

# Gambling advertising

What we know (and don't know) about  
its effects and potential harmfulness

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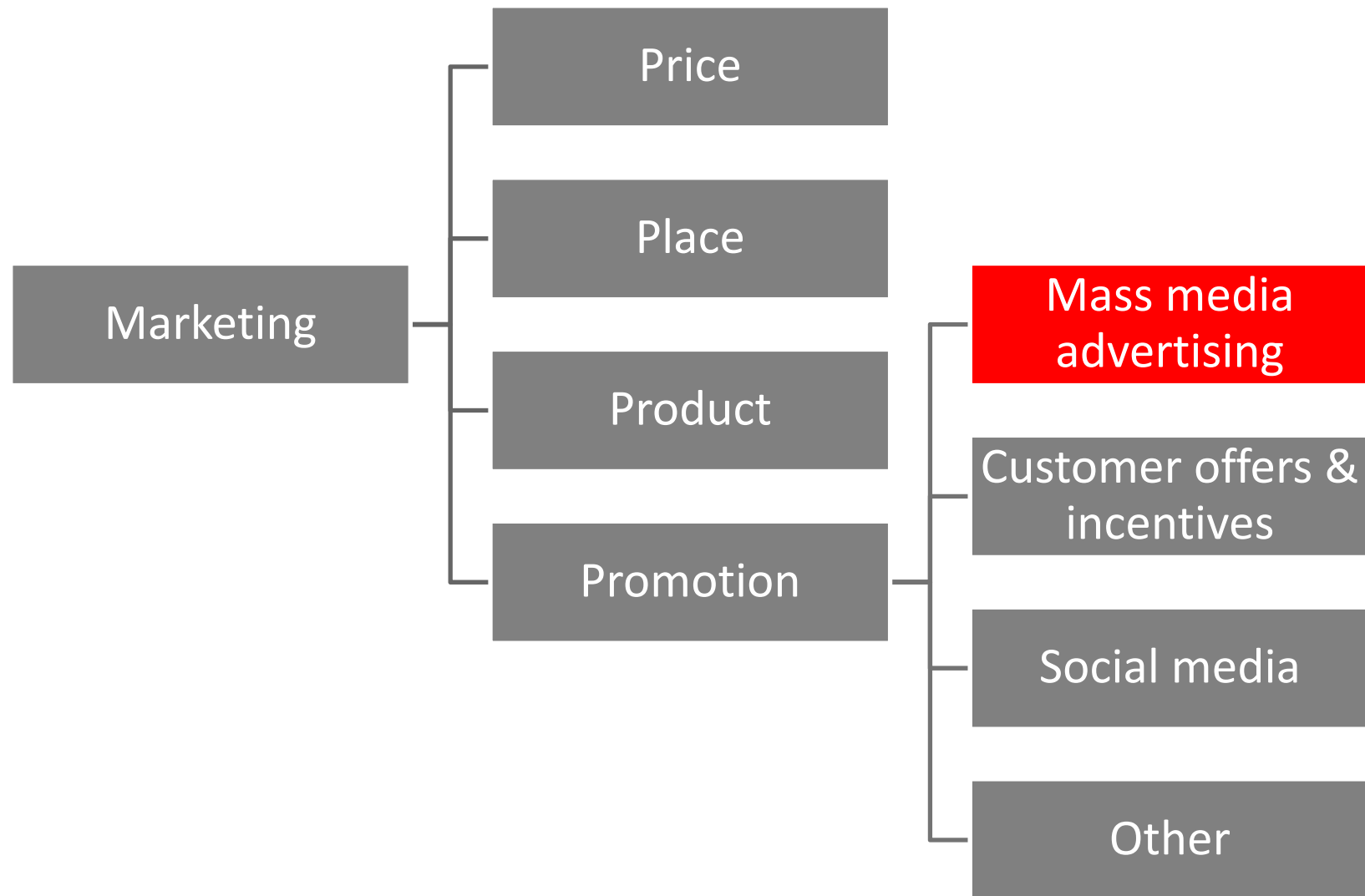
**UNIVERSITY OF GOTHENBURG**  
**SCHOOL OF GLOBAL STUDIES**

# Why is this topic important?

- **Concerns about the harmful impacts of gambling advertising**
- **Should advertising be regulated? In what way?**
- **Research is limited, although growing (about 60 empirical studies)**

# The “marketing mix”

(the “four P:s of marketing”)



**We all know  
how gambling advertising looks**

Annons: 4

**NYKUNDS BONUS**

# Casino Heroes

Let the games begin!

**SÄTT IN 200kr**

**120 BONUS-SPINS**

Åldersgräns 18 år www.spelstiftelsen.se  
Vinsterna från bonusinsatser och bonusinsatser har 40 gånger omsättningskrav

badvakten ser? x

# THRILLS

## EPIC SUMMER GAMES

Välkommen till 40 dagar av olika utmaningar och priser tillsammans. Vad sägs om:

- Del i ett 25 000 kr kontant-lotteri?
- En veckas golf och sol! Varje insättning du gör ger dig 1 chans i dragningen av en 50 000 kr golfresa till Costa del Sol!

Gäller endast 20:e juli - 28:e augusti.  
Börja redan idag. Öka dina chanser!

**ÖPPNA ETT KONTO OCH SÄTT IGÅNG!**

1 / 18



Guldflägel!

**SVENSKA POSTKOD LOTTERIET**

# 100 MILJONER

i årets största GrannYra

Öppna upp **800kr** PRESENTKORT

Just nu på köpet

Spelautomater Roulette Blackjack Jackpottar Odds

**MyGreen**

The Amazing Journey

Ditt äventyr har bara börjat...  
**Läs upp ytterligare 220 Freespins**  
Sätt in och spela för ytterligare 200+ kr och läs upp 20 dagar med 5 Freespins varje dag. PLUS roliga "uppdrag" fyllda med överraskningar och ännu fler Freespins!

Ditt äventyr hos ett prisbelönt casino börjar här  
**200 Freespins & upp till 1.000 kr i bonus**  
vid din första insättning

**Gå med nu**

Regler och villkor för bonus gäller

**V75 BÅDE LÖRDAG OCH SÖNDAG!**



Logga in

Inte registrerad? Öppna konto nu!

