



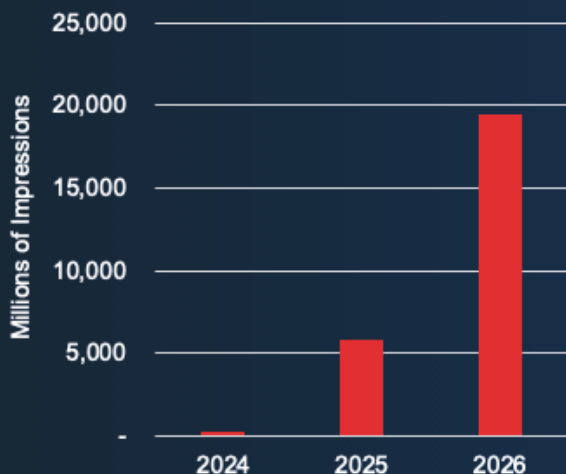
“PREDICTION MARKET” ADVERTISING TRENDS

The American Gaming Association analyzes trends in digital advertising around gambling, including on “prediction markets.” Understanding how these platforms advertise — and the different standards they face compared to state- and tribal-regulated sportsbooks — provides important context for the ongoing national discussion around “prediction markets” and consumer protections.

- While digital ad impressions for online sportsbooks fell by nearly 14% in 2025, ads for sports betting on “prediction markets” exploded.
- Prediction markets have spent nearly \$200 million on digital advertising through the first seven months of 2026.
- As “prediction markets” continue aggressively promoting their sports betting business, **more than half** of sports betting ads seen by consumers this year did not need to comply with state responsible gaming regulations.
- These “prediction market” ads often feature students using their sports betting products. **The same companies even tried to recruit a 15-year old child to promote them.**

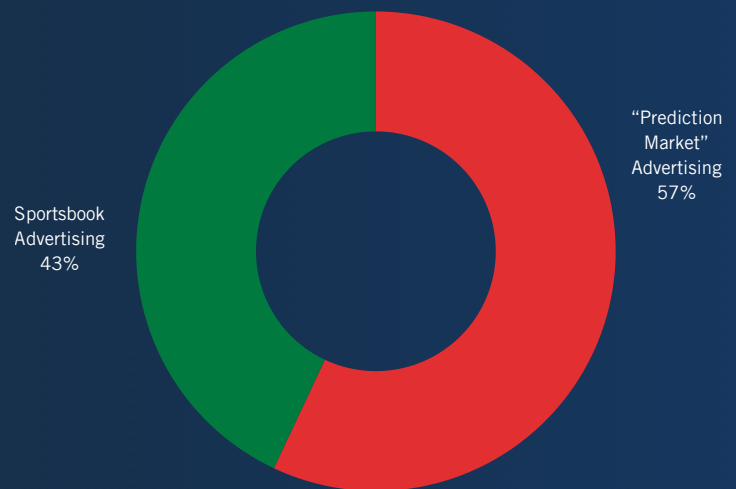
Just through July 2026, consumers have already seen **232% more ads for “prediction markets”** than they did in all of 2025.

“PREDICTION MARKET” DIGITAL ADS IMPRESSIONS



Source: Sensor Tower
2026 data through July 2026.

More than half of all digital sports betting ads seen by consumers in 2026 did not need to comply with state gaming regulations, including the use of responsible gaming messaging.



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.