



# Analysis of the presence of online betting and gambling content

EPRA 2020

# OBJECTIVE

**DETERMINE THE PRESENCE OF ONLINE BETTING AND GAMBLING CONTENT ON TELEVISION CHANNELS, RADIO STATIONS AND VIDEO-SHARING PLATFORMS.**



**Analysis of the presence of online betting and gambling content**



## **THREE CAC REPORTS**

2017, 2018 and 2020



## **MEDIA ANALYSED**

Television channels and online services

Radio stations and online services

Video sharing-platforms: 21 YouTube videos  
(1M views / 4M subscribers)



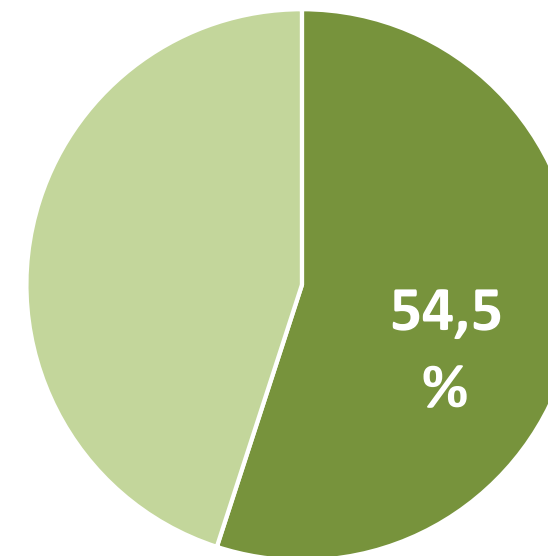
# TELEVISION & RADIO



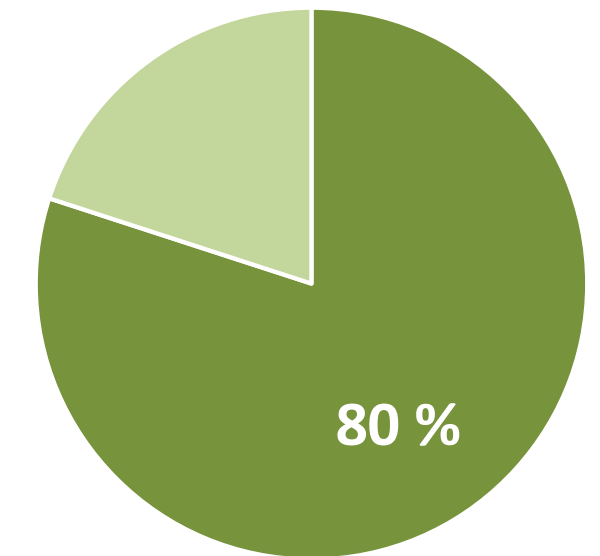
**MINORS** are **EXPOSED** to gambling and betting adverts **BEFORE THE WATERSHED** (6am to 10pm). Furthermore, these are broadcast during programmes that way well appeal to minors, such as football matches.

**Over half (54.5%)** of gambling and betting commercials are broadcast before the watershed on **television**. Most commercials **(80%)** on the **radio** are before the watershed.

TELEVISION



RADIO



Betting and gambling adverts are found **primarily** on **PRIVATE MEDIA**. **NO ADVERTISING** on **PUBLIC SERVICE MEDIA**.



# TELEVISION & RADIO



Existence of advertising in **DIFFERING FORMATS** and in **UNEQUAL PROPORTIONS**, and **IDENTIFIED** as such on television but not on radio.

- ✓ On TELEVISION betting and gambling adverts are identified as **COMMERCIALS**.
- ✓ On the RADIO most adverts are live reads (during a sports event), which makes it **DIFFICULT TO DISTINGUISH** the sporting content from the advertising.



**35.7%** do not recommend responsible gambling.

**16.7%** contain content warning messages aimed at over 18s.

Source: Report 57/2018



# TELEVISION & RADIO



## IMPULSIVE ADVERTISING.

Certain features of gambling and betting adverts encourage irresponsible gambling and impulsive conduct.

- ✓ On the RADIO, **41.4%** of commercials contain messages calling for immediate action (such as "*What are you waiting for? Come on!*").
  - ✓ On TV, **28.6%** include messages urging immediate play.
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Presence of **CELEBRITIES** (actors, YouTubers, athletes, TV hosts): on television, **20.4%** of adverts featured public figures.