Vi dubblar din första och andra insättning med upp till 1.000 kr!



Casino

LIVE Casino

Odds

Kampanjer



# Dubbla bonusar

När du väljer att göra din första insättning hos oss så dubblar vi den med upp till 1.000 kr, och sen dubblar vi även din andra med upp till 1.000 kr - vilket totalt ger dig 2.000 kr i bonus att spela med!

Öppna konto



CASINO START

ALLA SPEL

VEGAS

JACKPOTS

VINNARE

MITT CASINO

Sök casinospel

	NYA SPEL!	20
	SKÖNA SPEL	21
	LIVE CASINO	15
	Blackjack	8
	Roulette	13
	Bordsspel	9

## Höjdpunkter



Fairytale Legends: Han...  
Sagolikt roligt



Power Plant  
Superladdad bandit



Dream Catcher  
Lyckohjul i livesändning



Forbidden Throne  
Fantasy Fortunes





Välkommen till Sveriges mysigaste casino!

Välkommen till Sveriges mysigaste casino!

Välkommen till Sveriges mysigaste casino!

**Välkommen till Sveriges mysigaste casino!**  
Dubbla din första insättning och få 20 sagolika superspins nu!

**ÖPPNA KONTO**



Jackpottar att vinna:

**172 133 163 KR**



Välj din spelkategori



## Populära Spel

ladda fler



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I AGREE



WINNERS DARE MORE

Promotions

Daily Casino Deals

Sports

| Live Betting

| Casino

| Live Casino

| Virtual Sports

Support

English

CREATE ACCOUNT

LOG IN

## BLOOD, SWEAT AND BETS

125% ON SPORTS

READ MORE

## INSTANT ACTION

200% CASINO BONUS & 25 FREE SPINS

READ MORE

## GO ALL IN

100% LIVE CASINO BONUS

READ MORE

## GIRO D'ITALIA

FOLLOW ALL 21 STAGES AND GET €50

READ MORE



# We know very well what the messages of gambling advertising are

## **Gambling is:**

- fun
- exciting
- stimulating
- challenging
- social/private
- magical

## **Gamblers can:**

- enjoy the great feeling of winning
- win some unexpected extra money
- win millions and become rich
- support charitable purposes (some lotteries)

A multitude of motives for gambling

*Everyone can enjoy gambling*

# We know for certain what the intention of gambling advertising is

**Increase the sales of a particular gambling company**

For example: (voiceover, television ad)

*“- When you are going to gamble at an [online] casino,  
there are plenty of good reasons to choose Unibet”*

No company wishes to make advertising that might  
benefit *other* gambling companies

There is *always* a USP – a Unique Selling Point/Proposition

# Therefore, we know

that were there no advertising, there would be less gambling

Gambling advertising not only affects market shares of companies, it increases gambling in general

Every single advertisement is a stimulus to gamble

The multitude of USPs appeal to a wide range of motivations to gamble and contexts in which to gamble, a *wider* range than “gambling in general”



# Imagine this kind of online casino advertising ...

[BRAND] online casino available at: <http://... ..>

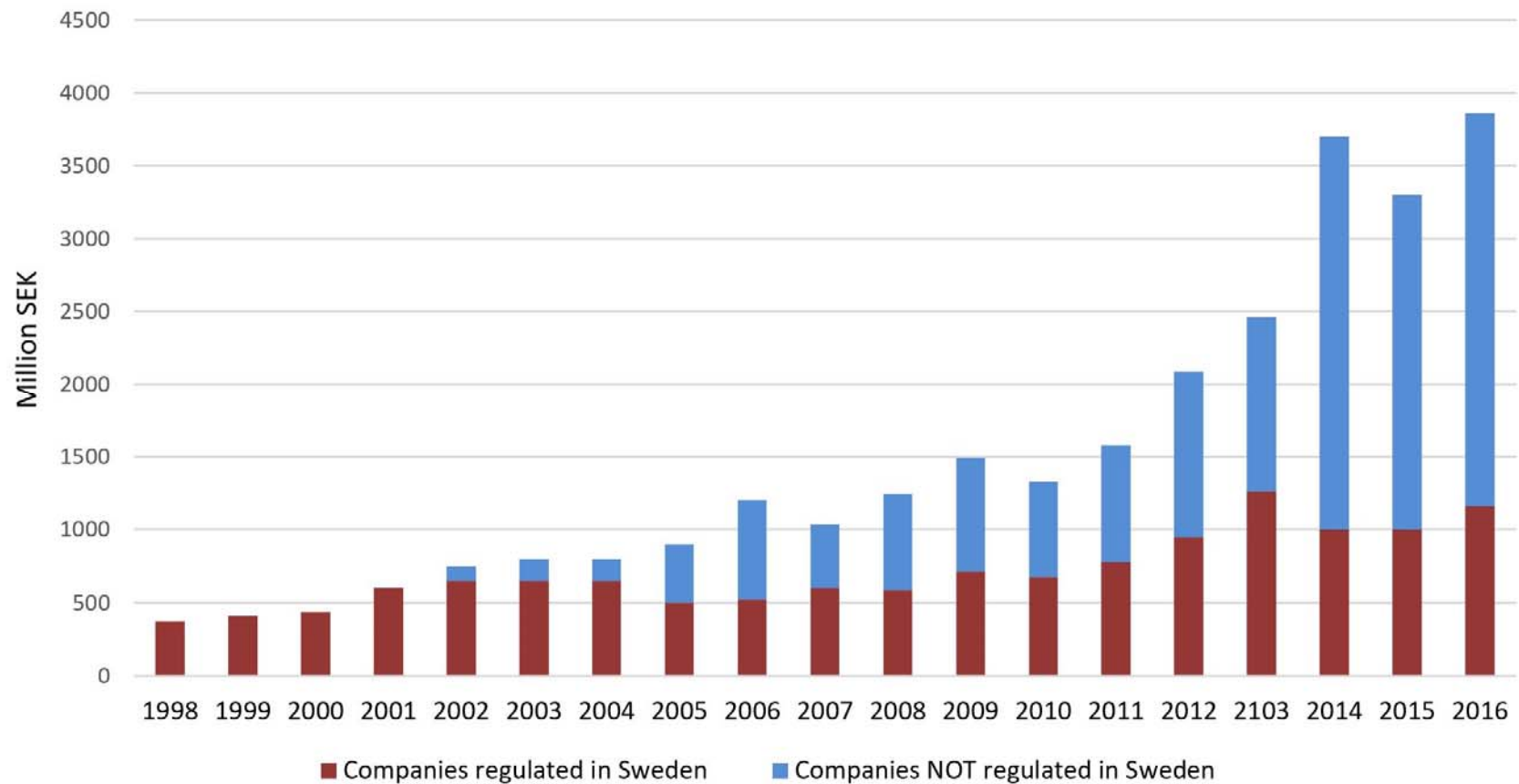
**WARNING**

**GAMBLING MAY SERIOUSLY  
DAMAGE YOUR ECONOMY**



**We know**  
**that gambling advertising has increased**  
**in the past decades, in many countries**

# Gambling advertising expenses in Sweden



Million SEK, gross expenses (before rebates)

