Marketing of Sports Betting and Racing

Major Findings

A study commissioned by:

Gambling Research Australia

Prepared by:

Research Team: Kerry Sproston, Clare Hanley, Kate Brook (ORC International) in collaboration with Professor Nerilee Hing, and Dr Sally Gainsbury

Phone: +61 3 9935 5700

Email: Kerry.Sproston@ORCInternational.com

ORC International Ref: 13086 Marketing of Sports Betting & Racing REP

May 2015

Level 8, 171 Latrobe Street
Melbourne Vic 3000 Australia
ABN: 39 126 100 276
ACN: 126 100 276
www.ORCInternational.com

ORC International Proprietary and Confidential
This document contains confidential and proprietary information for Gambling Research Australia. No disclosure, duplication or use of any portion of the contents of these materials, for any purpose, may be made without prior consent of ORC International

Gambling Research Australia (GRA) is a partnership between the Commonwealth, State and Territory Governments to initiate and manage a national program of gambling research.

The Secretariat is provided by the Queensland Department of Justice and Attorney-General. Further information about the national research program may be obtained from www.gamblingresearch.org.au

GRA commissioned ORC International to undertake a study into Marketing of Sports Betting and Racing.

This study through Gambling Research Australia is supported by the following jurisdictions:

- Australian Capital Territory: ACT Government through the ACT Gambling and Racing Commission
- Australian Government: Department of Social Services
- New South Wales: NSW Government through the Responsible Gambling Fund
- Northern Territory: Northern Territory Government through the Community Benefit Fund
- Queensland: Department of Justice and Attorney-General
- South Australia: Government of South Australia
- Tasmania: Tasmanian Government through the Community Support Levy
- Victoria: Government of Victoria
- Western Australia: Government of Western Australia through the Problem Gambling Support Centre

GRA Secretariat

Telephone: 07 3872 0938

Facsimile: 07 3237 1656

© Copyright State of Victoria, Department of Justice 2015

This publication is copyright. No part may be reproduced by any process except in accordance with the provisions of the Copyright Act 1968. Also published on www.gamblingresearch.org.au

Disclaimer

The views expressed in this report are solely those of the author/s. The information, views and reference material in this report is provided solely on the basis that readers will be responsible for making their own assessment of the information provided. Gambling Research Australia make no warranty - express or implied - nor assume any liability or responsibility for use of or reliance on the contents of this report.

Print authorised by: Gambling Research Australia

Title: Marketing of Sports Betting and Racing

ACKNOWLEDGEMENTS

We would like to thank Gambling Research Australia (GRA) for commissioning this study and we would particularly like to acknowledge the role of Paul Marden and Romayne de Alwis. Stable Research recruited the participants for the qualitative study, and Canvas U hosted the online survey. We would like to thank our colleagues Jacq Cawthorne and Caroline Tomiczek at ORC International for all their work on this project. Finally, we would like to extend our thanks to the people who gave their time to take part in the focus groups and the survey.

Contents

List of Figures

List of Tables

Executive Summary

In the context of increased marketing activity associated with the expansion of the sports and race betting (wagering) industry, the study aimed to explore the impact of this marketing on gambling behaviour and intention among Australians, particularly on specific population subgroups: regular bettors, non-regular bettors, problem gamblers and adolescents.

Key research questions were:

- Does exposure to wagering marketing encourage gambling intention and behaviour?
- If so, in what way does marketing impact upon target audiences?
- Does such marketing create a relationship with gambling?
- Does such marketing encourage gambling on other activities?
- Does such marketing impact particularly upon vulnerable groups such as adolescents and at risk gamblers?

To address these research questions, several iterative research elements were conducted:

- A **literature review** was conducted drawing on Australian and international sources. It provided context for the study by presenting an overview of wagering in Australia and of the use of advertising and promotions for sports betting and racing. Drawing on empirical studies, the review also assessed existing evidence for the influence of gambling advertising and marketing on youth gambling, adult gambling and problem gambling.
- An **environmental scan** which examined recent increases in sports betting marketing. This scan included a case study of six wagering companies, focusing on their business growth and marketing activity. It also included a media monitoring component which analysed advertising lists for sports betting companies, tracked advertising and monitored social media. In addition, live and televised sporting and racing events were observed to quantify marketing activity across different codes. Content analysis of 24 examples of marketing (from the six case study companies) documented techniques employed in such marketing.
- A **qualitative study** involving 10 focus groups with different research audiences. This element explored audience perception of wagering marketing, and the way in which such marketing impacts upon gambling intention and behaviour.
- An **online survey** of 3,200 respondents from six different research segments. This element was informed by the qualitative study, and aimed to measure attitudes to, and impact of, wagering marketing.

Environmental scan

Media and advertising types

Television was the most popular advertising medium for all brands, apart from Tatts, which favoured print and radio advertising. Overall, for sporting events as well as racing, wagering advertising was more prolific in events viewed via subscription television, compared to those on free-to-air television.

There was a striking difference between the levels of wagering advertising during televised compared to live events. The television medium was especially leveraged to increase exposure to wagering advertising and intensify the sensations of excitement and urgency in sporting and racing events. This most strongly and unrelentingly occurred during racing events screening on subscription television channels.

All six wagering brands were also actively working to engage social media users. This was done through regular updates on sporting or racing event details, and comments on their wagering products, deals or competitions.

Products and audience

Advertisements were often product-focused, but the emphasis was frequently on the general value of the particular brand's products, rather than product details, and promotions such as 'free bets' or 'cash back' components were commonly stressed. Ease of access to products, at any time, was also heavily implied.

Advertisements generally targeted bettors, especially males. Exceptions were a few advertisements that 'taught' the novice or female how to place a bet in the Melbourne Spring Racing Carnival.

Number and timing of, and level of investment in, advertisements

Over the twelve months to April 2014, TAB produced 870 advertisements with discrete creative content, which was the greatest number produced by any of the six wagering brands during this time. (This does not include the number of times each creative content was aired or printed.)

Over ten weeks from 30 August to 7 November 2014, the six wagering providers collectively spent $12 million, running a total of 13,000 advertisement events. Sportsbet spent the most during this time (over $5.5 million), while Tom Waterhouse paid for the most expensive individual advertisement, which cost $461,000 and was screened on television 347 times.

All six wagering providers reported high advertising and marketing expenses, which were in the order of $10 million to $40 million per year in 2012-13.[1] The larger companies, Tabcorp and Tattsbet, had the highest value marketing expenditure, but the lowest marketing expenditure relative to their revenue.

---

[1] At the higher end, some expenses may not have related specifically to wagering business operations.

Mood and meaning in advertisements

In the analysed advertisements, content was predominantly found to be:

- fast-paced, immediate, upbeat or exciting
- product-focused
- emphasising success and monetary value
- implying relationship-building through betting.

Techniques used to convey messages and marketing strategies (placement and how messages are sold)

Sponsorship is a form of marketing employed by all six wagering brands. Tabcorp and Sportingbet have spent the highest amounts on sponsorships in the last two years. Tabcorp spread its sponsorship investments across a number of codes, while Sportingbet (and Centrebet) concentrated on racing and NRL.

Multi-channel or digital offerings were integrated into all brands' business strategies, frequently mentioned in conjunction with references to leveraging CRM technologies and/or reaching a wider, mass-market. TAB and William Hill (for Sportingbet and Tom Waterhouse) explicitly emphasised these strategies. Sportsbet reported investments in online services, technology staff and a tablet app. Betfair was keen to maintain its 'cutting edge technology' and 'engage digital audiences', and Tattsbet had increased resources for its online team. Tattsbet also recently introduced mobile betting vans within its licensed area, to physically bring the service to racing and sports event attendees while simultaneously gaining additional advertising exposure.

All providers clearly view digital technologies as a key mechanism for virtually 'bringing' their wagering services to digital and existing customers.

Responsible gambling messages

Responsible gambling messages were not commonly seen in either the televised or live sports and racing events observed. They were not displayed in many advertisements included in the content analysis, and there were generally problems with legibility whenever they were present.

Qualitative research

Overall, participants perceived that sports and race betting marketing is increasingly pervasive and seeks to normalise gambling. Participants felt that gambling is becoming more socially acceptable, and that even children are now more knowledgeable about gambling/gambling operators.

There was consensus that sports and race betting marketing should not be televised at particular times, in order to protect children. Both the ubiquity and seamless integration of this marketing (with sports in particular) were considered potentially harmful to vulnerable groups, particularly children.

Participants identified that a wide range of emotions and cognitions were aroused by sports and race betting marketing including accessibility to a range of gambling products, camaraderie and excitement. They also identified a number of techniques that were employed such as presenting odds, using promotions and integrating the marketing with sports and racing coverage. Most people reported that marketing would affect others, although few reported direct impacts of marketing on their own betting behaviour.

The perceived impacts of various forms of race and sports betting marketing were wide ranging, from influencing people subconsciously to encouraging them directly, and/or others to bet. Although male adolescents did not self-report gambling behaviour, they commented that raising awareness of the accessibility of gambling products might encourage people to gamble. Male adolescent participants discussed how this awareness, when coupled with access to debit/credit cards (with or without parental consent), digital gambling platforms and digital literacy, could facilitate gambling.

