



New Season, More Self-Regulation, More Marketing.

The Prevalence of Gambling Adverts during the Opening Weekend
of the English Premier League 2023/2024.

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Appendix 1: Football Match Variables and Definitions

Variable	Definition(s)
Time of Reference	The time at which each gambling advert occurred, recorded in hours, minutes and seconds (hh:mm:ss), timing the start of each video as 00:00:00.
In/Out of Play	Whether each gambling advert occurred during – or separately to – the sporting action. Recorded as: 1. in-play (including replays which were shown <i>during</i> the coverage); or 2. out-of-play (including studio coverage, highlights or replays shown during studio segments, and commercial breaks).
Type	Whether the gambling advert was a visual or verbal reference. Recorded as: 1. Visual; 2. Verbal; 3. Both.
Format	The position and layout of the advert. Recorded as: 1. Stadium Crowd; 2. Players Shirt; 3. Interview or Press Arena; 4. Electronic Pitchside Full; 5. Electronic Pitchside Part 6. Static Pitchside; 7. Integrated On-Screen Graphics; 8. Sponsorship Lead-in; 9. TV Studio; 10. Stadium or Arena Structure; 11. Prerecorded Video Segments (including match highlights); 12. Verbal References (including commentator or broadcaster references); 13. Commercial Adverts; 14. Other.
Ad Break: was a gambling ad present?	The presence of gambling marketing during commercial breaks. Recorded as: 1. Yes; 2. No.
If in ad break, how many gambling ads	The total number of gambling adverts recorded at the end of every commercial break.
Duration	Total duration the reference lasted for, recorded in seconds.
Number of identical references visible at same time.	Recorded as the maximum total number of identical references visible on screen <i>at any one point</i> .
Gambling brand featured?	The name of the gambling operator was recorded, if visible.
Type of gambling referenced?	Recorded as one of: 1. Logo only; 2. Sports betting; 3. Gaming/Slots (including if the advert made clear reference to slot game design); 4. Lotteries; 5. Bingo; 6. Casino or card games; 7. Other; 8. Multiple (if one or more of the above was referenced).
Brand name or logo referenced?	Whether brand name or logo is visible. Recorded as one of: 1. Yes; 2. No.
Brand slogan or tagline referenced?	Whether or not the brand's slogan or tagline is visible (e.g. Betway: For the love of the game). One of: 1. Yes; 2. No.
Method of initiating gambling referenced?	Whether or not it makes reference to a method for taking part in gambling (e.g. shows a mobile application or link to a website). One of: 1. Yes; 2. No
Gamble referenced?	Whether or not the reference mentions a specific bet or market (e.g. the next goalscorer, total number of corners). One of: 1. Yes; 2. No.
Event relevant gamble referenced?	Whether or not the reference mentions a bet related to the current broadcasted event (e.g. Man City to win 2-1, now 4/1). One of: 1. Yes; 2. No.
Social media referenced?	Whether there is a reference to social media through wording, a hashtag or social media logo. One of: 1. Yes; 2. No.

Generic or indirect reference?	Whether or not the reference mentions gambling activity broadly without reference to a brand (e.g. commentator referencing odds of a team winning. " <i>The bookies' favourite</i> "). One of: 1. Yes; 2. No.
If 'yes' to Generic Reference, then list discourse	If the answer to Generic Reference is 'Yes', then type here how the reference is made.
Harm reduction message?	Whether or not the reference contains a message to gamble responsibly (<i>Take Time to Think</i> or <i>Set your limits</i>). One of: 1. Yes; 2. No.
Age restriction message?	Whether or not the reference contains an 18+ message. One of: 1. Yes; 2. No.

