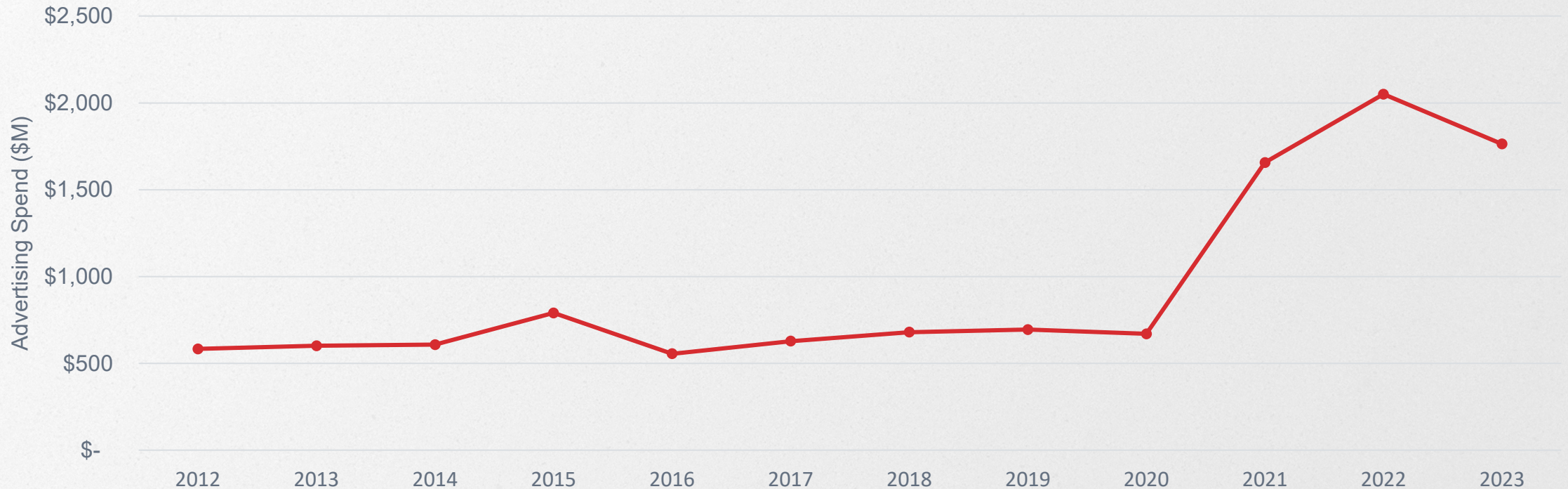
Advertising Across Channels



::: Gambling Advertising Spend Across Channels Slowed 14% Year-Over-Year

Annual advertising spending related to all gambling products across all channels contracted for the first time since 2016, excluding a minor pandemic-related dip in 2020.

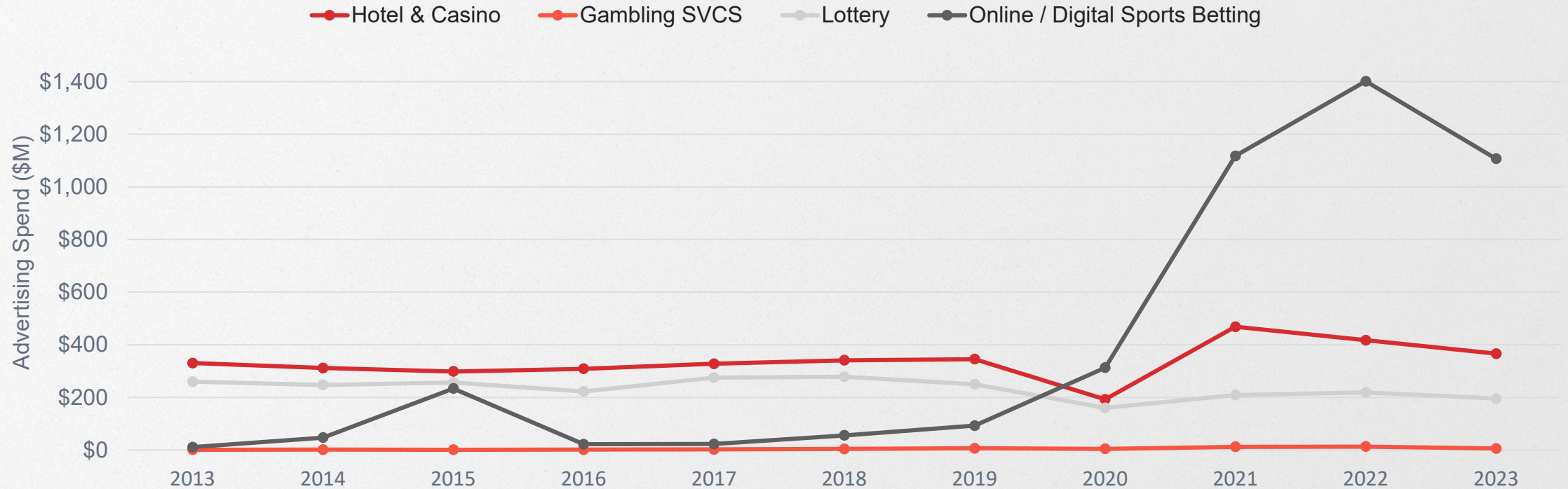
All Gambling Related Advertising Spend (Total) - By Year (2012-2023)



