AMERICAN GAMING ASSOCIATION®

PREDICTION MARKET ADVERTISING TRENDS

The American Gaming Association analyzed trends in digital advertising related to sports betting and sports event contract platforms. Understanding how these platforms advertise—and how their reach compares to licensed sportsbooks—provides important context for the ongoing discussion around prediction markets and consumer protections.

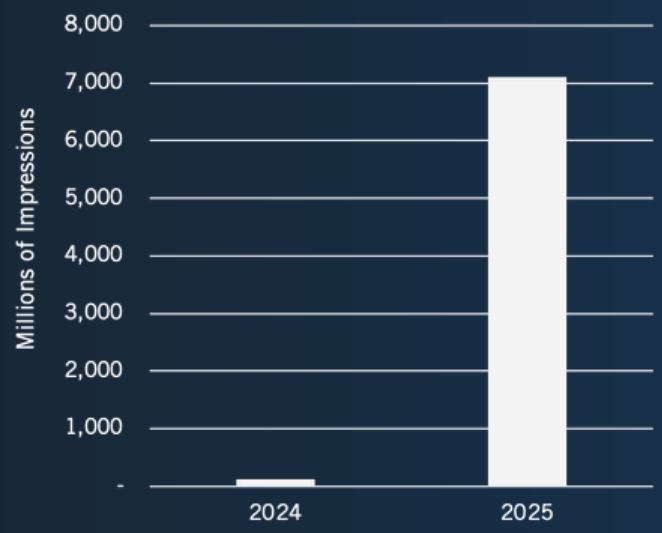
2025 TRENDS

- While digital ad impressions for online sportsbooks fell by **nearly 14% in 2025,** impressions for ads related to sports event contracts exploded.
- As prediction market ads proliferated, **approximately 15%** of sports betting ads seen by consumers in 2025 did not have to comply with state responsible gaming regulations.
- Consumers are increasingly exposed to prediction market digital ads, often featuring students using these sports betting products.

Nearly one-in-five digital sports betting ads seen by consumers last year didn't need to comply with state-mandated responsible gaming regulations.

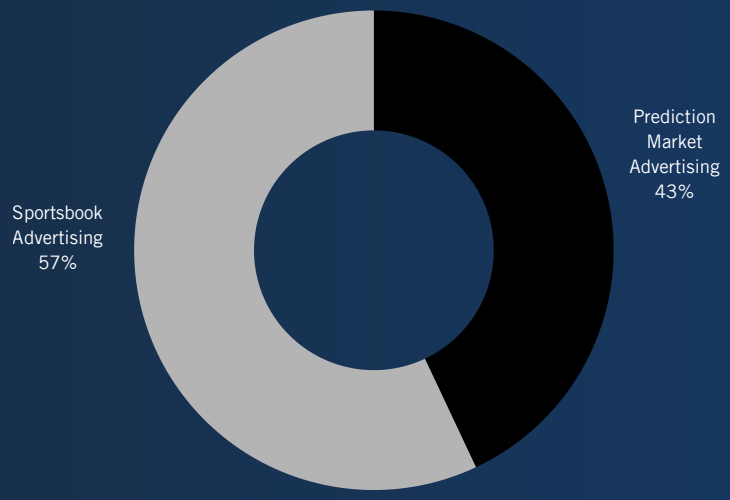
PREDICTION MARKET DIGITAL ADS

IMPRESSIONS



Source: Sensor Tower

Nearly half of all digital sports betting ads seen by consumers in the first two months of 2026 did not comply with state gaming regulations including the use of responsible gaming messaging.



*Prediction market totals includes digital ads from: Kalshi, DraftKings Predictions, FanDuel Predicts

METHODOLOGY

Sensor Tower data compiled by the American Gaming Association. The research leveraged Pathmatics by Sensor Tower, a digital advertising intelligence platform that provides data analytics and insights into digital ad campaigns across various channels, including display, video, social, and mobile.