Source data: SIFO



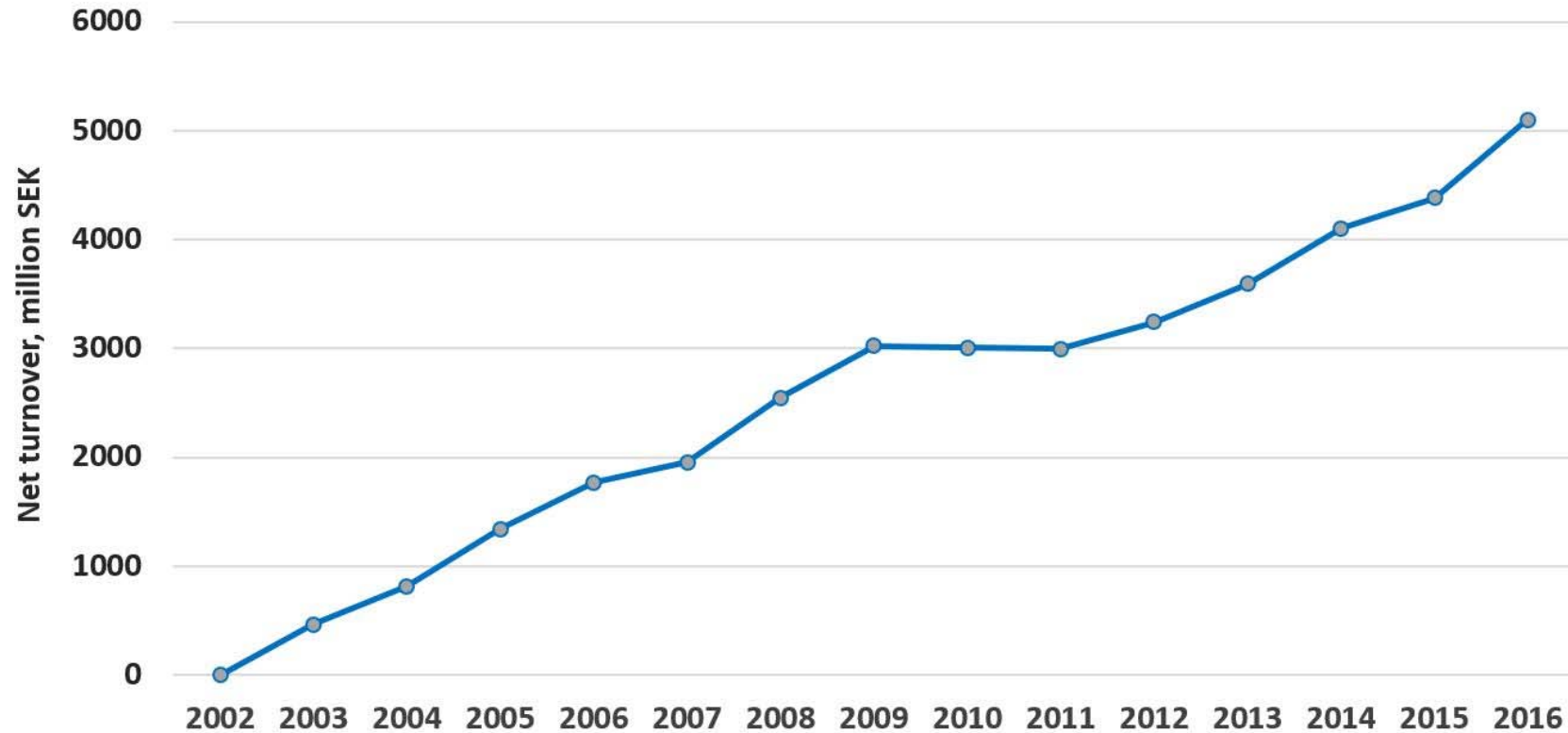
# We know

that the size of a market is associated  
with the volume of advertising



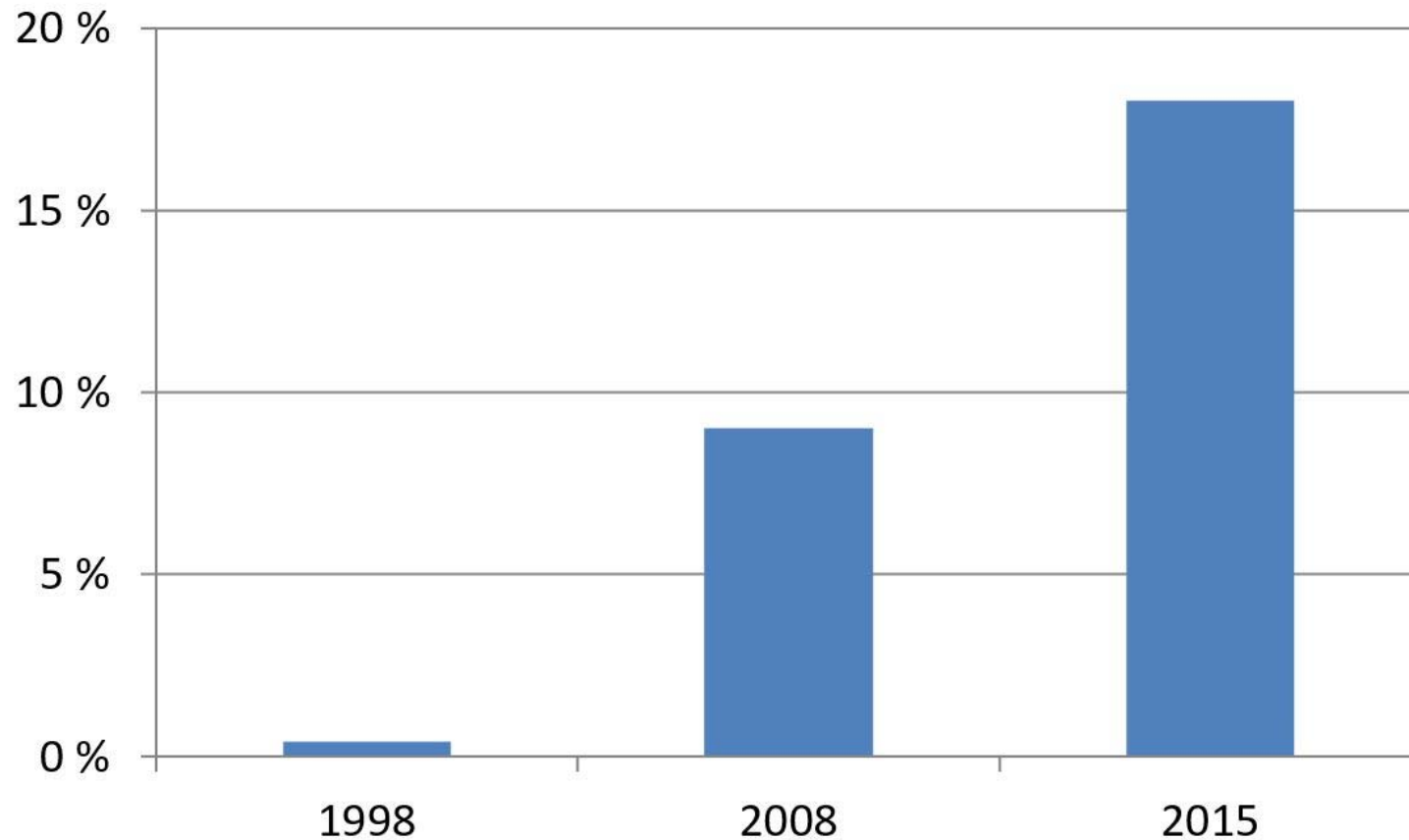
Immature market,  
growth phase