Sports Betting Advertising Spend Slowed 21% Year-Over-Year (Ex. DFS)

Including Fantasy Sports, advertising spend tied to sports betting decreased by 15% from 2022.

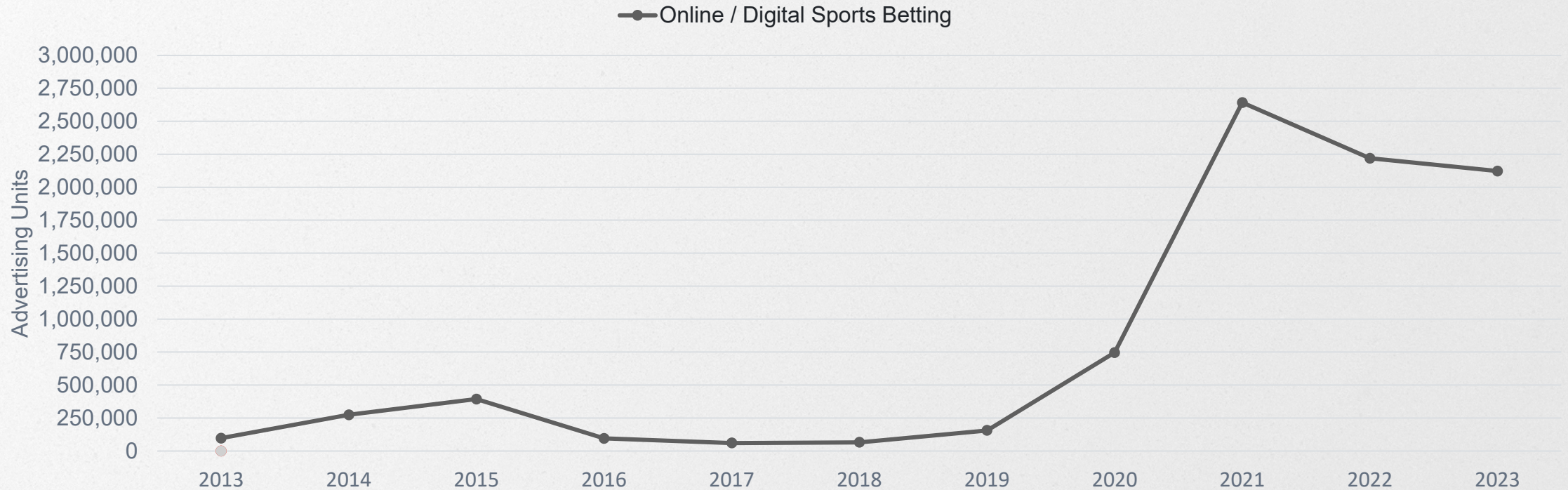
Gambling Related Advertising Spend (Total) - By Year and Focus Area (2013-2023)



Sports Betting Advertising Volume Across Channels Is Down 20% From 2021

Advertising units tied to Sports Betting fell for a second consecutive year, declining more than 4% year-over-year.

Sports Betting Related Advertising Units (Total) - By Year (2013-2023)



TV Advertising



::: Spend on TV Sports Betting Decreased Nearly \$200 Million—23%—From 2022

2023 total spend on TV advertising related to Gambling decreased 15% from 2022. Sports Betting dollars accounted for 64% of all Gambling related spend on TV advertising.

