

BY MARCUS
MOSSALSKI

WHEN INFLUENCERS GAMBLE: THE GAMBLING INDUSTRY'S PROBLEMATIC MARKETING ON STREAMING PLATFORMS

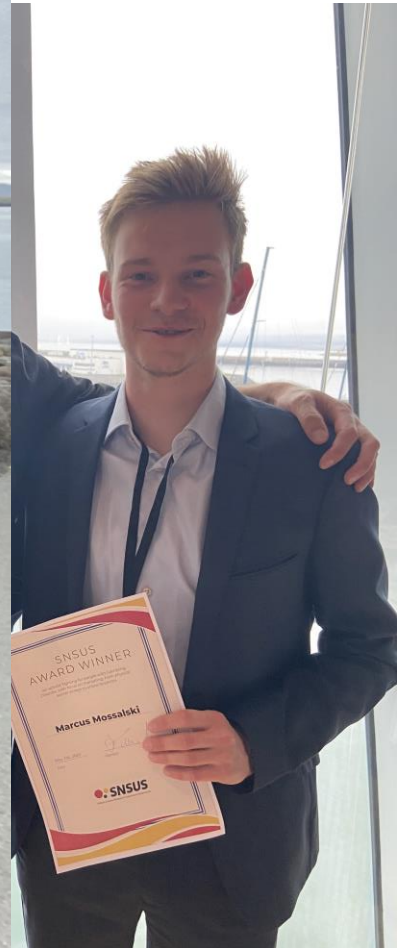
WHO AM I?

- Gambling addiction counselor at Behandlingcenter Tjele
- Former compulsive gambler with lived experience
- Activist: Fighting for awareness and political change
- Author of "Ludomani – Alt på spil"



AND..
AWAR

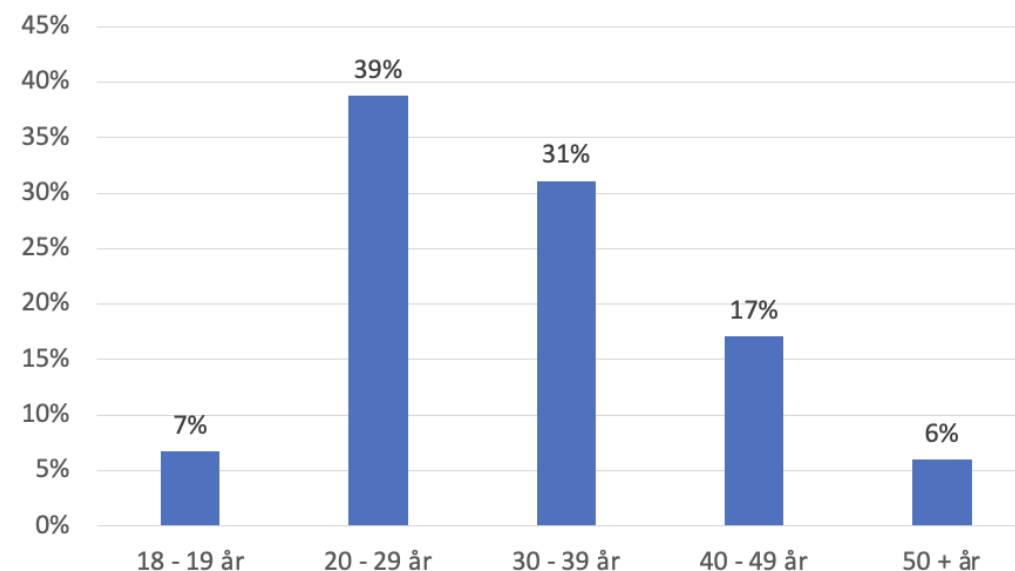
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WHAT WE SEE AT OUR TREATMENT CENTERS

- Over 500,000 people in Denmark have a problematic relationship with gambling (Rambøll report, 2021)
- 46% of our clients at Behandlingscenter Tjele are under the age of 30
- The proportion of 18–19-year-olds is higher than that of the 50+ age group

Figur 2. Aldersfordeling blandt klienter i behandling for ludomani



(Antal respondenter = 299)

INTRODUCING THE STREAMERS



- Streamers who have become known for streaming gaming content
- Are now sponsored by both providers with Danish licenses and those without
- On the international scene, it is not uncommon for the most popular of these to regularly receive over 100,000 views

AFFILIATE DEALS

What is it?

Streamers share personal links or bonus codes from gambling sites

How it works:

When followers click, sign up or deposit, the streamer earns commission

Why it's problematic:

- Sometimes not clearly disclosed as advertising
- Viewers may believe the streamer is just recommending a fun site
- Streamers have a financial interest in viewers gambling
- Blurs the line between entertainment and promotion

COMMUNITY HUNTS – SOCIAL GAMBLING IN DISGUISE

What is it?