# Foreign companies on the Swedish online market net turnover



Source: The Swedish Gambling Authority

# Online gambling participation in Sweden, past year or more often



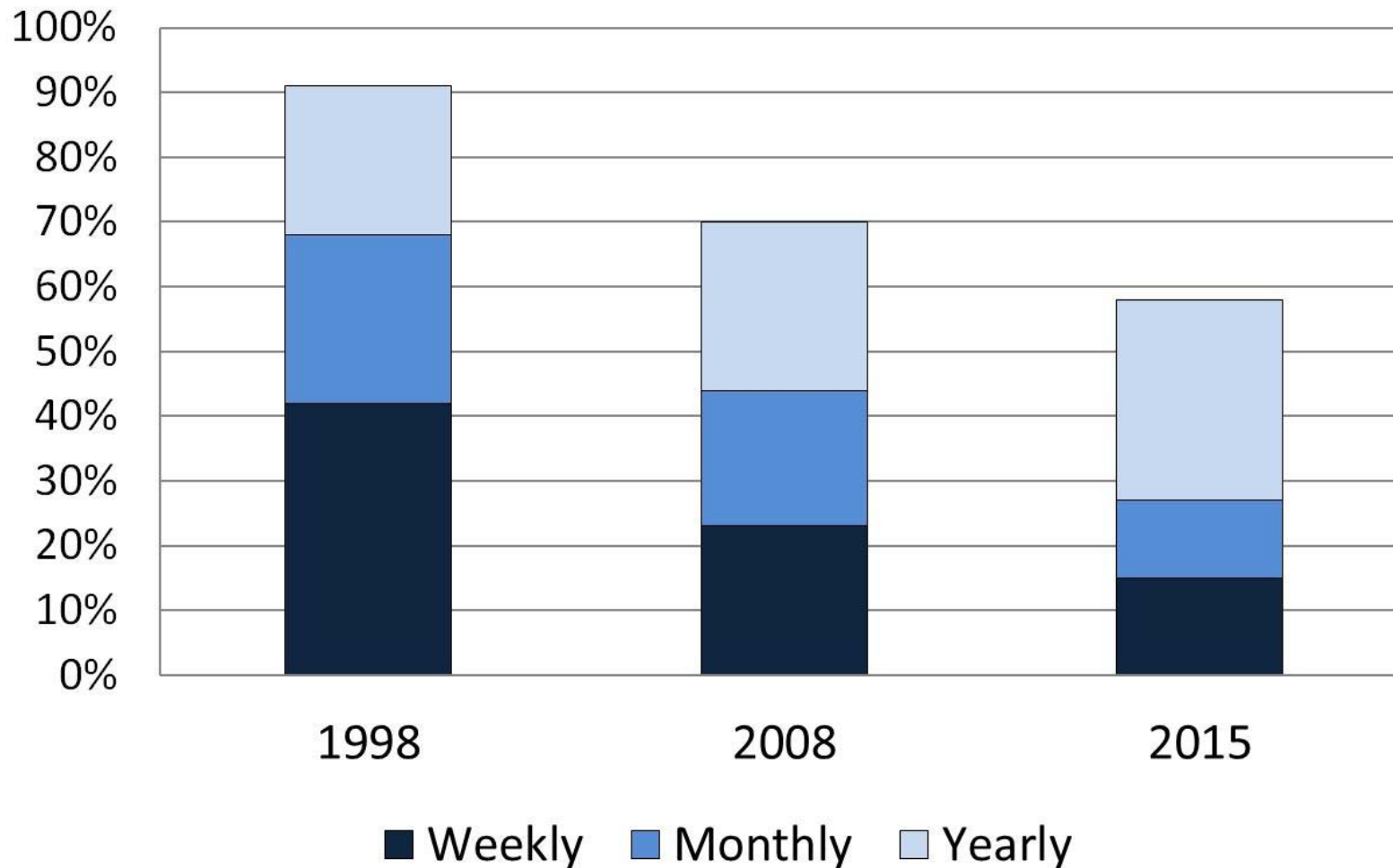
Source: Swegs and Swelogs population studies. The Public Health Agency of Sweden