Appendix 2: SkySports News Coverage Codebook Variables & Definitions

Variable	Definition(s)
Time of Reference	The time at which each gambling advert occurred, recorded in hours, minutes and seconds (hh:mm:ss), timing the start of each video as 00:00:00.
In/Out of News Programme	whether the gambling advert appeared: during the news content recorded as 1. In-News Programme (e.g. news/TV studio pundits); 2. Out-of-News Programme (e.g. during advertising break); 3. Match highlights. If the '3. match highlights' was selected above, then insert which teams appeared in the highlight.
Location	The location of each gambling advert. Recorded as: 1. Stadium crowd; 2. Players shirt (during live action); 3. Interview or press arena; 4. Pitchside; 5. On-screen graphics (prepared by the studio); 6. Sponsorship lead-in; 7. TV studio; 8. Stadium or arena structure; 9. Prerecorded video segments (e.g. highlights); 10. Verbal references (match commentator or studio discussion); 11. News studio-based commentary (e.g. news reporters and/or guests referring to odds); 12. News reporter at location (e.g. news reporter outside stadium or visiting a location such as a football club) 13. Other (including commercial breaks).
Type	Whether the gambling advert was a visual or verbal reference. Recorded as: 1. Visual; 2. Verbal; 3. Both.
Format	The format of the advert. Recorded as: 1. Static advertising fixed in location (logos on interview boards or non-electronic advertising boards); 2. Electronic advertising full coverage (covering <i>all available pitchside boards</i>); 3. Electronic advertising part coverage (covering only <i>part of available pitchside boards</i>); 4. Commentator or broadcast reference (e.g. <i>Team A are the bookmakers favourites</i>); 5. Fans or supporters; 6. Players shirt; 7. Integrated on-screen graphic - such as logos used to transition between broadcast sections (into match replays or opening credits); 8. Sponsorship lead-in; 9. Commercial advert; 10. Other.
Ad Break: was a gambling ad present?	The presence of gambling marketing during commercial breaks. Recorded as: 1. Yes; 2. No.
If in ad break, how many gambling ads	The total number of gambling adverts recorded at the end of every commercial break.
Duration	Total duration the reference lasted for, recorded in seconds.
Number of identical references visible at same time.	Recorded as the maximum total number of identical references visible on screen <i>at any one point</i> .
Gambling brand featured?	The name of the gambling operator was recorded, if visible.
Type of gambling referenced?	Recorded as one of: 1. Logo only; 2. Sports betting; 3. Gaming/Slots (including if the advert made clear reference to slot game design); 4. Lotteries; 5. Bingo; 6. Casino or card games; 7. Other; 8. Multiple (if one or more of the above was referenced).
Brand name or logo referenced?	Whether brand name or logo is visible. Recorded as one of: 1. Yes; 2. No.

If gambling advert was not football related, state which sport	e.g. boxing, rugby, cricket etc.
Brand slogan or tagline referenced?	Whether or not the brand's slogan or tagline is visible (e.g. Betway: For the love of the game). One of: 1. Yes; 2. No.
Method of initiating gambling referenced?	Whether or not it makes reference to a method for taking part in gambling (e.g. shows a mobile application or link to a website). One of: 1. Yes; 2. No
Gamble referenced?	Whether or not the reference mentions a specific bet or market (e.g. the next goalscorer, total number of corners). One of: 1. Yes; 2. No.
Event relevant gamble referenced?	Whether or not the reference mentions a bet related to the current broadcasted event (e.g. Man City to win 2-1, now 4/1). One of: 1. Yes; 2. No.
Social media referenced?	Whether there is a reference to social media through wording, a hashtag or social media logo. One of: 1. Yes; 2. No.
Generic or indirect reference?	Whether or not the reference mentions gambling activity broadly without reference to a brand (e.g. commentator referencing odds of a team winning. " <i>The bookies' favourite</i> "). One of: 1. Yes; 2. No.
If 'yes' to Generic Reference, then list discourse	If the answer to Generic Reference is 'Yes', then type here how the reference is made.
Harm reduction message?	Whether or not the reference contains a message to gamble responsibly (<i>Take Time to Think</i> or <i>Set your limits</i>). One of: 1. Yes; 2. No.
Age restriction message?	Whether or not the reference contains an 18+ message. One of: 1. Yes; 2. No.