A streamer and their viewers gamble together toward a shared goal or “hunt”

How it works:

- Usually involves playing the same slot game
- Viewers follow along in real time – some may **join in** using their own money
- “Wins” are celebrated collectively in chat



10.000 KR ADD-ON

PLINKOPETER
8 TIMER
MARATHON STREAM

MERE END
30.000KR ADD-ONS

Starter Søn 11 Maj - 17:00

PlinkoPeter

Tilmeld dig 40 Spillere

The image is a promotional stream thumbnail. It features a man with short brown hair, wearing large black and green headphones and a blue shirt, smiling and speaking into a black microphone. The background is a vibrant orange with a wood-grain texture. In the top right corner, a yellow box contains the text '10.000 KR ADD-ON'. The main title 'PLINKOPETER 8 TIMER MARATHON STREAM' is written in large, bold, white letters with black outlines. Below the title, the text 'MERE END 30.000KR ADD-ONS' is displayed in green. A thought bubble above the man's head shows a slot machine reel with the number '99'. At the bottom, a dark grey bar contains the text 'Starter Søn 11 Maj - 17:00', the streamer's name 'PlinkoPeter' in green, and a large green button with the text 'Tilmeld dig 40 Spillere'.

COMMUNITY HUNTS – SOCIAL GAMBLING IN DISGUISE

Why it's popular:

- Creates excitement and community feeling
- Feels like a shared mission rather than individual gambling

Risks:

- Normalizes gambling as a social activity
- Viewers may feel pressure to participate
- Can downplay the real financial risk



SIMONGRAM.COM

18+

Regler og vilkår gælder | Spil ansvarligt
Selvudelukkelse via ROFUS.nu | StopSpillet.dk

00:15:43



83.561



126,25 kr

Indbetal



2

MADAME DESTINY™
MEGAWAYS™



10

K



MADAME DESTINY MEGAWAYS

MEGAWAYS
216

Hurtig indbetaling

Live Dashboard

Afslut Livestream



Tilgængelig På

30

Begivenhedsbalance

201.605 kr

Event-type

Bonus Hunt

Boost-type

Add-on

Boost Saldo

3500

Spillere

214

KØR
GRATIS SPIN

kr1.000

TRIMMINGS
kr12,50

DOBBELT

CHANCE FOR AT
VIND EN PUNKTION

111

KREDIT kr113,75

INDSATS kr12,50

HELD OG LYKKE!

Subtitles by happyscribe.com

“I could easily make between a quarter and half a million Danish kroner extra per month if I wanted to,” says Jacob Krull, better known as Jaxstyle.



HOW MANY CASINO STREAMERS ARE THERE IN EACH COUNTRY'S TOP 25?

01

Denmark: 8

02

Finland: 4

03

Sweden: 2

04

Norway: 1

KICK.COM – STREAMING PLATFORM

The image shows the KICK logo, which consists of the word "KICK" in a red, pixelated, blocky font. The letters are set against a solid black rectangular background. The entire logo is centered within a white square frame, which is itself set within a larger dark red border.

- Launched in 2022 – rapid growth, especially among creators seeking fewer restrictions
- Similar to Twitch & YouTube Live – real-time streaming + live chat

Close links to gambling:

- Backed by Stake.com co-founders

Gambling-heavy content focus:

- 'Slots & Casino' = top category
- Streamers show themselves gambling live
- Minimal age restrictions despite 18+ labels
- Popular streamers often highlight big wins – risk of influencing minors
- Seen by some as a gateway to promote online gambling

"BANANA MONEY" – FAKE GAMBLING FUNDS ON STREAMS



- Slang term: “Banana money” = not real money
- Given to streamers by gambling operators
- Used to gamble live in front of followers
- Cannot be withdrawn or cashed out
- Creates the illusion of big wins
- Promotes unrealistic expectations among viewers
- May encourage viewers to gamble with their own money

QUOTES FROM GAMBLERS IN TREATMENT



"I thought he was just lucky. He kept winning on stream, and it felt like I could do the same."



"It didn't even feel like gambling – it felt like I was part of a game night with the streamer and the rest of the chat."



"He dropped a promo code, and I thought: why not? Ten minutes later I was depositing my own money."



"It felt safe because I trusted the streamer – I watched him every day."

BUT WHAT DOES THE (DANISH) LAW SAY?



GAMBLING IN GENERAL IS STILL
LEGAL TO ADVERTISE.



SO-CALLED AFFILIATE DEALS AND
COMMUNITY HUNTS ARE ALSO
LEGAL.

Efter gentagne afvisninger åbner regeringen døren til forbud mod spilreklamer

Socialdem
spilreklam

spilre

I september s
udspil, der sku

Flere spilaf
forbud mod

Indland

Efter gentagne løfter og to år efter udspil nøler regeringen stadig på bettingområdet

Ifølge regeringens lovprogram skulle der i februar gennemføres lovgivning om regulering af spil, men der har stadig ikke været en eneste forhandling, siger flere ordførere.

vil forbyde eringen nøler

ngen tager initiativ til forhandlinger om
mere end på tide," siger skatteordfører.

ker op om i bettingrek- okering af der i skolen

regulering af betting møder nu
ier på Christiansborg.

n kritiseres r ikke at gribe r ludomani: at blive til grin'

ine sommer, og det får Center for
Ludomani til at trygte, at flere ender i afhængighed.

Ungespilpanelets anbefalinger



6. Forbud mod reklamer for gambling

Vi foreslår, at det bliver forbudt at reklamere for gambling.



8. Klare regler for game- og influencers

Vi foreslår, at der bliver formuleret klarere regler for, hvad influencere og gamefluencere må og ikke må reklamere for.



7. Platforme skal gøres ansvarlige for deres indhold

Vi foreslår, at platforme – som fx Twitch, YouTube og Facebook – gøres ansvarlige for det indhold, de hoster.



UNGESPILSPANALETS ANBEFALINGER

THE YOUTH GAMBLING PANEL'S RECOMMENDATIONS