

GambleAware

7 Henrietta St • London • WC2E 8PS
T: +44 (0)20 7287 1994
info@gambleaware.org

about.gambleaware.org

PRESS RELEASE

Gambling companies spend £1.2 billion marketing online, five times more than on television ads.

London, 24 November: New financial analysis from respected gambling industry specialists Regulus Partners has estimated that the total spend by gambling companies on marketing has gone up by 56% since 2014, and has now hit £1.5bn. Most marketing activity is now on the internet, with companies spending five times more online than on television.

The new figures, derived from audited accounts of the top publicly listed operators and other available financial data for private and offshore companies, indicate the areas where gambling companies spent the most money on marketing in 2017:

- Direct online internet marketing costs - £747m, almost half (48%) of total gambling marketing spend
- Advertising through marketing 'affiliates' – websites, tipsters and publications who earn commission for generating new business for the gambling companies - £301m, nearly one fifth (19%) of total expenditure
- TV gambling advertising - £234m, just 15% of total gambling marketing spend
- Social media - £149m, more than tripling over three years, and 10% of total gambling marketing spend
- Sponsorship - £60m, double the amount spent in 2014 (£30m).

80% of all gambling marketing spend is now online. There has been significant debate about the amount of advertising by bookmakers, bingo websites and virtual casinos on television, but these figures shine a light onto the huge amount of money being spent promoting gambling on the internet.

Detailed marketing expenditure is considered commercially confidential, so obtaining definitive figures is not possible. But Regulus Partners have applied similar techniques used by city analysts to generate estimates which will have strong credibility within the gambling industry, and clearly indicate the relative extent of online marketing activity.

Marc Etches, CEO of GambleAware said:

“Children are growing up in a very different world than their parents. The Gambling Commission reports that 59% of 11-16 year olds have seen gambling advertisements on social media, compared to 66% on television. One in eight 11 to 16 year olds follow gambling companies on social media, and they are three times more likely to spend money on gambling. Of those who have ever played online gambling-style games, 24% follow gambling companies online.

Compared to other potentially harmful activities, the rate of gambling in the past week among young people is higher than the rates of drinking alcohol, smoking cigarettes and taking illegal drugs. This underlines the need to treat gambling as a public health issue.

The Regulus analysis shows that much more attention needs to be paid to the extent of gambling-related marketing online, and that internet companies and social media platforms must share in the responsibility to protect children, and to generally raise awareness of the nature of gambling, associated risks of harm, and where to go for help and advice if it is needed.”

-ENDS-

Contact:

Sarah Evans

+44 7523609413

gambleaware@atlas-partners.co.uk

NOTES

- An infographic summarising the financial analysis is here:
<http://about.gambleaware.org/media/1853/2018-11-24-rp-ga-gb-marketing-spend-infographic-final.pdf>
- The sources and methods used by Regulus Partners can be reviewed here
<http://about.gambleaware.org/media/1854/2018-11-24-rp-ga-marketing-sources-and-method-final.pdf>
- GambleAware is an independent charity tasked to fund research, education and treatment services to help to reduce gambling-related harms in Great Britain. GambleAware is a commissioning and grant-making body, not a provider of services.
- GambleAware published a [5-year strategy](#) in November 2016, and in July 2018 published a [Strategic Delivery Plan](#) that sets out how the charity proposes to broaden the range of services and activities it funds, supports and works with between 2018 and 2020.
- Guided by the [National Responsible Gambling Strategy](#), the charity’s strategic aims are to: broaden public understanding of gambling-related harms, in

particular as a public health issue; advance the cause of harm-prevention so as to help build resilience, in particular in relation to the young and those most vulnerable to gambling-related harms; and help those who do develop gambling-related harms get the support that they need quickly and effectively. For more information, please go to: <http://about.gambleaware.org/>

- The current National Responsible Gambling Strategy was published in April 2016 by the Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. GambleAware develops its commissioning plans in collaboration with the RGSB and the Gambling Commission. These arrangements are underpinned by an 'assurance and governance framework' in place since 2012:
<http://about.gambleaware.org/media/1216/statementofintent.pdf>.
- Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed between the RGSB, the Gambling Commission and GambleAware: <https://about.gambleaware.org/media/1332/research-commissioning-and-governance-procedure-september-2016-final.pdf>. A revised [RGSB and Gambling Commission research programme](#) was published in September 2018 and sets out priorities for research to be commissioned from 2018 to 2022.
- GambleAware requires a minimum of £10 million annually to deliver its current responsibilities, and looks to all those that profit from commercial gambling to support the charity. This donation-based system was proposed after the Gambling Act 2005 and is prescribed by the Gambling Commission's Social Responsibility Code Provision 3.1.1.(2). The RGSB endorsed GambleAware's £10m funding goal in January 2017:
<http://www.rgsb.org.uk/press-releases/responsible-gambling-strategy-board-publishes-assessment-of-the-quantum-of-funding-required-to-deliver-the-national-responsible-gambling-strategy.html>
- GambleAware funds the *Gordon Moody Association*, the *NHS National Problem Gambling Clinic*, *GamCare* and a network of charities across Great Britain to provide a full range of free treatment for problem gamblers and support for those affected by them. GambleAware also runs the website **BeGambleAware.org** which helps 2.7 million visitors a year, and supports the **National Gambling Helpline – 0808 8020 133**.