

# Gambling marketing during the 2024 UEFA European Football Championship: A frequency and content analysis of gambling advertising in live TV coverage and social media for Germany

## AUTHOR

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## I. BACKGROUND AND AIM OF THE STUDY

### Background

- **Gambling advertising** is especially common at sporting events (Newall et al. 2019)
- The phenomenon of **gamblification** in sport is particularly evident in association with football (Lopez-Gonzalez & Griffiths 2018)
- The proliferation of gambling advertising presents a significant **public health concern** (McGrane et al. 2023; Hing et al. 2024)

### Aim of the study

- Examining the **frequency and content of gambling advertising** during several matches of the 2024 UEFA European Football Championship for Germany

## II. METHODOLOGY

- **Frequency and content analysis** of gambling advertising of 11 matches of the 2024 UEFA Euro, including TV coverage and social media (Table 1)
- **TV coverage** encompasses coverage before, during and after the actual match
- **Social media analyses** includes the accounts of the ten largest licensed German sports betting operators (Table 2)
- **Organic advertising** and **paid advertising** is analysed

## III. RESULTS

- A total of **8,559 gambling messages** were identified (Table 3)
- **2,645 gambling ads** were identified on social media, 1,542 were organic ads and 1,103 were paid ads (Table 3)
- **5,914 gambling messages** were shown during TV coverage (Table 3), an average of 2.3 ads per minute (Table 4)
- The highest number of gambling ads was shown during **Germany v Hungary** (n = 910), with 3.9 ads per minute
- **Paid advertising** was targeted at more than 127 million users, primarily in the **18 to 24 age group**
- In contrast to gambling messages on social media, **only 3%** were labelled with age restrictions or harm reduction messages during TV coverage (Table 4)

## IV. DISCUSSION & CONCLUSION

- **High frequency of gambling messages** during the 2024 UEFA Euro, in TV coverage and on social media
- High volume of gambling messages can lead to the **normalisation of gambling** (Nyemcsok et al. 2021), particularly among children (McGee 2020)
- It seems problematic that **paid advertising mainly reaches 18-24 year olds**, the age group most affected by gambling problems in Germany (Buth et al. 2023)

Date	Teams	Broadcaster	Duration of broadcast (min.)
14 June 2024	GER v SCO	ZDF	261
19 June 2024	GER v HUN	ARD	194
23 June 2024	GER v SUI	ARD	251
29 June 2024	GER v DEN	ZDF	295
05 July 2024	GER v ESP	ARD	263
05 July 2024	POR v FRA	ZDF	236
06 July 2024	ENG v SUI	ZDF	238
06 July 2024	NED v TUR	RTL	229
09 July 2024	ESP v FRA	ZDF	197
10 July 2024	NED v ENG	ARD	193
14 July 2024	ESP v ENG	ARD	285

Table 1. Sample of televised matches.

Brand	Follower		
	Facebook	Instagram	Total
bet3000	76,288	4,481	80,769
bet-at-home	8,140	9,687	17,827
Betano	203,180	7,315	210,495
Betway	727,895	27,400	755,295
Bwin	23,251	11,200	34,451
Merkur Bets	9,928	16,200	26,128
Interwetten	116,763	18,900	135,663
ODDSET Sportwetten	18,424	628	19,052
Tipico	30,607	16,000	46,607
Tipwin	9,372	2,892	12,264

Table 2. Selected social media accounts. Data collection was conducted on 13 June 2024.

Broadcast	Social Media		
	Ingame	Out of game	Paid ads
	3,578	2,336	1,103
	5,914		2,645
	69%		31%
	<b>8,559</b>		

Table 3. Total number of gambling messages.

Variable	Total
Number of frequencies	1,285
Number of gambling messages	5,914
Average number of ads per minute	2.3
Average duration of gambling ads	9.1 seconds
Most common brand	Betano (97%)
Most common format	Electronic Full (48.4%)
Most common type of gambling advertised	Multiple (62.6%)
Age restriction & harm reduction	3%

Table 4. Selected results from the analysis of the televised matches.



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