**But here comes a surprise!**  
**(at least at first sight)**

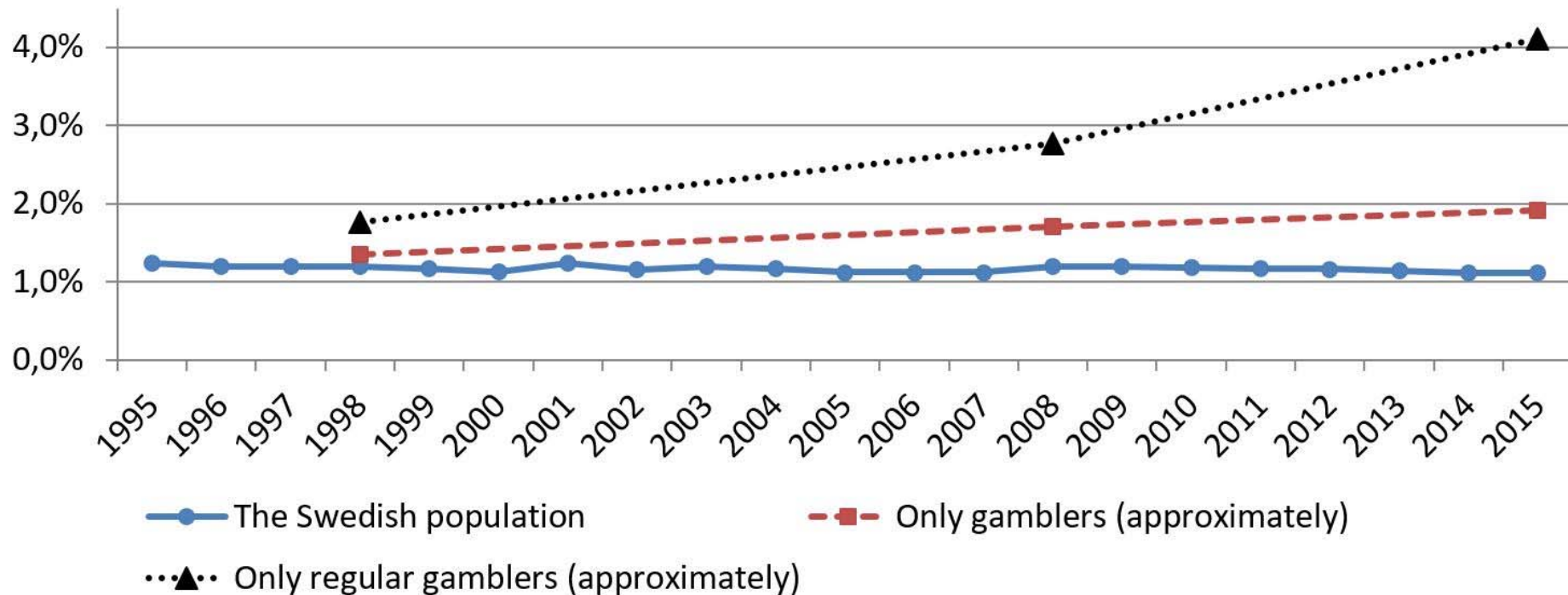
# Gambling participation

## In Sweden



Participation at least yearly, monthly and weekly. Source: Swegs and Swelogs population studies. The Public Health Agency of Sweden

# Gambling expenses (net loss), percent of disposable income In Sweden



Gambling expenses: The Swedish Gambling Authority; data on yearly and regular gambling participation from the 1998, 2008 and 2015 Swegs and Swelogs population studies (Public Health Agency of Sweden), see previous slide; expenses for “only gamblers” and “only regular gamblers” are calculated on the basis of the population average, not from individual data (unavailable), and are therefore approximate.

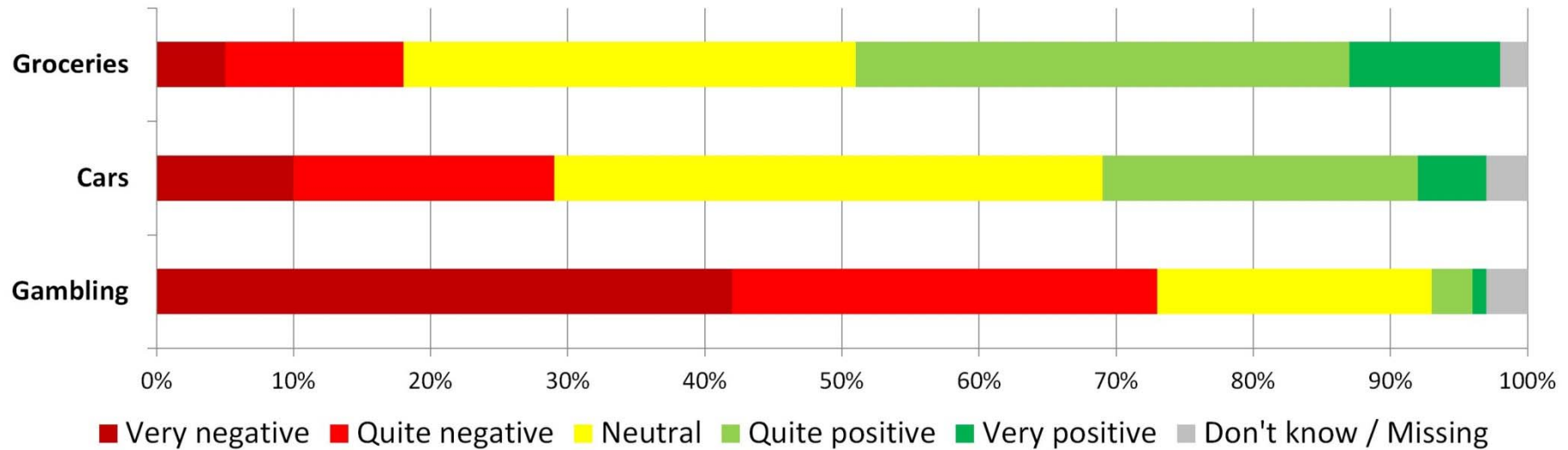


# **We know**

**that gambling advertising is often disliked**

# Attitudes towards gambling advertintg\*

In Sweden, 2014



**Spelreklam borde vara olagligt**

**En lavin av spelreklam**  
BEROENDEFRAMKALLANDE. Teknik och spel begraver vi vår ande med, skriver Mait Opaas.  
 Under fem dagar har jag tittat på TV nu, cirka åtta-  
 Casinostugan, Unibet, Spela säkert, Casumo, Slot  
 uppsatta i stadsbilden och på buss- och spårvagns-