Appendix 3: Radio Coverage for TalkSport

Variable	Definition(s)
Time of Reference	The time at which each gambling advert occurred, recorded in hours, minutes and seconds (hh:mm:ss), timing the start of each video as 00:00:00.
Duration	Total duration the reference lasted for, recorded in seconds.
Number of identical references visible at same time.	Recorded as the maximum total number of identical references visible on screen <i>at any one point</i> .
Format	Coded as; 1. Commentator (during match); 2. Studio discussion; 3. Ad break; 4. Other
Gambling brand featured?	The name of the gambling operator was recorded, if visible.
Type of gambling referenced?	Recorded as one of: 1. Logo only; 2. Sports betting; 3. Gaming/Slots (including if the advert made clear reference to slot game design); 4. Lotteries; 5. Bingo; 6. Casino or card games; 7. Other; 8. Multiple (if one or more of the above was referenced).
Brand name or logo referenced?	Whether brand name or logo is visible. Recorded as one of: 1. Yes; 2. No.
If gambling advert was not football related, state which sport	e.g. boxing, rugby, cricket etc.
Brand slogan or tagline referenced?	Whether or not the brand's slogan or tagline is visible (e.g. Betway: For the love of the game). One of: 1. Yes; 2. No.
Method of initiating gambling referenced?	Whether or not it makes reference to a method for taking part in gambling (e.g. shows a mobile application or link to a website). One of: 1. Yes; 2. No
Gamble referenced?	Whether or not the reference mentions a specific bet or market (e.g. the next goalscorer, total number of corners). One of: 1. Yes; 2. No.
Event relevant gamble referenced?	Whether or not the reference mentions a bet related to the current broadcasted event (e.g. Man City to win 2-1, now 4/1). One of: 1. Yes; 2. No.
Social media referenced?	Whether there is a reference to social media through wording, a hashtag or social media logo. One of: 1. Yes; 2. No.
Generic or indirect reference?	Whether or not the reference mentions gambling activity broadly without reference to a brand (e.g. commentator referencing odds of a team winning. " <i>The bookies' favourite</i> "). One of: 1. Yes; 2. No.
If 'yes' to Generic Reference, then list discourse	If the answer to Generic Reference is 'Yes', then type here how the reference is made.
Harm reduction message?	Whether or not the reference contains a message to gamble responsibly (<i>Take Time to Think</i> or <i>Set your limits</i>). One of: 1. Yes; 2. No.
Age restriction message?	Whether or not the reference contains an 18+ message. One of: 1. Yes; 2. No.

Appendix 4: Codebook for social media advertising including the codes, definitions and probable codes.

Code	Definition	Probable code(s)
Advert Format	Which format is the ad?	Image, gif, video, text only.
Duration of video	How long is the advert?	Length (in seconds) or Not applicable.
Likes	How many likes does the ad have?	Number
Shares	How many shares does the ad have?	Number
Impressions	How many impressions does the ad have?	Number
Which brand?	What brand posted the ad?	Name of brand
Posted during match?	Was the ad posted during match (including half-time break)?	yes/no
Time	What time was it posted?	time
Date	What date was it posted?	date
Type of gambling.	What form of gambling does the marketing mainly refer to?	Sports betting; Lottery; Online Casino; Bingo; Multipurpose.
Use of Emojies	Does the marketing use emojies?	Yes/No/Unsure
Use of humour.	Does the marketing use humorous content or storylines (e.g. slap-stick, one liners, pranks, sketches).	Yes/No/Unsure
Insider / Expert	Does the post gives the feeling of beeing a insider/expert? (eg. using very specific language/facts that only users do understand	Yes/No/Unsure
Celebrity or famous sportsperson (picture or video)	Does the marketing feature or make reference to a celebrity?	Yes/No/Unsure
Reference to specific football match?	Does the ad make reference to a specific football match?	Yes - televised match/Yes - to untelevised match/No/Unsure
Reference to other sports than football?	Does the ad make reference to a sports?	Yes/No/Unsure
Reference to football weekend?	Does the ad refer to the Premier League football weekend?	Yes/No/Unsure
Age restriction.	Does the marketing make reference to the age restricted nature of gambling?	Yes/No/Unsure
Harm Reduction Message.	Does the marketing include a harm reduction message?	Yes/No/Unsure

T&Cs stated.	Does the marketing include information on the T&Cs?	Yes/No/Unsure
Signpost to method of gambling.	Does the marketing make reference to how the audience could participate in the gamble (e.g. shows a smartphone or has a link to a website)?	Yes/No/Unsure
Refers to specific gamble or bet.	Does the marketing try and direct the consumer to a specific bet or type of gamble (e.g. Manchester City to score first or play in our weekly Texas Hold Em Poker Tournament)?	Yes/No/Unsure
Odds.	Does the marketing presents odds for a specific bet? (e.g. Manchester City to beat Manchester United 2-1 and Aguero to score first, now only 6/1)?	Yes/No/Unsure
New customer offer(s).	Does the marketing make reference to an offer only available specific to new customers? (e.g. 'New customer offer: Man City vs Man United, a goal to be scored 25/1)?	Yes/No/Unsure
Free bet(s)/matched bet(s).	Does the marketing make reference to a free or a matched bet? (e.g. 'Free bet up to £25 if your horse falls in any Aintree race today' or '15% free bet bonus if your horse wins a jump race by five lengths or more')	Yes/No/Unsure
Identifiable as advertising	Is the ad obviously identifiable as marketing or advertising?	Yes/No/Unsure

Appendix 5: Full results from the frequency analysis of gambling adverts during the televised Premier League matches.