Participants felt that the promotion of responsible gambling in sports and race betting marketing was ineffective, and that marketing should be limited during times when it would be highly viewed by children.

Online survey

The forms of sports and race betting marketing respondents had most frequently been exposed to through traditional media included ‘promotions for sports betting companies during televised matches’ and ‘TV advertisements for sports betting companies’ (both 19%). The forms of sports and race betting marketing they were exposed to most frequently through digital media were ‘internet advertisements’ (6% for both).

Just under a third (32%) of the sample was classified as having experienced ‘high’ exposure to sports betting marketing through traditional media, 58% were in the ‘moderate’ exposure category, and 10% had not experienced any sports betting marketing in the last 12 months. Over one in ten (13%) respondents were classified in the ‘high’ exposure category, over half (59%) had experienced a ‘moderate’ level and under three in ten (28%) experienced ‘no’ exposure to sports betting marketing through digital media during the same period.

Just over a quarter (26%) were classified as having experienced ‘high’ exposure to race betting marketing through traditional media, 60% had experienced ‘moderate’ exposure and 14% were in the ‘no’ exposure category. For exposure to race betting marketing through digital media, just over one in ten (11%) respondents experienced ‘high’ exposure, over half (57%) experienced ‘moderate’ exposure and a third (32%) had experienced ‘no’ exposure.

Those in the regular sports (41%) and race bettor (37%) segments were more likely to have experienced high levels of exposure to sports betting marketing through traditional media. The same was true for race betting marketing; 36% of regular sports bettors and 35% of regular race bettors were classified in the high exposure category. Regular sports bettors (24%) and adolescents (19%) were more likely than all respondents (13% overall) to have experienced ‘high levels of exposure’ to sports betting marketing over the past 12 months through digital media. Regular sports bettors (22%), adolescents and regular racing bettors (both 16%) were more likely than all respondents (11% overall) to be classified in the ‘high’ exposure category to race betting marketing through digital media.

Adolescents were just as likely as the overall sample to have watched professional sporting events in the last 12 months (84%); but they were less likely to have watched horse or dog racing events (37% vs. 60% overall).

Adolescents were similar to regular sports and race bettors in terms of their level of exposure to sports betting marketing through traditional media; they were more likely to be classified as having experienced a high level of exposure than the sample overall (48% compared with 32%). The same was true for race betting marketing (36% in the high exposure category vs. 26% overall).

Adolescents were also more likely than adults to have been exposed to marketing through digital media (for example, 14% vs. 6 % overall for 'internet advertisements') and through social media platforms such as Facebook (6% vs. 4%) and YouTube (5% vs. 3%).

Around four in ten problem (43%) and moderate risk gamblers (40%) were classified as having experienced a 'high' level of exposure to sports betting marketing through traditional media. This compared with 34% in the low risk and 24% in the non-problem gambler group. Problem gambling status was also associated with level of exposure to wagering marketing through digital media. Problem (35%) and moderate risk gamblers (17%) were more likely to have experienced high exposure to sports betting marketing through digital media, compared to low risk (12%) and non-problem gamblers (5%).

A similar pattern was evident for exposure to race betting marketing through traditional media: 43% of problem gamblers, 31% of moderate risk gamblers and 31% of low risk gamblers were in the 'high' exposure category, compared with 18% of non-problem gamblers. Problem gamblers (38%) were more likely to be in the high exposure category than moderate (13%), low risk gamblers (10%) and non-problem gamblers (4%) for exposure to race betting marketing through digital media.

Logistic regression found that, among adults, higher marketing exposure through traditional or digital media in the last 12 months was significantly associated with more frequent past year gambling on all activities investigated: sports, races, EGMs and other forms. In other words, the amount of exposure was significantly associated with frequency of gambling, even after controlling for all of the other associated variables.

Past year gambling was also associated with positive emotional and cognitive responses to race betting marketing, and greater attention to responsible gambling messages in such marketing.

In the sports betting model for adolescents, males, those who agreed that marketing had affected social norms (of family and friends), and those who reported a positive cognitive response were more likely to state intention to gamble on sports. There was also an 'exposure-response' effect, with the likelihood of intention to bet increasing with increased exposure to marketing (though it is important to note that the direction of causality cannot be determined within a cross-sectional survey).

Among adolescents, agreement that marketing had affected social norms, and positive emotional and cognitive responses to race betting marketing were all significantly associated with intention to bet on races.

The only predictor of intention to bet on EGMs for adolescents, was a positive cognitive response to race betting marketing.

Intention to gamble on other activities was associated with higher exposure to race betting marketing via digital media, agreement that marketing had affected social norms, and positive cognitive responses to sports betting and race betting marketing.

Discussion

Sports and race wagering operators are making substantial investments in marketing through multiple channels, reflecting both a highly competitive marketplace and attempts to increase participation in these activities among Australians. Marketing is highly concentrated around popular sports and racing events and sports and racing fans report feeling highly exposed to wagering advertising. The study found that greater engagement with sports and race betting was associated with higher exposure to wagering advertising, as well as greater likelihood of betting for adults. Therefore, it was apparent that there is a relationship between exposure to wagering marketing and gambling intention and behaviour.

Despite using both qualitative and quantitative studies, it was not possible to determine a causal relationship between wagering marketing and betting behaviour. This is because the factors that lead to betting include a complex array of social, individual, and environmental factors that are interrelated. Wagering advertising does play a role, however, without controlling for other factors through experimental manipulations that would remove ecological validity, it is not possible to specifically isolate these effects. Nonetheless, the current research has contributed highly significant findings to inform policies and practices for wagering marketing in Australia.

Wagering marketing produced both positive and negative responses from audiences. Many negative views were expressed, particularly regarding the extent of advertising and its inappropriateness due to children being exposed to this, as well as skepticism. The effectiveness of this marketing to a mass market might be questioned as survey respondents on average could only recall two different betting companies, despite active advertising by a greater number. Less than one-third of adults agreed that wagering marketing increased their likelihood of betting or gambling on other activities.

However, those with high exposure to wagering marketing had higher recall of wagering brands and were more likely to report positive responses to wagering marketing and felt that marketing had a greater impact on their gambling as compared to the overall sample. This suggests a potential dose exposure response, whereby increased exposure to marketing was associated with increased gambling frequency. The analyses also demonstrated how mediating variables, such as emotional and cognitive response, and social norms, are integral to the impact of marketing on gambling behaviour. In other words, those who are exposed to this marketing are more likely to be influenced by this marketing (in terms of social norms, and a positive emotional and cognitive response). In turn, social norms and positive emotional and cognitive responses to marketing are associated with increased frequency of gambling.

Vulnerable groups, including problem and at-risk gamblers and adolescents, did have higher exposure to sports and race wagering marketing, compared to the overall sample. Individuals at risk for or with existing gambling problems were more likely to report positive responses to wagering marketing as well as being likely to bet or gamble on other forms as a result of this. Based on these self-report data, the group most impacted by this wagering marketing comprises people with existing gambling problems.

However, the majority of adolescents had negative responses to wagering marketing, for example feeling annoyed and bored. Nonetheless, some participants did report a higher degree of awareness of betting among youth, which was attributed to marketing, particularly discussion of betting odds. This study did not find a consistent relationship between exposure to wagering marketing and gambling intention amongst adolescents. However, social norms from wagering marketing and positive cognitive responses to this marketing were identified as playing a role in adolescent gambling intention.

Introduction and study design

This chapter provides a brief overview of the background and objectives of the study, its core research components and how these relate to the research questions. The subsequent chapters describe the findings from each of these components and the methodologies adopted for each.

Background

Sports and race betting in Australia and investment in marketing

Sports betting is Australia's fastest growing form of gambling, with revenue nearly doubling in the last five years. Sports betting turnover in Australia was $4.9 billion in the 2012-13 financial year generating revenue of $485 million for the industry (Queensland Government, 2014). Despite the rapid growth of sports betting, the wagering industry remains dominated by race betting, which had a turnover of $18.1 billion in 2012-13, generating revenue of $2.8 billion (Queensland Government, 2014). Given the amount of income generated, it is not surprising that wagering operators spend a significant amount of money on advertising and marketing.

Wagering operators contribute approximately $45 million per year to NRL and AFL related products through sponsorship and advertising expenditure (Deloitte, 2012). Following a fourfold increase in television advertising for online bookmaking services from 2010, principally during sports broadcasts, a community backlash prompted government pressure to amend broadcasting codes of practice to curtail the promotion of live betting odds during sport, effective from August 2013 (Joint Select Committee on Gambling Reform [JSCGR], 2013). Nevertheless, wagering advertising spend continued to grow in 2014. In the twelve months to March 2014, the six wagering companies with the highest advertising spend collectively ran 1,841 advertisements with distinct creative content in Australia (see Figure 8, Chapter 3). In the peak 10 week advertising season from 30 August 2014, the six providers spent a combined total of $12 million, running approximately 13,000 television, digital, print and radio advertisement events.