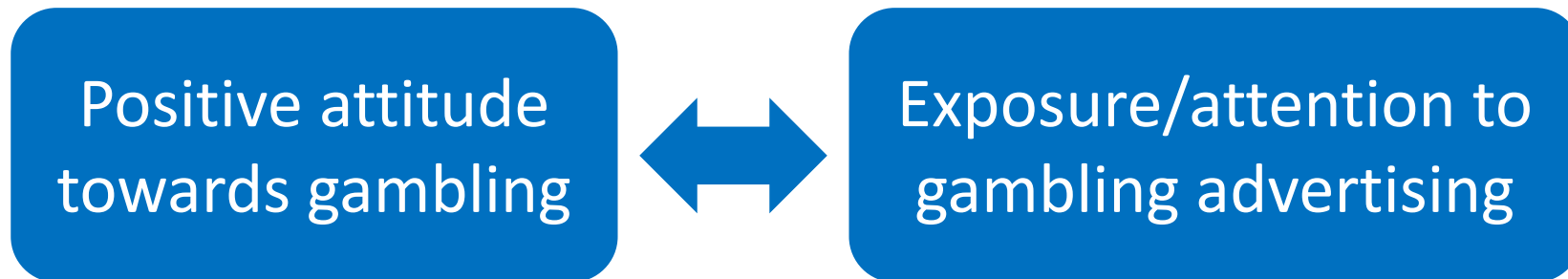
**Stoppa spelreklamen**  
 Omkring 150 000 svenskar är spelberoende. Många av

**FY FÖR ALL SPELREKLAM!**  
 Är så trött på att tv varje kväll visar reklam för en massa kasinospel. Det blir fler och fler reklamslag hela tiden. Många blir helt ruinerade på detta. Och nu har reklamen kommit in i min dator också!  
*Trött gumma*

**Snacka om att främja spelberoende**

\* Adapted from J. Orbe, 2014. Attityder till spelreklam. Survey commissioned by SPER (Spelbranschens Etiska Råd). Presented at Spelakademin, Visby, 2014.

**We know too little about  
how advertising influences attitudes towards gambling**



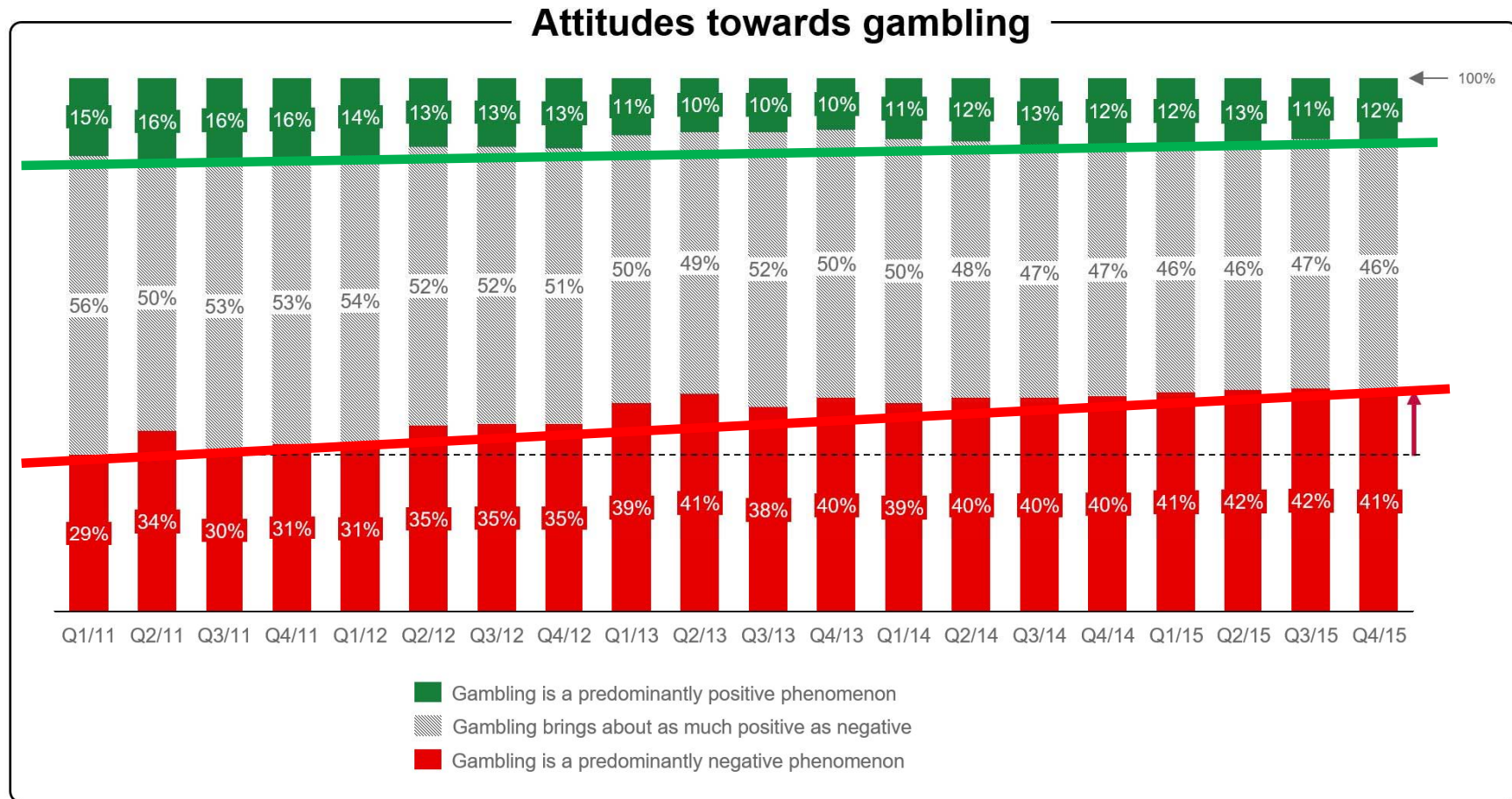
**Several studies show that advertising increases interest in gambling and knowledge about gambling offers**