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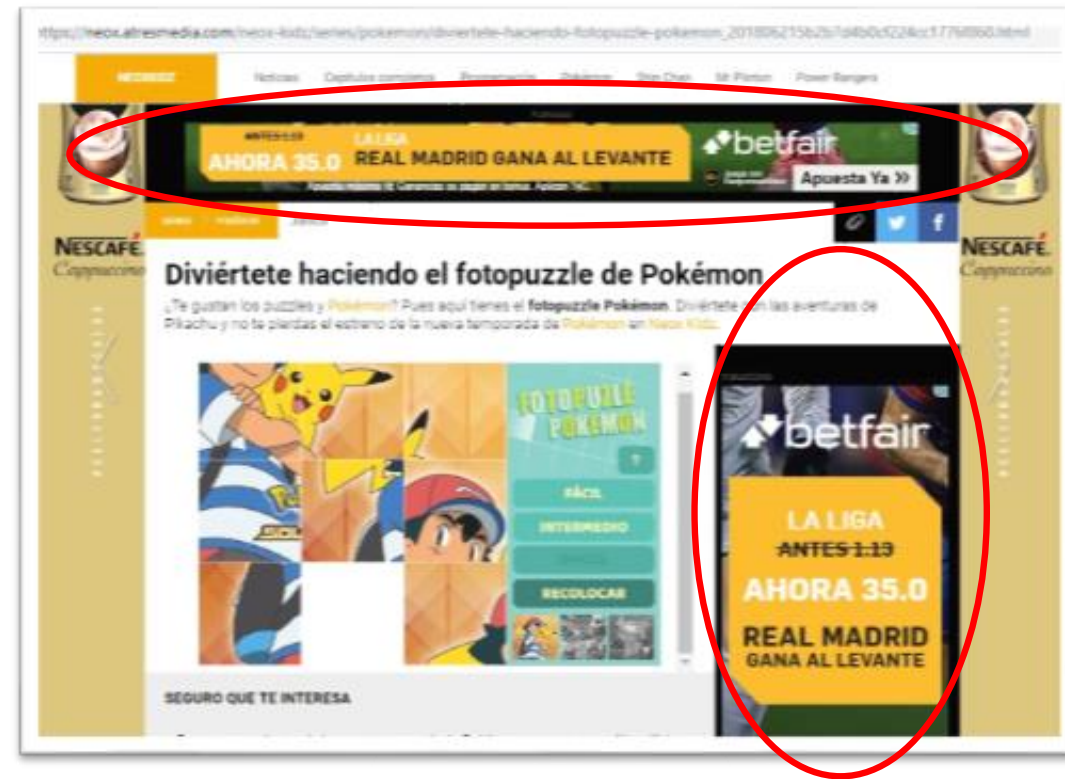
## BONUSES AND CLAIMS

- ✓ On TV, **78.4%** offer gaming bonuses or promotions (up to €350).
- ✓ On the radio, **79.8%** offer gambling bonuses or promotions on a very regular basis.

# WEBSITES AND ON-DEMAND SERVICES FOR CHILDREN



MALPRACTICE



GOOD PRACTICE



Warning message on the website of a public Catalan children's channel: "You are about to leave the Super3 protected environment"

# INTERNET



Search keyword  
*"apostar"* (bet)

- ✓ 38,200,000 results.
- ✓ 66% of the first 50 results related directly to gaming operators or promotions.



For every 1 YouTube video that warns about the **DANGERS OF GAMBLING**, there are 5 videos that **PROMOTE IT**.

- ✓ 76% of the first 50 results are **RISK CONTENT** such as: usage tutorials, positive and compliant messages.
- ✓ Videos mostly **GENERATED BY USERS**.
- ✓ **TIPSTERS** phenomenon: "professionals" who teach people how to win bets.
  - Motivational pitch.
  - No mention of responsible gambling.
  - Bets presented as an economic activity.
  - Not winning = failure.



# VIDEO-SHARING PLATFORM

## HIDDEN ADVERTISING



Of the videos analysed, **66%** contain adverts. The most common format is the YouTuber incorporating a commercial message into their narrative, without an advert disclosure.



## VIDEOS WITH LINKS TO GAMBLING AND BETTING OPERATORS.

A full **35.7%** of videos contain links to gambling operators. YouTube explicitly prohibits this practice.

