



# SPORTS BETTING ADVERTISING TRENDS

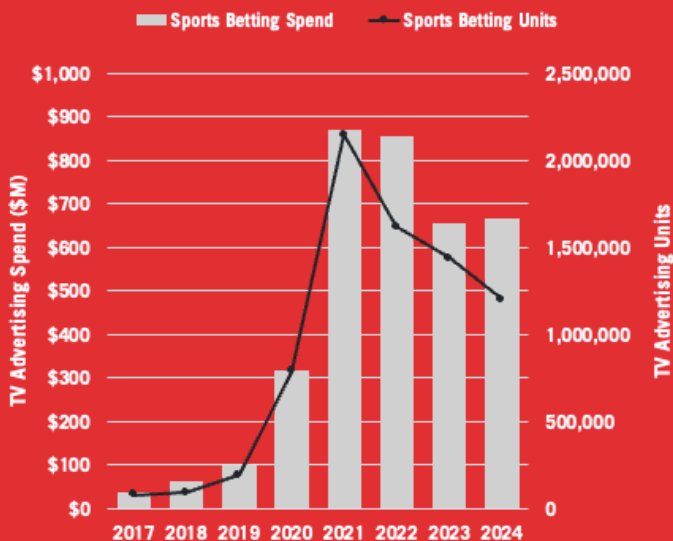
The American Gaming Association monitors trends in gaming and sports betting advertising spend. Understanding the volume of gaming advertising the public sees each year, especially multi-year trends and how gaming ad volume compares to other industries, provides important context in the discussion around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

## 2024 TRENDS

- Sports Betting’s share of total TV advertising volume was **0.4%** in 2024, lower than Alcohol (0.5%) and dwarfed by Pharmaceuticals (13.6%).
- Sports Betting’s share of TV advertising spend was flat and **accounted for less than 1% of national spend on TV advertising for a second year in a row.**

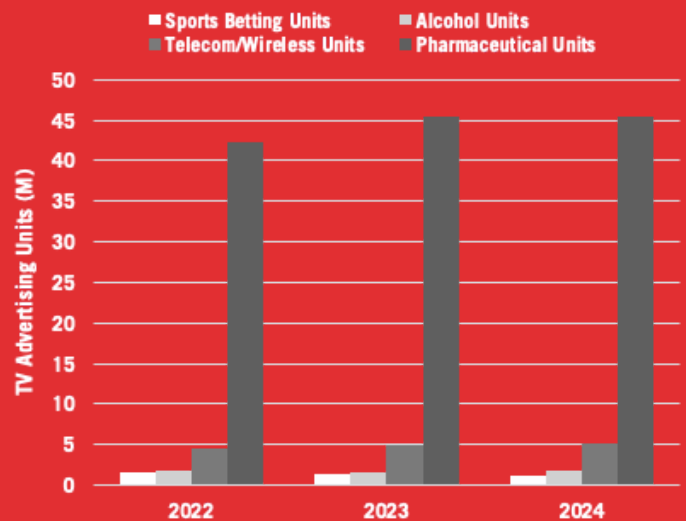
Sports betting TV advertising units declined by **17 percent year over year** while spend increased 1% from 2023.

## SPORTS BETTING ADVERTISING 2017 TO 2024



For every sports betting ad on TV, there were **more than 4 telecoms/wireless commercials** and **38 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 2024. 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.