Furthermore, three of the five largest spenders on televised gambling advertisements in 2012 did not exist three years ago, demonstrating the rapidly changing environment of online sports wagering and related marketing.

Sports and race betting marketing – approaches and trends

The marketing of betting uses a variety of channels and devices, from traditional media through to more innovative approaches, some of which are also used to promote race wagering. These include:

- Traditional media advertising
- Social media advertising
- Online pop up advertisements
- Brand ambassadors/ celebrity endorsement (celebrity sports people)
- Inducements
- Loyalty programs
- Improved odds
- Money back guarantees
- Promotion of odds during live commentary

- Fixed advertising, for example, display of odds on score boards, perimeter signage at sporting venues, on corner flags etc. strategically placed to be captured by TV cameras.
- Segments/live studio crosses.
- Display of odds on screen during TV coverage.

In addition to adopting a broad range of channels and devices to promote both sports and race betting, a range of tactics are employed to maximise the impact of the advertising. The marketing is designed to appeal to a broad range of consumer emotions and cognitions to encourage gambling. For example, there is a heavy use of team colours and advertisements that dramatise the sentient features of gambling, representing it as if it were a sport – exotic sights and sounds of gambling, the anticipation of competition and the joy of winning (McMullan, 2011). An analysis of online advertisements by Ebiquity found that televised betting advertisements have shifted over the past few years from a focus on practical/retail themes, to brand engagement and emotional persuasion. In addition, advertisements are scheduled strategically 'to obtain maximum impact on sales…. [and] to coincide with daily, weekly, monthly and seasonal purchase cycles'. (King, Delfabbro, & Griffiths, 2010)

The placement, timing and content of sports and race betting marketing seeks to both drive and leverage the increasing accessibility to wagering products which is facilitated by interactive technology (computers, smart phones, digital television). There is a convergence of betting advertising with social media and social networking sites that offer digital access points to online gambling as well as gambling like experiences to young consumers (King, Delfabbro, & Griffiths, 2010). In an analysis of several popular social media sites, Korn et.al. (2010) found over 500 sports betting pages on Facebook alone providing indirect gambling opportunities, a figure that has likely increased in recent years.

Impacts of sports and race betting marketing

The literature describes how sports and race betting marketing seeks to normalise wagering. Monaghan (Gainsbury) & Derevensky (2008) argued that gambling is portrayed inaccurately in the media to the extent that it normalises gambling and fails to highlight the potential effects of problem gambling. In addition, they argued that sports betting might be perceived to be less harmful than other forms because sport is 'healthy'. The normalising impact of sports and race betting marketing was also identified by participants in the qualitative phase of this research (see Chapter 4).

Studies on the impact of advertising on young people suggest that they are more susceptible to influence. For example Derevensky, Sklar, Gupta and Messerlian (2010) reported that gambling advertisements highlight fun, excitement, high success, and wealth and also that they have a greater impact on older adolescents. Similarly, Fried, Teichman and Rahav (2010) found that exposure to advertising has a significant impact on gambling behaviour among those aged 16-19 years as exposure to gambling advertising accounted for increases in gambling behaviour, including problematic gambling.

Focusing on problem gamblers, Binde's (2009) study of 25 former or current problem gamblers found that gambling advertising increased their already high involvement in gambling and/or made it harder for them to adhere to a decision to reduce or abstain from gambling. Thus, gambling advertising appears to trigger gambling amongst some problem gamblers (Binde, 2009; Korn, 2005; Hing, Cherney, Blaszczynski, Gainsbury, & Lubman, 2014).

The need for research on the impacts of sports and race betting marketing

In recognition of the potential harms related to the unprecedented increase in advertising for online wagering, the Joint Select Committee on Gambling Reform held two inquiries into this topic (JSCGR, 2011, 2013). The Inquiry into Interactive and Online Gambling and Gambling Advertising (JSCGR, 2011) recommended a total ban on the promotion of live odds during sport, and a mandatory national code of conduct for wagering advertising covering inducements to bet, inclusion of responsible gambling messages, and restricting certain forms of sports betting advertising. The Inquiry into the Advertising and Promotion of Gambling Services in Sport (JSCGR, 2013) recommended that: legislation be considered if industry does not make appropriate changes; the government review the current exemption of gambling advertising for sporting programs; nationally consistent requirements be developed for responsible gambling messages to counterbalance the promotion of gambling; the amount of wagering advertising at sporting venues be reviewed; the availability of sports betting merchandise to children be reviewed; and that further research be commissioned on the longer-term effects of gambling advertising on children. Several submissions to these inquiries raised public health concerns in relation to the promotion of gambling during sport. These concerns include its potential to normalise gambling, impact negatively on children, increase the risk of problem gambling amongst the target market of young adult males, and increase gambling problems in the broader population. These concerns signal a clear need for research into the impacts of wagering marketing.

Research objectives

The aim of this research was to explore the impact of sports and race betting marketing on gambling behaviour and intention among Australians, particularly on specific population subgroups: regular bettors, non-regular bettors, problem gamblers and adolescents.

Key research questions were as follows:

- Does exposure to wagering marketing encourage gambling intention and behaviour?
- If so, in what way does marketing impact upon target audiences?
- Does such marketing create a relationship with gambling?
- Does such marketing encourage gambling on other activities?
- Does such marketing impact particularly upon vulnerable groups such as adolescents and at risk gamblers?

Overview of research elements

In order to answer the research objectives an iterative, mixed mode research design was adopted. Elements of this design are described in Figure 1 below.

Ethics approval for the study was obtained from the Human Research Ethics Committee at Southern Cross University on 1 May 2014 (approval number ECN-14-088).

Figure 1: Overview of research elements

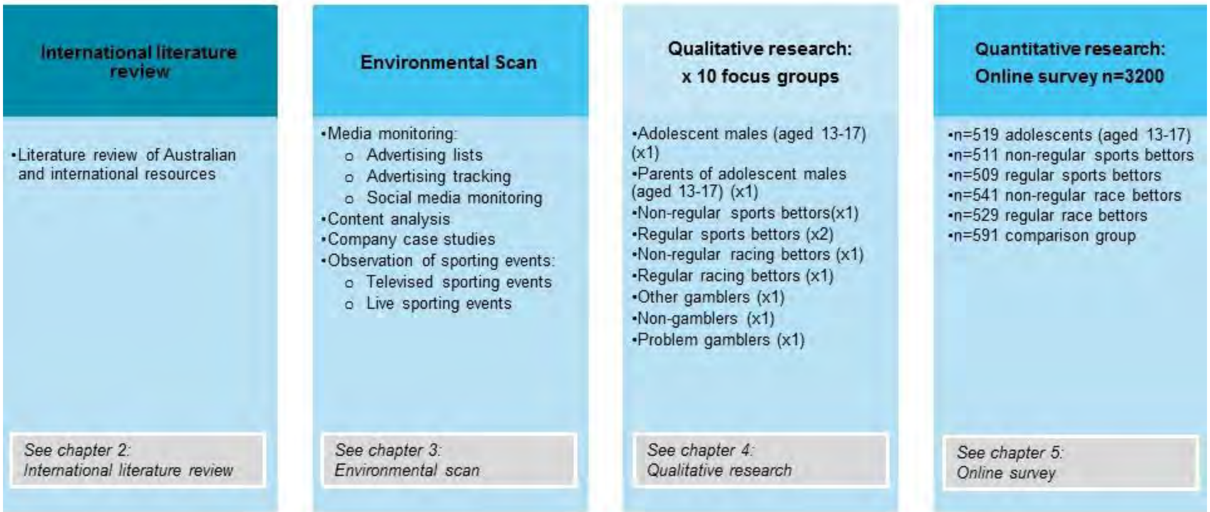


Table 1 below maps the methods outlined in to the research objectives as specified by Gambling Research Australia (Gambling Research Australia, 2013).

Table 1: Research elements mapped to research questions

Research questions	Literature review	Environmental scan	Qualitative research	Quantitative research
The media used for sports betting and racing advertising (including social media and online advertising)	✓	✓		
The products being promoted and their target audience	✓	✓		
The number and timing of advertisements		✓		
The mood and meaning of the advertisements		✓		
Advertising techniques to convey the messages (to different target audiences)		✓	✓	✓
Audience perceptions			✓	✓
Effects on gambling attitudes and behaviour			✓	✓
Attention to responsible gambling messages			✓	✓
Specific research questions – adolescents aged 13-17 Does exposure to sports betting advertising:				
Provide a relationship with gambling?			✓	✓
Create excitement about gambling?			✓	✓
Influence gambling beliefs?			✓	✓
Heighten gambling awareness?			✓	✓
Introduce thoughts about wanting to gamble?			✓	✓
Specific research questions – gamblers aged 18 and over				
Does advertising impact gambling behaviour, if so how?			✓	✓
Is there a progression from occasional gambling on sports to regular/problem betting? If so, what characterises this?			✓	✓
Is there a transition from sports betting to betting on racing (or vice versa) either online or face to face? If so, what characterises it?			✓	✓

The following chapters describe the results from the international literature review, environmental scan, and the qualitative and quantitative research.