	Burnley v Man City	Arsenal v Notts Forest	Newcastle v Aston Villa	Brentford v Spurs	Chelsea v Liverpool	Man Utd v Wolves	Total
Gambling advert frequencies logged	336	43	342	245	55	142	1,163
Number of identical references	2,913	535	1,322	991	415	790	6,966
Most common format by identical references	Electronic full 2267 Ad break 420 Players shirt 174	Sponsorship lead-in 523	Electronic full 753 Static 259 Sponsorship lead-in 183	Players shirt 248 Sponsorship lead-in 174	Sponsorship Lead-in 290 Electronic full 89	Sponsorship lead-In 464 Electronic full 222 Players shirt 79	Electronic Full – 3,877 Sponsorship Lead-In – 1,662 Commercial break - 744
Identical references per broadcast minute	11.15	0.14	6.24	5.28	0.26	2.84	4.82
Most common brand by identical references	Bet365 – 993 W88 – 800 Betway - 591	Bet365 - 524	Fun88 – 566 Sportsbet.io – 236 LeoVegas – 202	Hollywood Bets – 589 Betway – 206 Bet365 - 185	Bet365 – 291 Parimatch - 118	Bet365 – 465 Betfred – 218 6686 - 79	Bet365 – 2,637 W88 – 816 Betway - 801
Frequency of adverts identified during advertising breaks (%)	4.15	16.3	0.3	1.2	13.65	5.6	3.45
Frequencies logged during the sporting action (%)	61.9	74.4	80.4	73.5	54.5	62.7	67.2
Most frequent type of gambling advert frequency (%)	Visual (87.8%)	Visual – (60.5%)	Visual (93.3%)	Visual (94.3%)	Visual (60%)	Visual (73.2%)	Visual -84.8
Average duration of gambling advert frequency (seconds)	15.228s	10.000s	16.878s	7.479s	16.438s	6.289s	12.932s
Most common gambling advert frequency by type of gambling advertised	Logo only (69.6%)	Sports betting (60.5%)	Logo only (92.4%)	Logo only (94.3%)	Sports betting (83.6%)	Logo only (73.2%)	Logo only (76.6%)
Gambling advert frequencies containing	No -78.6	Yes - 60.5	No - 88.9	No - 94.3	No - 60	No -71.8	No - 85.5

harm reduction messages (%)							
Gambling advert frequencies with age restriction messages (%)	No - 88.1	Yes - 60.5	Yes – 90.1	No - 94.3	No - 60.0	No -71.8	No -88.9
Gambling advert frequencies with name or logo reference (%)	Yes - 96.1	Yes - 72.1	Yes – 98.0	Yes – 98.0	Yes -87.3	Yes - 90.1	Yes – 95
Gambling advert frequencies with brand slogan or tagline reference (%)	No - 93.2	No - 55.8	No - 97.13	No - 96.7	Yes - 83.6	No - 85.9	No -93.4
Gambling advert frequencies with methods initiating gambling (%)	No – 86	No - 62.8	Yes – 92.6	No - 97.6	No - 83.6	No - 59.9	No - 87.6
Gambling advert frequencies marketing specific bets or markets (%)	No - 97.6	No – 98.15	No – 99.9	No - 100	No – 99.9	No - 100	No – 99.1
Gambling advert frequencies marketing event-relevant bets or markets (%)	No - 100	No – 99.38	No – 99.9	No - 100	No – 99.9	No - 100	No – 99.6
Gambling advert frequencies with social media reference (%)	No - 97.6	No - 72.1	No – 98.0	No – 98.0	No - 87.3	No - 90.1	No - 95.2
Gambling advert frequencies consisting of indirect references (%)	No - 96.7	No - 72.1	No – 98	No - 98	No - 87.3	No - 90.1	No – 95

Appendix 6: Number of identical references during football broadcasts split into the brands, including their membership to the BGC.

Brand Featured	Number of Identical References	BGC members. Parent company if applicable in brackets
32Red	1	Y (Kindred)
6686	79	N
Bet365	2637	Y
Betfair	2	Y (Flutter)
Betfred	218	Y
Betway	801	Y
BK8	348	N
BoyleSports	1	N
Dafabet	1	N
Fun88	567	N
Hollywood Bets	592	N
LaBa360	1	N
Ladbrokes	5	Y (Entain)
LeoVegas	206	Y
Lotto	2	N
MrVegas	1	N
Paddy Power	5	Y (Flutter)
Parimatch	118	N
Postcode Lottery	1	N
SkyBet	12	Y (Flutter)
Sportsbet.io	238	N
Stake	8	N
Tipwin	8	N
Unibet	289	Y (Kindred)
W88	816	N
William Hill	10	Y (888/William Hill)
Source of membership list: Betting and Gaming Council , 2023.		