**A few studies show that advertising contributes to the “normalization” of gambling**

**But consider the following figure:**

# Attitudes towards gambling

## 2011- 2015, Svenska Spel survey\*



\* Image tracking 2011-2015 (Swedes 18-75 years); unpublished data; figure translated to English by P. Binde



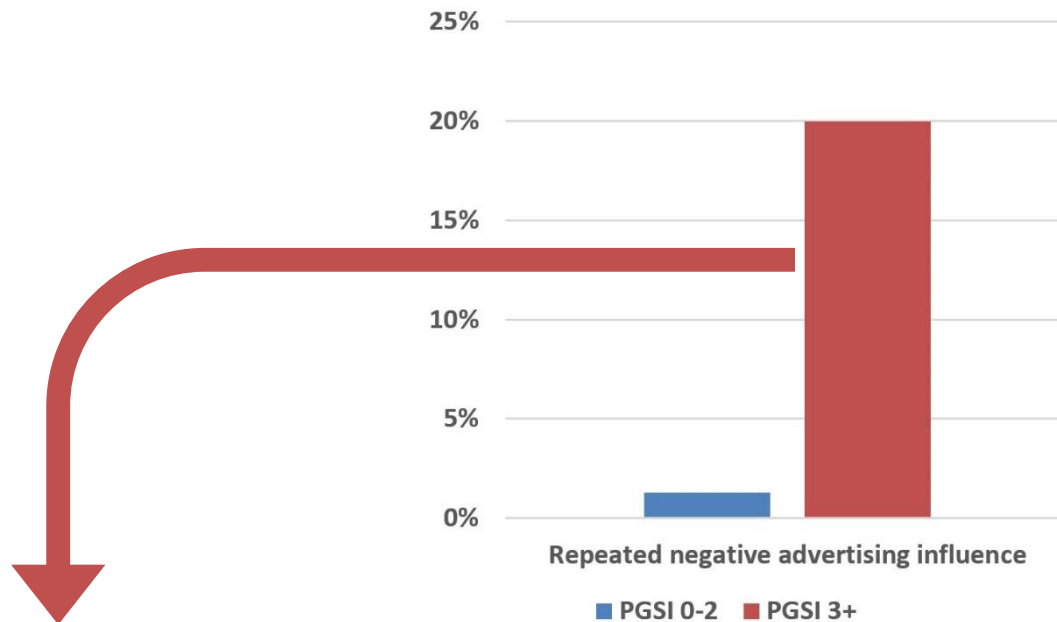
# **Gambling advertising and problem gambling**

## **What we know, and might know in the future**

# Gambling advertising and problem gambling: possible impact mechanisms

1. Gambling advertising makes it harder for problem gamblers to cut down on gambling; triggers relapses (**good evidence**)

# Self-perceived negative influence of gambling advertising



**134,000 problem gamblers in Sweden, 20% of these:**

**= ca. 27,000 problem gamblers perceived *repeated negative influence* by gambling advertising**

Data: Swelogs EP4 (2014), n=3,559. Negative influence:  
“ ... to gamble more often or for more money than you intended ...”

# Gambling advertising and problem gambling: possible impact mechanisms

1. Gambling advertising makes it harder for problem gamblers to cut down on gambling; triggers relapses (**good evidence**)
2. It makes attitudes in society towards gambling more positive; “normalization” of gambling (**some evidence**)
3. It stimulates an individual’s gambling to an excessive level and/or contributes to impaired control over gambling (**some evidence**)
4. It increases the number of forms of gambling in which an individual participates, which increases the risks of gambling
5. Increased consumption = increased harm  
(on the population level; the “Total Consumption Model”)

# **We don't know much**

**about risk groups for negative gambling advertising influence**

**Except that: problem gamblers are much more affected than others**

**Male/female, rich/poor, impulsive/neurotic ...? Largely unknown (in my opinion). May vary with the forms of gambling advertised**

**Children and underage youth should not be targeted by gambling advertising.**



# We know something

about what advertising messages might be particularly risky

Messages that connect with risk factors for problem gambling, such as:

- Overestimation of skill in gambling
- The idea that gambling can solve economic problems
- Bad luck in gambling will be followed by good luck

Bonuses & jackpots (in some studies)