Literature review

Introduction

Wagering refers to all legal forms of gambling on racing and sporting events (Australasian Gaming Council, 2012). Introduced during early British colonisation, by the 1970s wagering had become the most popular form of gambling in Australia (Australian Institute for Gambling Research, 1999). However, market share has since been significantly eroded with the introduction of new gambling forms. Prior to the 1990s, most wagering in Australia was on horse, harness, and greyhound racing and conducted with bookmakers at racecourses and through monopoly operators of on-course and off-course totalisators (Gambling Research Australia, 2013, Productivity Commission, 2010). Histories of wagering in Australia (Australian Institute for Gambling Research, 1999; Productivity Commission, 2010) reveal significant milestones which have shaped past industry development and market response, including the introduction of telephone betting, satellite broadcasting of racing events, privatisation of totalisators, and expansion and innovations in wagering products.

A major recent milestone has been the exponential rise of sports betting, fuelled by the widespread adoption of Internet and mobile technologies, licensing of corporate bookmakers and removal of cross-jurisdictional advertising restrictions (Hing, Vitartas, & Lamont, 2014a; Productivity Commission, 2010). This growth of sports betting has been accompanied by a proliferation of wagering promotions embedded into live and televised sporting events, along with increased promotion of wagering in online and traditional media (Hing, Vitartas, & Lamont, 2014a). Corporate bookmakers have entered into sponsorship and other commercial arrangements with professional sporting bodies, further contributing to an increase in wagering marketing (Hing, Vitartas, & Lamont, 2014a; Lamont, Hing, & Gainsbury, 2011; Milner, Hing, Vitartas, & Lamont, 2013). The pervasiveness of wagering promotions during sport has raised community concerns, particularly in relation to its potential negative effects for children, adolescents, young men, and at-risk and problem gamblers.

Increased levels of community concern prompted two government inquiries with a focus on gambling advertising, particularly in relation to online wagering and sports betting (Joint Select Committee on Gambling Reform (JSCGR), 2011, 2013). After extensive consultation with experts and key stakeholders, the (JSCGR, 2011) committee recommended that further research was needed on the longer-term effects of gambling advertising on children, particularly in relation to the 'normalisation' of gambling during sport. Further recommendations were development of a mandatory national code of conduct for advertising by wagering providers and prohibition of televised gambling advertisements during times when children are likely to be watching. A second inquiry into the impact of gambling advertisements (JSCGR 2013) clearly demonstrated the urgent need for more research into this topic to inform policies. This current research project therefore aims to enable appropriate responses from key stakeholders by investigating the relationship between sports betting (and to a lesser extent, race betting) marketing, gambler product preferences and risk, and the influence of such marketing on young people and other vulnerable groups.

This literature review aims to provide an overview of existing knowledge regarding the marketing techniques used by operators of sports and race wagering in Australia and the impact of these strategies on gamblers and gambling problems. However, despite the potential influence of marketing, there are relatively few rigorous and empirical studies to guide the field, which demonstrates the need for the current research project. Of note is that few studies have been conducted specifically on wagering, while research into sports betting marketing is in its infancy. Drawing on Australian and international sources, this literature review focuses on the following areas:

Overview of sports betting and race wagering in Australia

Types of betting systems, betting operators, bets and betting channels

Wagering (or betting) refers to gambling on the outcome of a racing, sporting, or other event, or on contingencies within an event. Betting options vary in terms of how odds are calculated, type of wagering operator, types of bets available and betting channels. Betting odds are offered as either fixed odds or based on a parimutuel system. Fixed odds betting means that the payout for a bet is agreed at the time the bet is sold. Fixed odds betting includes the popular options of win bet, each-way bet and place bet (Church-Sanders, 2011). In contrast, parimutuel betting is where customer bets are placed in a pool, with payout odds calculated after the event with wins then distributed from this pool, minus the operator's fee (Church-Sanders, 2011).

Australians can place bets via several types of wagering operators:

- On-course bookmakers are licensed to operate at racing venues and typically offer simple fixed odds bets such as win and place bets. These operators can also operate by telephone and Internet whilst on-course, with some jurisdictions allowing their operation off-course as well (Productivity Commission, 2010)
- Corporate bookmakers are fully incorporated and are often listed companies, offering bets by telephone and Internet. They offer a wide range of betting products and have fewer restrictions than on-course bookmakers. For example, they can operate 24 hours a day and seven days a week (Productivity Commission, 2010). This sector has shown enormous growth in recent years since the first licensed Australian online sports bookmaker (Centrebet) commenced operations in 1996.
- TABs are the bodies in each jurisdiction exclusively licensed to operate totalisator (or parimutual) betting and to offer off-course wagering services through retail outlets, as well as non-exclusive telephone and Internet betting services. While originally established for race wagering, most TABs now also operate in the sports betting market (Productivity Commission, 2010).
- Betting exchanges operate in a similar way to the stock exchange where bettors post potential wagers, odds and stake sizes on specific events which other individuals may accept, thereby creating a marketplace for bettors (Gainsbury, 2012; Productivity Commission, 2010).

Wagerers have a large choice of types of bets that can relate to the final outcome of the event or to contingencies during the event. Bets may also be placed before or after an event commences. Betting after commencement of an event is known as in-play betting which involves betting on real time propositions about outcomes within the game, such as which team will score next or whether a golfer will sink the next putt (Church-Sanders, 2011; Gainsbury, 2012). Given the much shorter length of races, in-play betting is less common in race wagering compared to sports wagering.

Bet types available have greatly expanded beyond traditional win and place bets. Common more innovative bet types include the following:

- Spread betting involves the bookmaker giving an advantage to the weaker team, with the gambler betting on whether the actual result will be higher or lower than the bookmaker's prediction (Church-Sanders, 2011).
- Exotic bets are bets placed, either before or during a match or race, on individual events and contingencies within an event, such as number of goals scored, points won or penalties awarded, with these exotic bets sometimes relating to particular players, teams or time periods (for example, the first set of a tennis match) (JSCGR, 2011). Novelty bets include bets made available to a limited number of people (for example, to the first 100 callers), for a limited time (for example, for the next five minutes), or with a conditional money-back guarantee (for example, if the team backed loses by ten points or less).
- Micro-bets can also be offered by bookmakers. These betting options are characterised by a high frequency of events, a restricted number of potential outcomes and small timeframes (under five minutes) between bets being accepted and the outcome being realised; examples include betting on the outcome of the next ball in a cricket match or the next point in a tennis match (Department of Broadband Communications and the Digital Economy (DBCDE), 2013).

All types of bets can be placed at land-based outlets, by telephone and over the Internet, except that bets placed after game commencement (in-play betting) can only be placed in person at a venue or by telephone (DBCDE, 2013). Wagering through online channels has become increasingly popular alongside the growth of Internet gambling (Gainsbury, Russell, Hing, & Wood, 2013). The Interactive Gambling Act (IGA) allows online wagering to be legally provided by licensed bookmakers, although illegal online offshore betting is also widely available. As at January 2015, there were approximately 56 online sports and race wagering sites accepting players from Australia using Australian Dollars (Online Casino City, 2015). The top five sports and race wagering sites accepting play from Australia ranked by popularity in January 2015 were TAB, Sportsbet, Sportsbet, SportingBet Australia, TABtouch, and Centrebet (Online Casino City, 2015).

Wagering participation

The first national prevalence study of gambling conducted in Australia since 1999 (Productivity Commission, 1999) involved a nationally representative telephone survey completed by 15,006 Australian adults in November and December 2011 (Gainsbury et al., 2013). Comparisons between these two survey results revealed that fewer Australian adults gambled in 2011 than in 1998-09. However, the results indicated that annual participation in race betting had overtaken electronic gaming machine (EGM) gambling. Furthermore, participation in all gambling activities decreased between 1998-09 and 2011 with the exception of sports betting which more than doubled in popularity; further, one of the smallest decreases in participation was observed for race betting. The Gainsbury et al. (2013) survey also found that betting on horse or dog races was the third most popular gambling activity in 2011, with 22% of Australian adults having engaged in this activity in the previous 12 months. Sports betting was the fourth most popular activity, with 13% of adults having bet on sports in the past year. This same survey was also the first to specifically investigate use of Internet gambling in Australia, including for wagering products. It found that a significantly higher proportion of gamblers who had bet online at least once in the past 12 months had bet on sports or races. Among the Internet gamblers surveyed, 64% had bet on horse or dog races and 54% had bet on sports as compared to 31% and 16% of non-Internet gamblers respectively (Gainsbury et al., 2013).

An Australian household survey in 2012 found that 63% of wagering customers have online accounts (CLSA, 2013). The peak body for the online wagering and sports betting industry, the Australian Wagering Council (AWC), reports that its member organisations have over two million account holders (AWC, 2014). Member organisations of the AWC include Betfair, Bet365, Centrebet, Ladbrokes, Sportingbet, Sportsbet, Tom Waterhouse, Unibet, and William Hill Australia (AWC, 2014).

