The Impact of Live Betting Odds During Televised Sporting Events on Gambling and Problem Gambling

Background

A recent development in Australia and elsewhere has been the advertising of live betting odds during televised sporting events, such as rugby league, Australian rules football and cricket, resulting from sponsorship arrangements between these sporting leagues and several sports betting agencies. However, it is not known whether and how this type of advertising impacts on gambling participation and problem gambling prevalence in the community.

Aims

The objectives of this research are to:

1. Determine the impact of the advertising of live betting odds during televised sporting events on gambling participation in the Queensland community;
2. Determine how this advertising will impact on the prevalence of problem gambling in the Queensland community; and
3. Determine what elements in LBO advertisements have the most impact in engaging the desire to gamble.

Methods

Following a literature review (Stage 1), Stage 2 conducts focus groups with regular viewers of televised sporting events to identify factors affecting the influence of LBO advertising on people’s sports betting intentions and behaviour. This informs survey instruments for Stages 3 and 4.

Stage 3 surveys representative samples of the Queensland adult and adolescent populations and an additional sample of sports bettors, to provide descriptive data on responses to LBO advertising. An extended Theory of Planned Behaviour model then examines whether LBO advertising during televised sporting events influences sports betting attitudes, intentions and behaviours, to assess its impact on gambling participation. Testing whether these impacts differ with problem gambling status helps assess the advertising’s impact on the prevalence of problem gambling.

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Methods, continued

Stage 4 utilises an experimental (conjoint) design with an online survey sample of regular, non-regular and non-sports bettors. Mock LBO advertisements are presented as several scenarios that vary by advertising type (commentary/flash-ups/studio crosses), commentator (celebrity/non-celebrity), visual presentation (odds displayed/not-displayed), team orientation (own team/not own team), previous wins (win/loss) and odds (long/short). This determines the overall utility of specific aspects of LBO advertising delivery for the three participant groups, and by problem gambling category.

Outcomes

Implications of the study’s results are identified to inform Queensland policy on LBO advertising, based on its impacts on gambling participation and problem gambling prevalence.