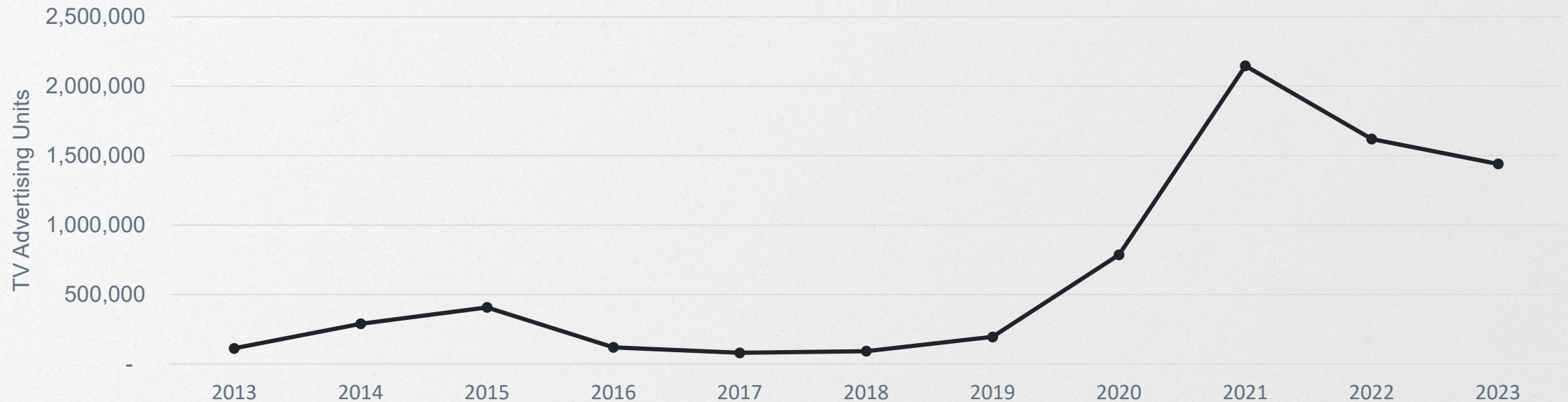
Gambling and Sports Betting Related Advertising Spend (TV)
By Year (2013-2023)



Sports Betting TV Advertising Volume is Down By One-Third Since the 2021 Peak

With more markets legalizing Sports Betting, there's been a shift from localized marketing efforts to more national buys, driving Sports Betting TV advertising units down 11% from 2022 to 2023.

Sports Betting Related Advertising Units (TV)
By Year (2013-2023)



SOURCE: ADINTEL (2013-2023); ALL VALUES REPRESENTED IN USD – UNITS

Advertising in Context



Sports Betting Accounts For Less Than 1% of National Spend on TV Advertising

In 2023, Sports Betting's 0.8% share of national TV advertising spend was lower than Alcohol (1.5%), continuing the historical trend. While Sports Betting TV advertising spend decreased, Alcohol spend was up 15% year-over-year.

Alcohol and Sports Betting Related Advertising Spend (TV)
By Year (2013-2023)



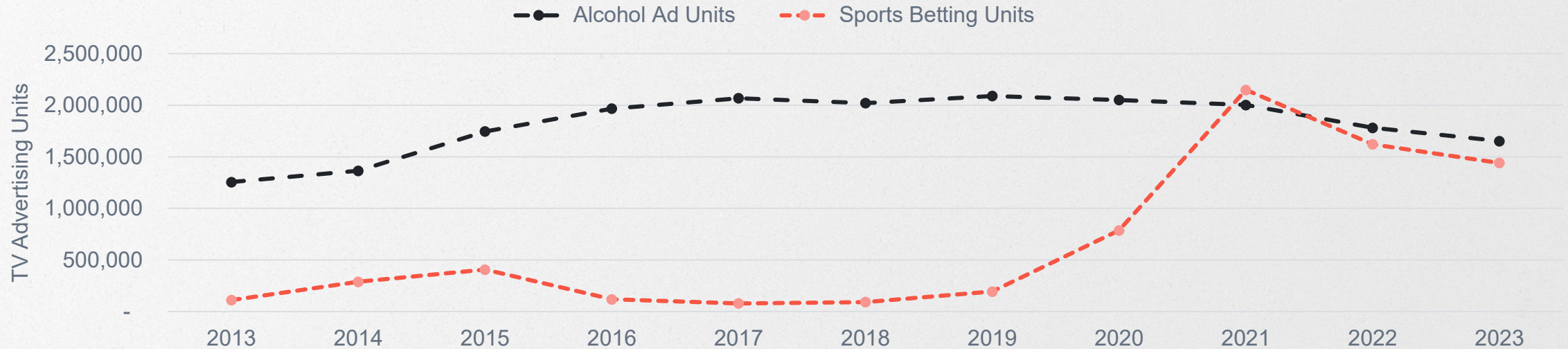
SOURCE: ADINTEL (2013-2023); ALL VALUES REPRESENTED IN USD – UNITS

SOV %	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Sports Betting	0.01%	0.1%	0.3%	0.0%	0.0%	0.1%	0.1%	0.4%	0.9%	1.0%	0.8%
Alcohol	1.3%	1.2%	1.2%	1.4%	1.4%	1.4%	1.4%	1.3%	1.4%	1.2%	1.5%