Wagering expenditure

The most recent government statistics available for wagering in Australia are for 2012-13 (Queensland Government, 2014), when expenditure on race betting totalled $2.8 billion. Of this, 79.4% was on TAB betting, 16.2% with on-course bookmakers, 4.3% with on-course totalisators, and 0.02% with off-course bookmakers. While race betting expenditure declined marginally compared to the previous year, sports betting expenditure increased by 22% (Queensland Government, 2014). Over the last 10 years, real sports betting expenditure (adjusted for inflation) increased from $102.3 million in 2002-03 to $484.8 million in 2012-13 (Queensland Government, 2014). Thus, while racing has traditionally been the staple of wagering in Australia, its growth has slowed in recent years as customers have increasingly adopted sports betting.

The two largest wagering sports in Australia are the National Rugby League (NRL) and Australian Football League (AFL), which together account for approximately 50% of all sports wagering and 7% of total wagering (including racing) in Australia (Deloitte, 2012). Further, wagering turnover on these two sports is estimated to double in five years, from $750 million to $1.5 billion on the NRL and from $900 million to $1.8 billion for AFL (Deloitte, 2012). In 2011, Australian wagering operators made gross win revenue (total amounts wagered less total amounts won) of $36.5 million from bets placed on NRL games and $45 million from bets placed on AFL games, yielding profits of $13.4 million on NRL and $15.5 million on AFL betting after deducting marketing and other direct costs (Deloitte, 2012).

Internet wagering

Participation and expenditure

Estimates for 2014-2015 indicate that 36% of national revenue/gross win will be derived from Internet wagering (Morgan Stanley, 2014). The Productivity Commission (2010) estimated that there were around 424,000 active online wagering accounts and approximately $391 million was spent on online sports wagering by Australians in 2008. Estimates in 2014 indicate that Australian online wagering is now a A$2.1 billion revenue industry with mobile/tablet adoption and product innovation such as new sport markets, bet types, and offers to drive annual growth of 10-15% (Morgan Stanley, 2014).

Wagering appears to dominate the Internet market in terms of expenditure. This was accelerated by the relaxation of wagering advertising laws in 2008, which allowed online bookmakers licensed within Australia to advertise across state boundaries (Gainsbury & Wood, 2011; Hing, Vitartas et al., 2014a). Roy Morgan Research has repeatedly reported that expenditure on all forms of gambling has declined over the past few years, with the exception of Internet sports betting (Roy Morgan Research, 2013). During 2012-13, sports wagering on the Internet in Australia generated around $1.7 billion in turnover, representing about 44% of estimated total sports betting turnover (Australian Racing Board, 2013). Around 50% of sports bets are placed online, but yields are lower than for land-based and telephone bets due to more aggressive pricing and special offers in the highly competitive market (Morgan Stanley, 2014). Online wagering is expected to account for 67% of wagering industry revenue by 2023, aided by the proliferation of online devices and overall Internet penetration among customers (Morgan Stanley, 2014). Industry consultants estimated that Australians lost $611 million in 2011 to offshore Internet sports betting sites, well up from the $264 million spent on offshore Internet sports wagering in 2006 (GBGC, 2011).

Drivers of Internet wagering growth

A key driver of the growth of sports betting has been the rise of Internet gambling, facilitated by deregulation in many markets, faster and more widespread Internet access, and uptake of mobile devices including smart phones and tablets (Hing, Vitartas et al., 2014a). The proportion of race bettors using the Internet to bet appears to be increasing. Many bettors have transitioned from using telephone and land-based channels to online channels, with 40% of Australian wagering (including both sport and races) taking place online, 40-45% at off-course agencies, and only a small proportion by telephone (JSCGR, 2013). In NSW, betting on races online increased since 2006 from 5% to 11% of bettors, and increased for sports betting from 13% to 35% (Sproston, Hing & Palankay, 2012). In Queensland, 12% of race bettors used the Internet and 27% of sports bettors gambled via this mode (Queensland Government, 2012). In Tasmania, expenditure on race wagering has trended upwards since 2003, largely explained by the strong growth of Internet wagering by non-Tasmanians (Allen Consulting Group, 2011).

High adoption of the Internet amongst Australians has fuelled the growth of online sports betting, but stagnant growth in the racing sector where Internet betting is also available suggests that this is not the only driver of sports betting growth. Of critical importance has been the emergence of corporate bookmakers and betting exchanges which has transformed the industry, giving bettors more options than ever before in relation to the sports on which they can place bets and the means by which bets can be made (Hing, Vitartas et al., 2014a; Productivity Commission, 2010). Most corporate bookmakers in Australia are licensed by the Northern Territory Government and this jurisdiction accounts for the vast majority of growth in the sector (Productivity Commission, 2010). The rapid increase in market share enjoyed by corporate bookmakers has also been spurred by lower cost structures associated with telephone and Internet modes of operation, enabling them to offer cheap and innovative wagering products 24 hours a day (Productivity Commission, 2010).

The existence of legal and easily accessible online sports betting operators offering competitive prices has allowed them to attract an increasing proportion of the Australian wagering market. Deloitte (2012) suggested that Australian consumers are increasingly betting with Australian online operators and that the proportion of wagering conducted with offshore providers is decreasing. The Deloitte report included data from H2 Gambling Capital which found that 14% of wagering turnover was undertaken with offshore providers in 2011, compared with 30% in 2008 and 38% in 2003 (H2 Gambling Capital as cited in Deloitte, 2012). A survey of Australian Internet gamblers indicated that Australian-licensed sites were more popular than offshore sites for wagering products (Gainsbury, Wood, Russell, Hing & Blaszczynski, 2012). However, this finding may also reflect the recruitment of participants directly from several Australian wagering sites. More recent estimates suggest that offshore wagering is 30% of the size of the online wagering market (Morgan Stanley, 2014). Customers are attracted to offshore operators as they may offer more competitive prices as well as in-play betting, which is banned in Australia.

Internet betting behaviour

The national telephone survey conducted by Gainsbury et al. (2013) reported that those who had gambled online at least once in the past 12 months (classified as Internet gamblers) bet with a significantly higher median frequency than non-Internet gamblers on sports and races. Internet gamblers also had significantly greater self-reported median losses as compared to non-Internet gamblers. However, an online survey of 4,954 Australian gamblers found that Internet sports and race betters were significantly more likely to report coming out ahead as compared to non-Internet gamblers (Hing, Gainsbury, Blaszczynski, Wood, Lubman & Russell, 2014). The same survey found that, of the Internet gamblers who bet on sports, over half (55%) did so solely online with an average of 87% of all sports betting being done online. Lower rates of sole Internet race wagering were reported (39%), although participants reported that an average of 80% of their race betting was done online. This demonstrates sports and race bettors using a combination of modes to place their bets (Hing, Gainsbury et al., 2014). The majority (65%) of online gamblers preferred domestically regulated sites, although this was not a major concern when selecting a site, with price and reputation most likely to drive site selection.

A series of surveys was conducted by Woolley (2003) of individuals using or visiting the website of a large Australian totalisator (parimutuel) operator. The majority of participants bet on races and less than half had bet on sports in the first round of surveys, but a year later the sports betting participation rate had increased to 83%. Although the majority of respondents indicated they only had one online gambling account, one-quarter to one-third stated that they had multiple online gambling accounts. A more recent survey of 3,178 Internet gamblers found that 45% had only one account, 23% had two accounts, and 32% had three or more accounts with different online operators (Gainsbury, Russell, Blaszczynski, & Hing, in press). This demonstrates the changing nature of participation in Internet gambling.

A recent (non-representative) survey of 544 sports bettors in Queensland (Hing, Vitartas et al., 2014a) found that 80.9% had at least one online or telephone account with a sports betting agency. On average, 57.0% of all sports betting was reported as made via the Internet, 35.6% at land based venues, and 7.4% over the telephone. While not restricted to Internet wagering, 38.4% of sports bets were reported as placed before the day of the match, while 39.7% of all bets were placed at least an hour before the match started, and 15.9% in the hour before match commencement. Of bets placed before match commencement, about four-fifths were on the final outcome of a match, while about one-fifth were on a key event within a match. Only 6.4% of these sports bettors reported placing bets during a match in the past 12 months. Of bets placed during a match, 54.6% were on the final outcome, 24.3% were on key events within a match, and 21.1% were on micro-events. These results are consistent with the growing popularity of Internet wagering and with bettor preferences for wagering on match outcomes, as also found in studies using player account data as discussed below.