2 CHANNELS ALSO ANALYSED IN THE PREVIOUS STUDY (2018)

**Le Picks**  
55,8m subscribers

→ **+ 175%**

**SUMAVERDES**  
21.600 suscriptores

→ **+ 45%**



**THESE AUDIENCES ARE GROWING**





# VIDEO-SHARING PLATFORM



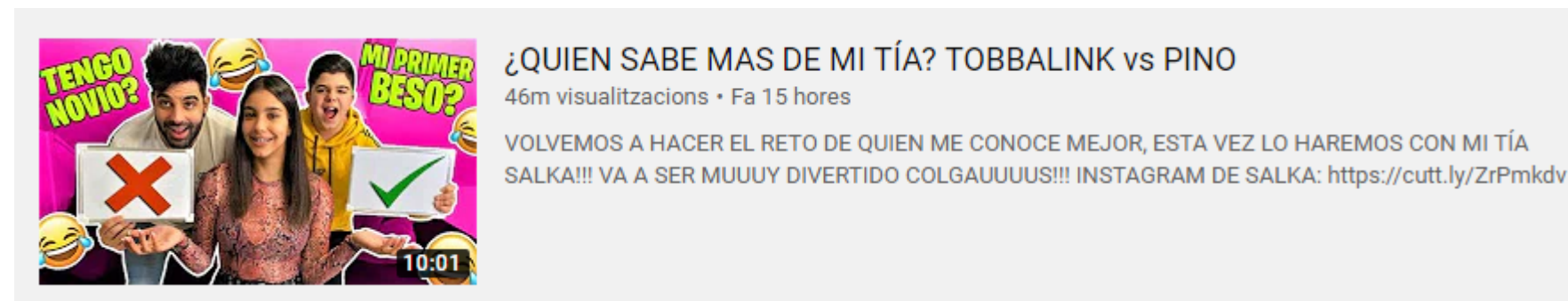
**VIDEOS INTERSPERSED WITH OTHERS AIMED AT YOUNG PEOPLE.**

On two of the channels we analysed, content linked to betting is interspersed with other content that is clearly appealing to minors.



**CROSS-RECOMMENDATIONS BETWEEN GAMBLING AND CHILD YOUTUBE CHANNELS.**

Direct links between successful channels: Tobbalink (gambling) and Pino.



# NEED FOR A NEW REGULATORY FRAMEWORK

## POSITION OF THE CATALAN AUDIOVISUAL COUNCIL

ALLOW ONLINE BETTING AND GAMBLING ADVERTISING FROM 1AM TO 5AM, IN GENERAL.

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DURING LIVE SPORTS BROADCASTS, DO NOT AIR ONLINE BETTING AND GAMBLING ADVERTISING BEFORE THE WATERSHED (UNTIL 10PM).

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NEED FOR GAMBLING AND BETTING ADVERTS TO BE CLEARLY IDENTIFIED AND INDICATED.

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BAN LIVE READ ADVERTISING BY COMMENTATORS DURING SPORTS BROADCASTS BECAUSE THE LACK OF DISTINCTION BETWEEN COMMENTARY AND COMMERCIAL CAN BE MISLEADING.



# NEED FOR A NEW REGULATORY FRAMEWORK

## POSITION OF THE CATALAN AUDIOVISUAL COUNCIL

BAN ONLINE GAMBLING AND BETTING ADVERTS FEATURING CELEBRITIES OR ROLE MODELS.

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BAN GAMBLING BONUS PROMOTIONS.

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REGULATE AND STANDARDISE WARNING SYSTEMS TO FACILITATE IDENTIFICATION AND AWARENESS.

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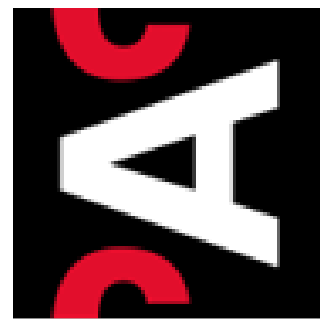
ENACT EFFECTIVE MECHANISMS THAT PREVENT MINORS FROM ACCESSING GAMBLING SITES AND INITIATION OR ADVICE TUTORIALS.

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NEED FOR EDUCATIONAL CAMPAIGNS AIMED AT MINORS, PARENTS AND EDUCATORS.



THANK YOU!



**Consell  
de l'Audiovisual  
de Catalunya**