∴∴∴ Fewer Sports Betting Related TV Ads Than Alcohol Ads

Sports Betting’s 0.4% share of TV advertising units was slightly lower than Alcohol (0.5%) in 2023. While Alcohol’s SoV has stayed relatively flat for year, the volume of Sports Betting ads has been comparable since 2021.

Alcohol and Sports Betting Related Advertising Units (TV)
By Year (2013-2023)

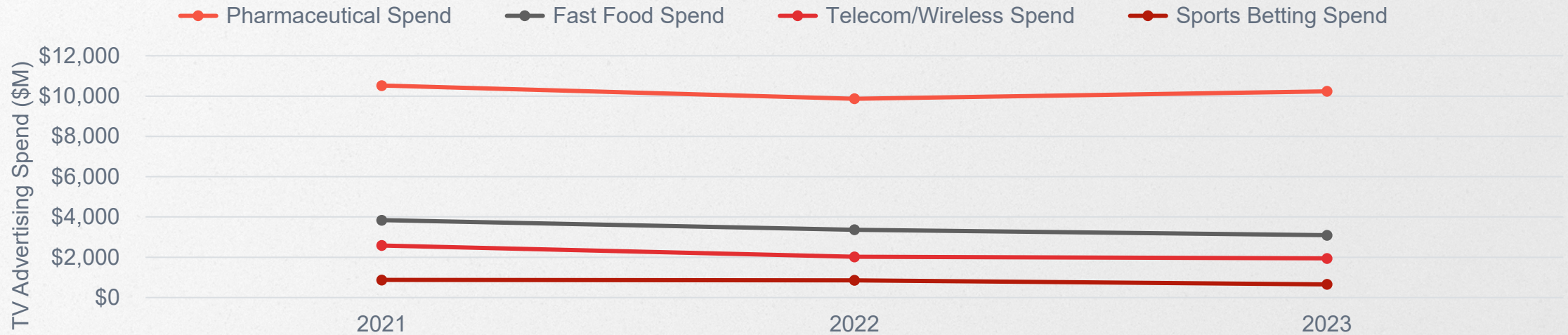


SOV %												
	Sports Betting	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Sports Betting	0.04%	0.1%	0.1%	0.0%	0.03%	0.03%	0.1%	0.3%	0.7%	0.5%	0.4%	
Alcohol	0.5%	0.5%	0.6%	0.7%	0.7%	0.7%	0.7%	0.7%	0.6%	0.5%	0.5%	

Sports Betting Overshadowed by TV Advertising For Telecom, Fast Food and Pharma

The Sports Betting industry's spend on TV ads in 2023 was 34% of Telecom/Wireless, 21% of Fast Food and 6% of Pharmaceuticals.

Pharma, Fast Food, Telecom/Wireless and Sports Betting Related Advertising Spend (TV)
By Year (2013-2023)