An investigation of player account data analysed the wagering activity of 11,394 customers of a large Australian totalisator wagering operator over a ten-year period, from 2001 to 2010 (Gainsbury, Sadeque, Mizerski & Blaszczynski, 2012). On average, players were active for a period of 5.8 years during this time, bet on 45.6 days and made 717.6 bets over the life of their account. The majority of players (91.8%) lost money overall and, across all accounts on average, players lost 34.1% of the total amount wagered. Most players appeared to bet moderate amounts, with average bet sizes ranging from $14.05 to $18.82. Customers who placed fewer overall bets were active for a shorter period, but had a greater average minimum bet value and average dollar amount per bet, and also lost a greater proportion of the amount wagered as compared to more frequent bettors. A small minority of bettors accounted for the majority of bets (top 1% of all bets placed), and lost the greatest total amount, but they also had the lowest proportional net losses (an average loss of 19.6%). Although these results only represent bets placed with one operator, they provide valuable insight into typical betting patterns. These results are similar to figures released by a large totalisator, Tabcorp, which reported average bet sizes of $11.35 in NSW and $12.05 in Victoria (Masters, 2011). Win bets were reported to be highly popular, representing over half of all turnover in NSW and 42% in VIC, and 26-44% of customers place multi-bets. However, without a detailed analysis of all player behaviour it is difficult to put figures from single operators into context.

Another investigation of player account data analysed 2,522,299 bets placed with an Australian online wagering operator over a one-year period by 12,900 customers (Russell & Gainsbury, 2012). The majority of bets placed were for a win (45.31%) and placed on races (86.74%) or sports (11.29%). Sports betting was dominated by ball sports, reflecting popular interest in these events. More than three-quarters (77.63%) of the bets were losses and there was large variation in bet size between bet types and events, although average bets were higher than in previously reported studies. The most popular bets were placed to win and had a relatively high rate of losses as well as lowest average returns, which may reflect less sophisticated betting behaviour. Fewer customers placed more specific handicap and total bets but these tended to be larger bets with the greatest returns. Similarly, bets placed on less popular events had greater average returns potentially reflecting greater customer sophistication and knowledge, raising the possibility of a proportion of bettors being more 'skilled'. The majority of account holders bet at moderate levels and experienced losses. A small number of account holders appeared highly involved, placing large and frequent bets, and experienced both substantial wins and losses. Customers who mostly bet on sports placed fewer bets, but bet higher amounts and won a higher proportion than race wagerers. The results show that Internet bettors are a heterogeneous group whose betting is likely motivated by range of factors beyond a desire for economic returns (Russell & Gainsbury, 2012).

Overview of advertising/marketing theory

This review now focuses on certain aspects of marketing theory to inform this study into the marketing of wagering products.

Marketing Mix

The classic marketing mix has been updated over the years, but it includes several essential elements that are the foundation of most marketing activities. However, techniques and technologies have changed, including the rapid rise of digital media and marketing, providing companies with a wider range of tools that can be used to attract and retain customers and grow brand value.

The marketing mix elements include (Davis, 2013):

- People: The group of people that products and services are designed for.
- Product: Includes hard goods and services.
- Price: Remains the primary determinant of financial value for products, but requires a careful balance and understanding of the marketplace.
- Place: How customers can purchase products and services and where these are distributed, including consumer and business locations.
- Promotion: How marketers develop awareness about their offerings in the marketplace and develop profitable customers using marketing communications (once narrowly defined as advertising).

The marketing of wagering products and services is dependent on sports and racing events, as these represent the primary events on which bets are offered by wagering providers. As such, the provision and marketing of wagering may also heavily involve sports and racing events, athletes, teams, and related officials, fans, the media, and sports and racing organisations. Sports and racing events attract fans, fans attract media, media attracts sports marketers, and sports marketers attract athletes (Davis, 2013). Wagering operators consequentially often target sports and race fans as a potential market; however, it is also possible that wagering customers may become sports and racing fans as a result of their interest in this activity.

To create a relevant connection between a company and customers, marketers must have a clear understanding of their company's strategic brand objectives and customer needs so that marketing programs can convincingly attract customers (Davis, 2013). This includes three key concepts:

- Positioning: how a company is anchored in the target audience's mind. This goes beyond the products and services offered and is related to reputation and credibility. This is very important for wagering operators, which all offer similar products and prices. Positioning is difficult to force, and may take time to shift, as it is related to the attributes and characteristics associated with the company.
- Awareness: the degree to which consumers identify the company, its brand and products. Obviously a consumer must be aware of a company to use its products or services; however, with the growth of digital search engines and marketing, aided recall is also relevant, which refers to consumer's knowledge of the company once they are reminded, for example through an online advertisement.
- Market growth: describes changes in business activity over time. This may include for an individual operator, or across all wagering operators in a single market.

Customer acquisition and retention have substantially changed as Internet gambling has enabled a much greater number of operators to compete within the same market. Some of the necessary elements for successful customer acquisition and retention for online wagering operators are discussed by Church-Sanders (2012). Wagering operators need to balance the requirement of making their services easily accessible to novice gamblers, with the provision of sophisticated services for established customers. This includes offering a wide range of betting options on a large number of betting markets, using appropriate prices while operating in a tightly controlled, regulated and monitored market. According to Church-Sanders (2012) important elements to consider in the marketing of online wagering operators in an increasingly crowded market include:

- Brand power: can attract customers to sites and encourage loyalty.
- Ability to stand out from the crowd: can be achieved through website design, geographic focus, tactical marketing and niche offerings.
- Trust: customers need to feel that a site is safe and secure.
- Offers, bonuses and promotions: rewards are typically provided with strict conditions, for example, requiring customers to 'match' any credit given, betting a certain proportion, and only being able to withdraw additional wins rather than the 'free bet' amount.
- Choice: a wide range of betting options and markets to bet on.
- Non-betting side games and cross promotion: is difficult in Australia where only lottery is legal to be provided online other than wagering. However, online wagering operators can also provide competitions such as footy tipping, that allows customers to stay engaged with the site, even when they are not betting.
- Multiple payment options: making it easier for customer to deposit and withdraw money is an advantage.
- Customer service: trust and problem resolution are integral to protecting brand reputation and retaining customers.

- Affiliate marketing: a relationship between an online wagering provider and another site whereby the affiliate is given a bonus or proportion of revenue in relation to customers that are referred to the wagering operator.

Promotional mix

Within the promotion element of the marketing mix, classical techniques include advertising, sales promotion, public relations, direct marketing and personal selling which are collectively known as the promotional mix. While little research has been conducted into promotional techniques used by online gambling operators, one such study of 40 large wagering, poker and casino sites (Weibe, 2008) categorised these marketing efforts into those aimed at:

- Recruitment: gaining attention from potential customers, including through traditional advertising through television, radio and print, advertising on search engines and affiliate networks, pop-ups and banner displays on websites, event or team sponsorships, and creative guerilla marketing tactics.
- Registration: eliciting paid memberships or the opening of accounts, including through welcome bonuses, promotions and free games.
- Retention: including through various types of bonuses, such as sign-up and referral bonuses and reward systems such as deposit credits, loyalty programs, happy hour events and bonuses for making the largest deposit of the day.

While these techniques appear to be widely used by wagering operators in Australia, the technique which has attracted most widespread criticism is the use of embedded wagering promotions, especially during sporting events, as explained below.

Embedded promotions

Embedded promotion has been described as ‘any means of inserting brands and sponsor references into entertainment vehicles’, including ‘product or brand placement, sponsorship and celebrity endorsement where these occur in the context of mediated entertainment’ (Hackley & Tiwsakul 2006, p. 64). Embedded promotion differs from traditional advertising because the brand appears as part of the entertainment, whether a movie, television show, computer game or sports broadcast, and not as an overt promotion (Hackley & Tiwsakul, 2006). Embedded promotions are increasingly being used by marketers. Unlike traditional advertising, viewers cannot avoid embedded promotions by skipping through commercial breaks (Said, 2010). They also have further advantages arising from their ability to enhance brand recall and to build an emotional connection between viewer and product.

Embedded promotions can range from simple product placements comprising visual or aural references to a product or brand (for example, logos on jerseys, stadium or racetrack signage), to substantial product integrations into the event which may include entire conversations about the product or brand (for example, discussions of betting companies and products during sports and racing commentary) (Said, 2010). Embedded promotions have been criticised because their promotional intent is not explicit; some viewers, particularly children, may not recognise it as advertising (Said, 2010; Wright et al., 2005). Embedded promotion can create ‘a symbiotic relation between promotional communication and mediated entertainment and [it] abolishes the category boundary that separates the two’ (Hackley & Tawsakul, 2006, p. 64).

Milner et al. (2013) examined embedded gambling promotions during televised football matches in Australia, which included logos and graphics, sponsored segments, sponsored on-screen displays of betting odds, celebrity endorsement, team sponsorship, fixed advertising, and extended betting commentary.[2] They concluded that extensive plot placement potentially optimises these promotions' effectiveness, while their personal relevance, empathy, information and congruence align well with young male target audiences for football and sports betting. Their analysis drew on Russell's (1998) Three Dimensional Framework of Product Placement to consider the likely effectiveness of script, screen and plot placements used. Their explanation and research results are drawn upon below to clarify these promotional techniques.

Script placement comprises auditory components of the placement (Russell, 1998). Milner et al. (2013) found these to include voice-overs, live match commentary, studio cross-overs to gambling operator representatives, extended discussions of gambling odds and types of bets, and infomercials on gambling products. The potential effectiveness of script placements depends 'on the context in which the product is mentioned, the frequency with which it is mentioned, and the emphasis placed on the product name [as reflected through] tone of the voice, place in the dialogue [and who mentions the product].' (Russell 1998). Various aspects of script placements in football broadcasts appear to optimise effectiveness (Milner et al., 2013). Placements were found to occur frequently and at critical points in the game when audiences were likely to be most attentive, such as when a try or goal was scored (Milner et al., 2013).

