



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.

2025 TRENDS

- Overall gambling advertising levels declined with **gambling-related TV advertising units down 4% from 2024.**
- Sports betting advertising volume declines for fourth consecutive year, **down 1% year-over-year and down 27% from the 2021 peak.**

Sports betting TV advertising units declined by **9 percent year over year** while spend falls slightly.

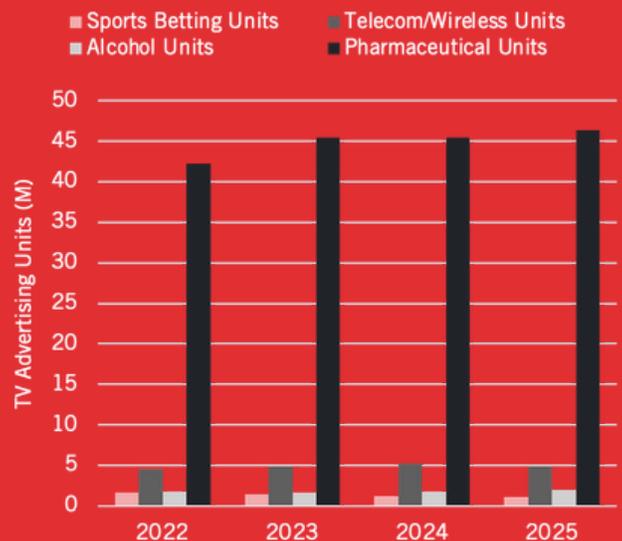
SPORTS BETTING ADVERTISING 2018 TO 2025



Source: Nielsen Ad Intel

For every sports betting ad on TV, there were **more than 4 telecoms/wireless commercials and 39 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 2025. 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.