

Project



The extent and nature of sport betting advertising and promotion through sport in Victoria

Partner



Year

2011

Purpose



The purpose of this research was to undertake a preliminary investigation of the amount and type of sport betting advertising and promotion through sport on broadcast television in Victoria. The outcomes of this research provide evidence to inform future reviews of the regulatory frameworks governing the advertising and promotion of sports betting on television, and via other media such as sponsorship, in sport stadia and online environments.

Method



The research was undertaken in two stages.

Stage 1: A content analysis of the national television broadcasts of four free-to-air channels (Channels 7, 9, 10 and One HD) and one pay television station (FoxSports 1) was undertaken. The content analysis focused on two days of television programming for each of these channels (total 10 days). The entire data set were coded to identify and classify the number, type, and duration of advertisements broadcast during sport and non-sport programming, including the number, type, duration and content of sports betting advertisements.

Stage 2: The number, type, duration and content of sports betting promotions during sport programming was also identified, classified and analysed.

Application



This preliminary investigation concluded that the mean number (and time duration) of sports betting advertisements broadcast in a 24 hour period is relatively low compared to other categories of advertisements.

The mean number (and time duration) of sports betting advertisements broadcast during sports programming is, however, higher with sports betting advertisements 3 to 10 times more likely to be broadcast during sport programs than other programming categories.

All sports betting advertisements focus on direct selling and the majority of sports betting advertisements use a combination of humour, music and modelling of older male behaviour; elements that have previously been identified in the literature as being appealing to young people.

Sport betting provider advertising through ground signage is significant. Between two and four sport betting providers were advertised through ground signage in each of the AFL games analysed as part of this study.