Screen placement comprises visual elements of product placement, with effectiveness depending on the number of appearances, style of camera shot, size, position on the screen and how central it is to the action (Russell 1998). Milner et al. (2013) observed that several aspects of screen placement of gambling references heightened its potential effectiveness. Most dominant were near continuous visuals of gambling logos on player uniforms and stadium signage. On-screen displays of betting odds were overlaid on match coverage, locker room footage and at points of high interest, including player line-ups at game commencement and when points were scored, accompanied by a visual of the scoreboard with gambling logos. Sponsored segments were particularly action-oriented, heightening viewers' attention. Other moving visuals included pull-through banners displaying current betting odds and gambling logos, accompanied by other football news. This technique emulates a common news presentation technique, providing legitimacy to the presentation of betting odds. The well-known and/or attractive presenters add to visual appeal, while involvement of studio audience members in segments inserts excitement and unpredictability. Further, professional dress and grooming standards adopted by those promoting gambling attempts to lift the image of gambling from being an undesirable practice (Milner et al., 2013).

Plot placement involves integration of the product into the entertainment's storyline with effectiveness enhanced when the product is a central part of this story (Russell 1998). Plot placement can be particularly powerful because brand recall is enhanced by its combined auditory and visual stimuli (Paivio, 1971; Russell, 1998). Plot placement can also elicit a non-conscious affective rather than cognitive response (Russell, 1998). Milner et al. (2013) observed that the aural and visual elements of embedded wagering promotions are mostly used in tandem and integrated seamlessly into the 'story' or competition unfolding during the match. Embedded and continuously updated betting odds provided a parallel storyline mirroring movements in match score. They concluded that the clear message is that excitement of watching the game may be elevated by wagering on its outcome and that promoting

[2] Milner et al.'s (2013) study was conducted before broadcasting codes of practice were changed to prevent the embedding of live betting odds promotions into sports telecasts.

wagering throughout a match telecast aims to stimulate impulse bets which heighten emotional attachment to the match.

Several theories further explain the effectiveness of embedded promotions. Karrh (1998, p. 44) emphasised the power of brands as social symbols and that their placement in entertainment attempts to 'bridge a perceived gap between identity characteristics currently held and those which are desired (and displayed by a media character through brand use)'. Similarly, Hackley and Tiwsakul (2006, p. 70) emphasised that embedded promotions can be 'a powerfully suggestive device of targeting, locating particular brands within a dramatic setting in which membership of a social group is implied and portrayed'. Further, the impact of brand placement is heightened by personal relevance, empathy, information and fit between the brand and the entertainment vehicle.

In their study of football broadcasts, Milner et al. (2013) noted that *personal relevance* of embedded gambling promotions was optimised through targeting young males as both football fans and the main sports betting market. Further, because audiences may view themselves metaphorically as characters in the story (Hirschman 1988), and because these characters are well-known football players who are viewed as role models, celebrity endorsement may be particularly powerful in this context (Dix, Phau & Pougnet, 2010; Lamont et al., 2011; Milner et al., 2013; Monaghan, Derevensy & Sklar, 2008; Valentine, 2008). Use of attractive young women to promote sports betting also reinforced the product's appeal to the target market (Milner et al., 2013).

The *experiential/empathy aspect* of embedded promotion (Russell, 1998) allows viewers to connect long after the entertainment finishes with the 'exciting and aspirational worlds' portrayed, especially if using the branded products (Hackley & Tiwsakul 2006, p. 68). This emotional identification is thought to be strongest for repeat programs, such as television serials and football series, where audiences build familiarity and identification with recurring characters (Fiske, 1992). Resonance theory suggests that targeting of young male football fans with sports betting marketing ensures a high degree of empathy and resonance with sports betting's target market (Milner et al., 2013), and that strong connectedness with the entertainment amplifies effectiveness of product placement (Gerbner, Gross, Morgan & Signorielli, 1980).

Embedding of gambling sponsored messages in football broadcasts allows numerous opportunities for direct *information*. As well as displays of website addresses so viewers know where to place bets, Milner et al. (2013) observed that live odds were continually updated and discussed at length along with tips and novelty bets. They also noted that the informational aspects of these broadcasts were overwhelmingly framed in a positive light, with product advertisers typically emphasising consumer benefits (Pervan & Vocino 2008). In contrast, in all programs analysed there were only a few instances of responsible gambling messages, which were typically inconspicuous (Milner et al., 2013).

The nature and extent of gambling promotion

Overview of wagering promotion in Australia

Along with the emergence of corporate bookmakers and the ability to wager via the Internet, the rapid increase in the number of racing and sporting events held, increased sports and race coverage on pay TV, and increased commercialisation of many sporting codes have also driven the growth of wagering in Australia (JSCGR, 2011). Broadcasts and information about racing and sporting events are now packaged with Internet wagering through the Internet and digital television (JSCGR, 2011). Bettors can easily compare wagering products, while the low cost structures of Internet-based businesses that can also locate in low cost, low regulation jurisdictions enable better prices for consumers (JSCGR, 2011).

Further, wagering has typically attracted less legislation and regulation than other forms of gambling because of a perceived lower potential for problem gambling. The IGA applies comparatively few restrictions to online sports and race wagering, making Australia an attractive but highly competitive location for wagering operators.

Focusing on the Australian racing sector, O'Neil, Whetton, Dolman, Duerrwald, Hayward, and Woolley (2005) noted three key factors that have driven recent changes in wagering, all of which are relevant to its marketing – enabling technology, deepening access and widening of the wagering product. These drivers have enabled the separation of the event and the wagering opportunity, expansion of off-course venues for wagering, use of Internet technology (computers, smart phones, digital television) for wagering, and introduction of product innovations, such as mystery and computerised bets, to broaden the market appeal of race wagering. Further:

> *The televising of the interstate event, and now global racing and other sporting events, can be understood as deepening access to the traditional wagering product. A whole raft of changes including the co-ordinated scheduling of events is designed to support television coverage. The televising of racing and other events extends coverage and deepens access to a greater array of traditional wagering products, (O'Neil et al., 2005, p. 8)*

Thus, similar developments have occurred in both the sports and race wagering markets in relation to access, product development and promotional opportunities. A critical milestone was the 2008 Australian High Court decision that it was unconstitutional to prohibit bookmakers operating in one state from advertising in another. Formerly, state-based regulations prohibited wagering advertisements within a jurisdiction unless the bookmaker was licensed within the same jurisdiction (Nettleton, 2013). This removal of jurisdictional boundaries prompted intense interest in the Australian wagering market from international betting operators, and ushered in a proliferation of wagering promotions, particularly for sports betting (Horn, 2011; Nettleton, 2013).

This increased marketing activity by the wagering sector has been reflected in increased total gambling advertising spend which grew 37% during 2012 to $122 million, with more than half spent on television advertising (56%) (Gardner, 2013b). Digital advertising spend accounted for 9% of the 2012 total, but has grown more than 266% since 2008. Further, gambling advertising spend has continued to grow, increasing by 27.5% in the first half of 2012-13 to $64.9 million, year on year (Gardner, 2013a). The gambling category has outpaced overall advertising spend, which fell during 2012 (Gardner, 2013b). According to advertising monitoring firm Ebiquity, gambling advertising has increased 251% since Australia's broadcasting authority banned the embedded promotion of live betting odds during sports coverage in August 2013 (Schetzer, 2014). Increased gambling advertising is likely to be largely due to the promotion of online wagering, given the advertising restrictions for many other types of gambling and ability to advertise online wagering to an expanding consumer market. Increased advertising spend likely reflects the very competitive wagering industry with companies striving to grow share in an increasingly crowded market.

Industry reports confirm that the Australian wagering market is highly competitive, with companies required to spend considerable amounts to acquire and retain customers. British bookmaker William Hill reported that, in February 2014, it was spending, on average, £299 ($561) to sign up a new customer to one of its Australian sites, Sportingbet, Centrebet or Tom Waterhouse (William Hill, 2014). Improved efficacy of its Australian marketing budget may have been achieved by increasing the proportion spent online to 26% in 2013, up from 19% in 2012, with plans to reach 31% in 2014. The estimated marketing budget for 2014 for the Australian division of William Hill and Sportsbet was A$49 million in 2014, with

Bet365 and Ladbrokes estimated to spend almost A$20 million each on marketing (Morgan Stanley, 2014).

As well as paid commercial advertising, gambling promotions leverage off sponsorship of teams, events, stadia and racetracks by wagering operators. These leveraged promotions can include sponsored segments, on-screen displays of logos and betting websites, logos on player uniforms, stadium signage and celebrity endorsement (Hing, Lamont, Vitartas & Fink, 2014; Hing, Vitartas, Lamont & Fink, 2014b; JSCGR, 2013; Lamont et al., 2011; McMullan, 2011; Milner et al., 2013; Monaghan et al., 2008). Until August 2013, on-screen displays of changing odds and live studio cross-overs to corporate bookmakers discussing the movement of odds were also common practices, but have since been curtailed (Hing, Vitartas & Lamont, 2013; Lamont et al., 2011; Milner et al., 2013). A message to 'gamble responsibly' accompanied any promotion of live betting odds, but the frequency of these messages has since declined.