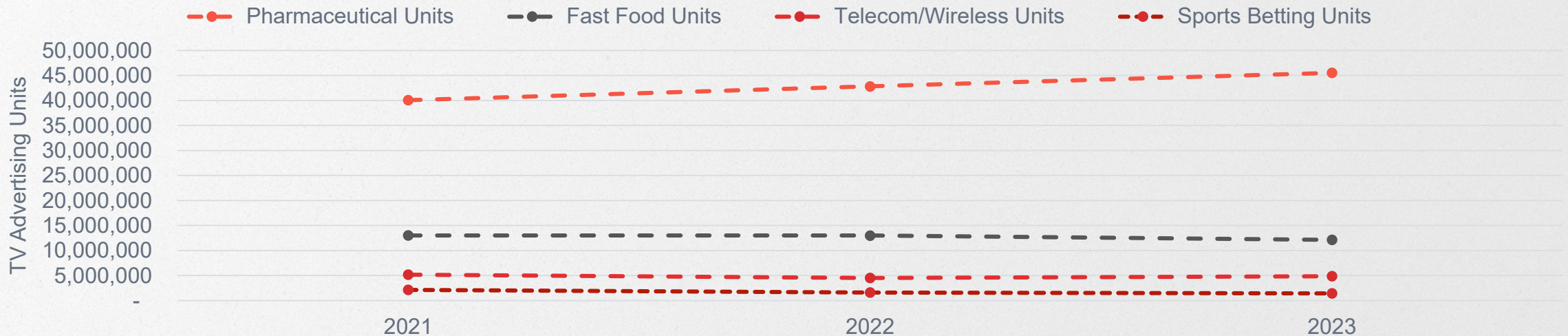


SOV %	2021	2022	2023
Sports Betting	0.9%	1.0%	0.8%
Telecom/Wireless	2.8%	2.5%	2.5%
Fast food	4.1%	4.1%	4.0%
Pharmaceutical	11.4%	12.0%	13.1%

For Every Sports Betting TV Ad in 2023, There Were 31 Pharmaceutical Commercials

American TV viewers were also exposed to more than three TV commercials for Telecom/Wireless and more than eight for Fast Food for each Sports Betting TV advertisement that aired in 2023.

Pharma, Fast Food, Telecom/Wireless and Sports Betting Related Advertising Units (TV)
By Year (2013-2023)



SOV %	2021	2022	2023
Sports Betting	0.7%	0.5%	0.4%
Telecom/Wireless	1.6%	1.4%	1.5%
Fast food	4.0%	4.0%	3.8%
Pharmaceutical	12.4%	13.1%	14.1%

::: AD INTEL METHODOLOGY

The Nielsen Ad Intel service utilizes a network of computerized monitoring sites to collect and identify program occurrence information. Using proprietary hardware and software designed specifically for this purpose, including our patented “passive pattern recognition” technology, the service has developed the capability to identify commercials based on their unique audio and video content.

Occurrence data collected from the monitoring sites is appended to other non-occurrence information, including ratings and expenditure data. All first-time seen broadcast data that has not been automatically identified through passive pattern recognition is processed to assign brand identification and commercial duration.

A commercial is defined as any paid advertisement announcement, spot or message with duration of 10 to 180 seconds, aired by the television network and recorded by Nielsen Ad Intel. Advertising activity is based on nationally distributed commercials aired during cable telecast programs. Monitoring is conducted 24 hours a day.

AD INTEL METHODOLOGY

- **PCC = PRODUCT CATEGORY CODES**
- A high-level product index that group like products and services is represented by a four-character code. All products and services are broken down into eight major business categories. The first character of the PCC code is an alphabetical representation of the category and the remaining three are numeric.
 - The following is a list of the eight business categories:
 - A = Apparel G = General
 - B = Business H = Household
 - D = Drugs & Toiletries T = Travel
 - F = Food R = Direct Response
- **INDUSTRY**
 - Most generic grouping, represented by a hundred level numeric code. (Example: D100-Toiletries & Cosmetics)
- **MAJOR CATEGORY**
 - Further refines the industry category, represented by a ten-level numeric code. (Example: D120 – Personal Hygiene & Health)
- **SUB-GROUP CATEGORY (PCC SUBGROUP)**
 - Most specific PCC code level associated with brands and represented by the unit level numeric code. (Example: D121 - Dental Supplies & Mouthwashes)
- **PRODUCT CATEGORY**
 - The most granular level used to identify the specific categories included in the PCC Sub-Group. (Example: D121 - Toothpaste-Gel)
- **PARENT COMPANY**
 - The parent company which Nielsen Ad Intel associates with the individual brand represents the major level of corporate ownerships (e.g. the company which operated or controls the business of recognized advertiser.)
- **SUBSIDIARY**
 - The subsidiary is the entity which has direct responsibility for the brand or service advertised. While the subsidiary may have a corporate parent (see Parent Company), it often will not. In these cases, the parent company and the subsidiary are the same.
- **BRAND**
 - The term Brand represents a composite of the advertiser's name(s) and product(s) or services(s) being advertised at the time of commercial airing and monitoring. The brand name may be truncated or edited to be recognizable and to meet the format limitations of the reports in which it appears. Advertisers using the same commercial content in multiple markets, where the company does business or distributes a product under several names, may be reported as first captured.
- **BRAND VARIANT**
 - The most granular description of a product which most specifically identifies which variety of the brand is being advertised. (Example: Whitening is one of several brand variants of Crest Pro-Health Toothpaste Gel.)

Contact

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