# We do not know exactly

how much advertising contributes  
to problem gambling

*Conclusion from previous research and empirical observations:*

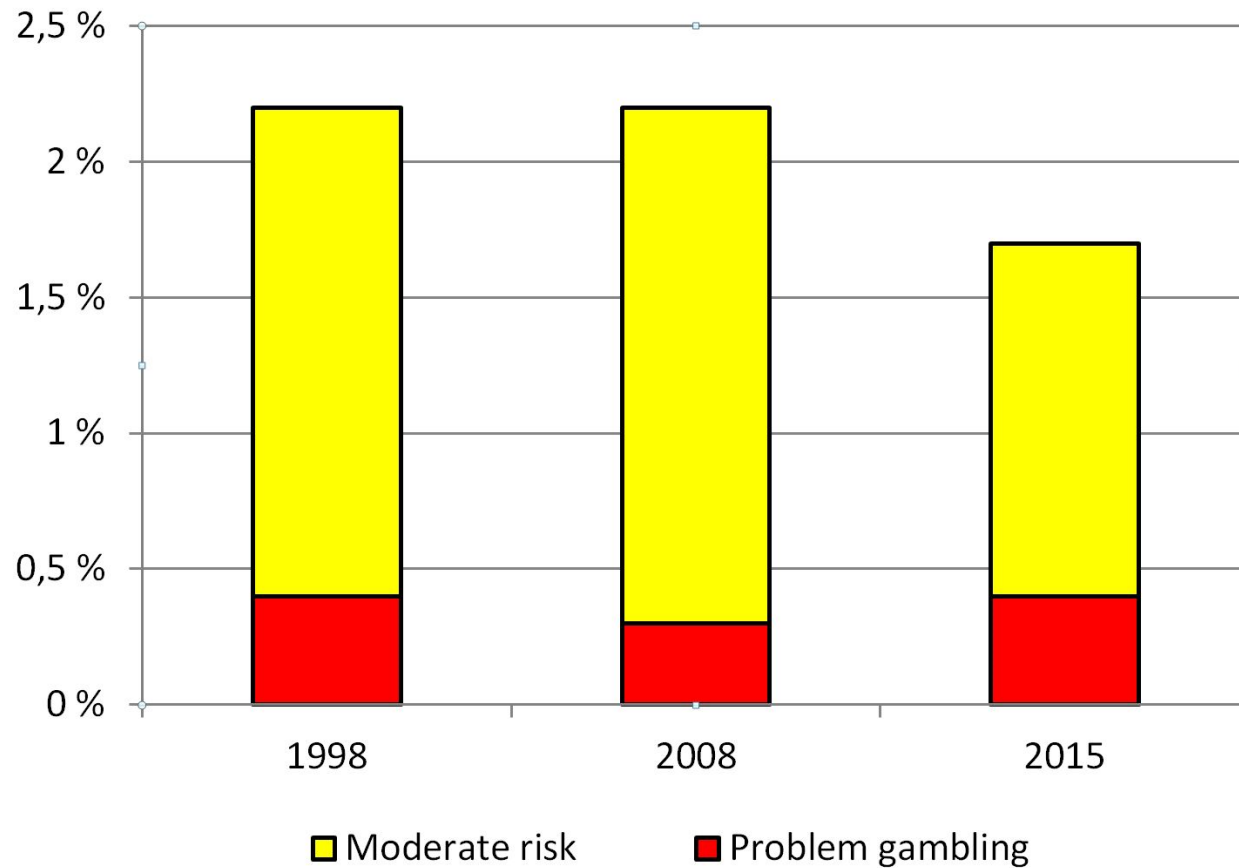
In general, the impact of advertising on the prevalence of problem gambling is likely to be relatively small ...

... but not insignificant and greater in some specific circumstances ...

... such as when a high risk form of gambling is introduced in an immature market.

Very difficult to measure.

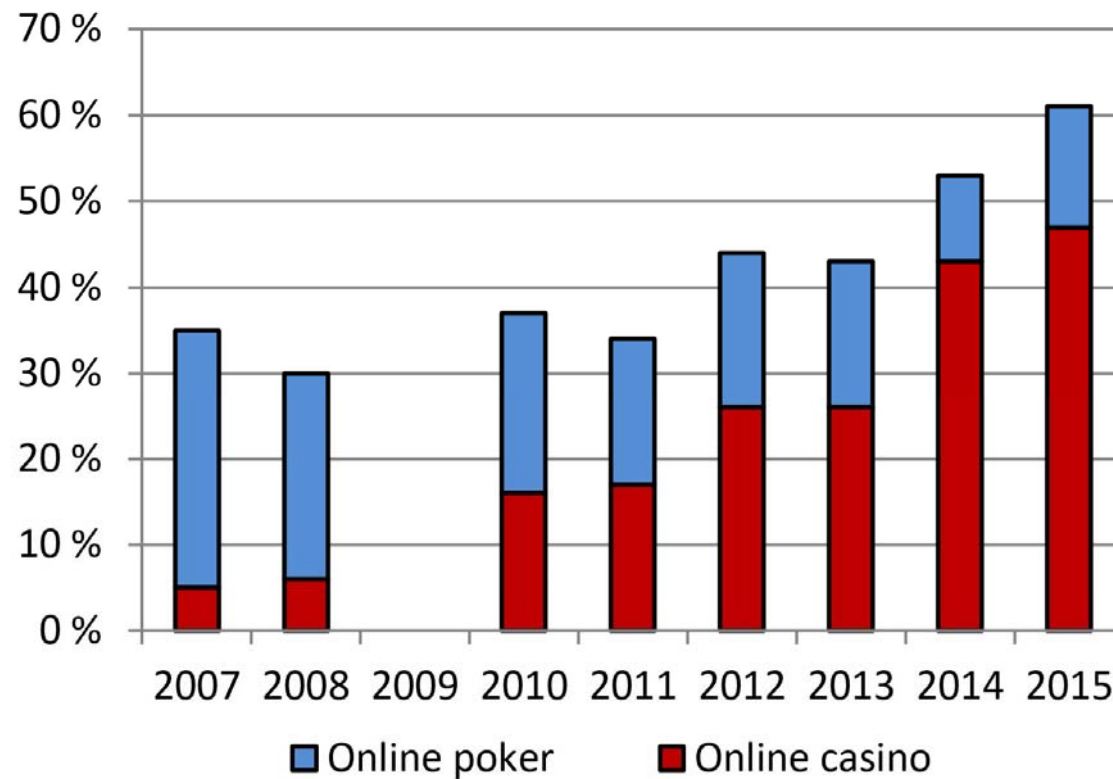
# Problem gambling In Sweden



1998: data from Swegs (DSM-IV and SOGS, converted to PGSI according to conversion rates in Williams, et al. 2012);  
2008 and 2015: data from Swelogs (PGSI), The Public Health Agency of Sweden

# Helpline callers' main form of gambling

## In Sweden



Statistics from the Swedish national problem gambling helpline.

# A cluster of co-occurring phenomena

– the Swedish case –

*Hot & lucrative  
market*

## My theory

Massive advertising for online casinos

*Stimulates  
gambling*

Online casino has been a fast-growing market  
Gamblers spend (lose) more money than before  
Problem gambling in the population does not decrease,  
despite fewer people gambling regularly  
Big increase in problem gambling related to online casinos  
Online casinos are generally regarded to be a  
particularly harmful and addictive form of gambling



# Closing comments

*Gambling advertising – What we know (and don't know) about its effects and potential harmfulness*

- We actually know quite a lot about gambling advertising impact
- Although there are knowledge gaps
- Important to integrate findings and knowledge, to see the large picture
- Good prospects of gaining more knowledge!

# The anthropology of gambling

[www.ongambling.org](http://www.ongambling.org)



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