Major wagering companies continued to pursue sports sponsorship arrangements in 2014. Sportsbet signed to be the Nine Network's Rugby league partner, with industry estimates suggesting this commercial deal was worth $40 million (Gardner, 2014). Several gambling companies, including Sportingbet, Crown Casino, and Luxbet have also sponsored teams with naming and logo rights on jerseys, broadcasts and Penrith Stadium (Sportingbet). Other companies pay for advertising within matches. Gambling companies also sponsor racing events; for example the 2012 Cox Plate gave naming rights to Sportingbet as part of a $5 million annual deal signed in 2011 (Stensholt & Gardner, 2013).

In addition to the trends of increased advertising spend and corporate sponsorship of sporting and racing fixtures, the nature of wagering advertising has also shifted. Marketing is critical in this intensely competitive industry to compensate for limited capacity for product differentiation and little price elasticity in the market (Nettleton, 2013). Sports betting promotion in particular engages consumers because they may have an intense emotional relationship with the event and/or team sponsored, a quality shared by sports enthusiasts generally. Reflecting this viewer attachment, an analysis by Ebiquity found that televised betting advertisements have shifted over the past few years from a focus on practical/retail themes, to brand engagement and emotional persuasion. Gambling advertisements are also scheduled strategically to maximise impact on sales by coinciding with major events which attract wider audience engagement and emotional investment. This is combined with the heavy use of team colours and advertisements that dramatise the sentient features of gambling as if it were a sport – exotic sights and sounds, anticipation of competition and the joy of winning (McMullen, 2011).

Also relevant to wagering marketing, a survey of Australian Internet gamblers investigated factors influencing choice of gambling site (Hing, Gainsbury et al., 2014). The most commonly reported factor was price, endorsed by 43% of respondents, which included bonuses, free credit, odds and payout rates, followed by reputation (30%). Having a greater number of betting options and games was important for over one-quarter of respondents (26%), and only 11% indicated choosing a site based on advertising. These results demonstrate that marketing efforts by online wagering companies need to have a wide scope and communicate a range of factors to acquire and retain customers.

This review now turns to the promotion of wagering via different media, including television advertising, digital advertising, mobile advertising and sports-embedded promotions.

Television advertising

Television advertising for online bookmaking services nearly quadrupled between 2010 and 2012, from about $12 million to $45 million, according to a study by Ebiquity. The study identified 528 individual online betting ads shown on free-to-air television, including digital channels, in 2012. Collectively the ads were played more than 20,000 times on free-to-air, with airings on Pay TV estimated to be many times higher. Three of the five largest spenders on televised gambling advertisements in 2012 did not exist in 2009, demonstrating the rapidly changing environment of online wagering and related marketing.

Digital advertising

A convergence of betting advertising with social media and social networking sites offer new access points to online gambling as well as gambling-like experiences to young consumers (King, Delfabbro & Griffiths, 2010). In an analysis of several popular social media sites, Korn, Norman and Reynolds (2010) found over 500 sports betting pages on Facebook alone providing indirect gambling opportunities, a figure that has likely increased in recent years.

Following restrictions on some promotions embedded into televised sporting events, wagering companies are likely to transfer marketing budgets to online channels (Gardner, 2013a). Online advertising allows wagering operators to target advertisements to more specific audiences and more directly reach current and potential customers. Sportsbet predicted that its expenditure on television would decrease, to be replaced by online, which in 2013 made up approximately 30% of its marketing budget (Gardner, 2013a). Similarly, Betfair reported that television advertising is not as cost effective and betting companies will be spending more on digital advertising (Gardner, 2013a).

A presence on social networking sites such as Facebook and Twitter is now almost essential for companies to engage with their customers and audiences. Social media allows existing and new customers to interact with a wagering operator, and share updates with their own online networks, thus extending the reach of any marketing campaigns (Gainsbury, 2014). Companies can also actively monitor social media to identify and understand conversations about their brands. Online wagering providers can take advantage of Australians' heavy use of social media by reaching out to customers in an environment in which they are already active. It is important for wagering operators to go beyond simply posting advertisements and odd updates on social media (Church-Sanders, 2012). Successful social media sites have clear personalities and excite communities with interesting content and exclusive offers in an effort to drive eventual conversion to paying customers.

Mobile advertising

Australia has one of the highest smartphone penetrations in the world, but mobile advertising spend per smartphone user remains just one-third of British and US levels, according to a 2013 analysis (White, 2013). Mobile device owners are a desirable market for wagering operators as they are younger, wealthier and more educated than non-users, similar to the target market of most Australian wagering operators (Hing, Gainsbury et al., 2014). Betting operators are encouraging customers to engage through mobile devices by increasing relevant content, for example, by streaming vision of races through these channels. Australian mobile wagering is predicted to reach AUD$9.22 billion by 2014, accounting for 32% of the total wagering market (Sher, 2012). However, the extent to which wagering operators are using mobile advertising is not well understood.

Corporate sponsorship and promotion within sports and racing events and programs

Recent research (Hing, Lamont et al., 2014; Hing, Vitartas et al., 2014b; Lamont et al., 2011) has noted an intensification of gambling operators involved as corporate sponsors of Australian professional sport. For example, wagering operators contribute approximately $45 million per year to NRL and AFL related products through sponsorship and advertising expenditure (Deloitte, 2012). Sports governing bodies have power of veto over bets offered and a right to a percentage of turnover from their events (Horn, 2011). This product fee for the NRL and AFL is reportedly 5% of gross wagering turnover (Deloitte, 2012). In return, sports betting operators can enter into commercial arrangements with sporting organisations to promote greater brand awareness through official websites, stadium signage and team jerseys and, formerly, through commentary on betting options and live betting odds during sports broadcasts on television and radio (Horn, 2011).

Most major sporting bodies, and numerous individual clubs, have significant marketing agreements with corporate bookmakers which may also include sponsorship of competitions, fixtures and venues. This sponsorship provides a valuable source of income for many sporting codes while providing maximum sponsor exposure through a range of media. Thus, 'sports wagering is a clear 'two-sided' market, where it is in the interests of both the Australian licensed wagering operators and the sporting codes to maintain a competitive, innovative wagering product that will maximise returns to both sides' (Deloitte, 2012, p. 6).

A basic content analysis of the NRL and AFL websites conducted during 2009 revealed that:

> *… 14 of the 16 teams in one league had sponsorship arrangements with CGPs [commercial gambling providers] for the 2009 season. These included sports betting agencies (particularly online sports betting agencies), EGM manufacturers, EGM software makers, and gaming venues including casinos, hotels and clubs. In total, 43 CGPs sponsored teams in this competition. In another high profile Australian professional football competition, three CGPs were listed on the competition's web site as competition sponsors, while 12 of the 16 teams had sponsorship arrangements with one or more CGPs. (Lamont et al., 2011, p. 3).*

Research has confirmed the proliferation of gambling promotions during televised sport. Thomas, Lewis, Duong, and McLeod (2012a) categorised these promotions into:

- Fixed advertising signage, comprising gambling company sponsored stadium tier boards, perimeter fence signs, on-field A-Frame signs, bolster signs and interview backdrops;
- Dynamic advertising, comprising gambling company sponsored advertising on revolving or electronic banners within the stadium;
- Commercial break advertising, during or in the five minutes immediately before or after a televised match;
- Integrated advertising, comprising live betting odds announcements, on-screen displays and pull-through banners, and broadcast gambling sponsorship announcements; and
- Team sponsorship, comprising gambling sponsored logos on players' uniforms, within locker rooms and on team banners.

A recent audit was conducted of NRL and AFL programs televised on free-to-air stations over two weeks in early 2012 (five football matches and two football entertainment shows) (Milner et al., 2013). Of the 17 hours and 40 minutes of broadcasts analysed, 25 minutes and 42 seconds contained gambling promotions (72 occurrences) (Milner et al., 2013). Over two-thirds of these promotions were embedded into broadcasts, with the remainder shown during commercial advertising breaks. Commercial advertisements were more prevalent during game broadcasts than in the sports entertainment shows. Gambling operators that advertised during the football matches and shows were not limited to sports wagering operators. Four sports betting companies, two lottery companies, a keno operator and a tipping competition company. Seven gambling companies were represented as sponsors and advertisers during broadcasts. Advertisements during commercial breaks accounted for a substantial proportion of gambling messages during programs. Ten of the 15 commercials were a single 25-second ad for online wagering operator Tom Waterhouse. The remaining five commercial gambling advertisements included three for NSW lottery products, and two for a tipping competition, which is not classified as a gambling activity, but offered by a wagering provider. Several types of gambling promotions were integrated into the broadcasts. These included logos and graphics, sponsored segments, sponsored on-screen displays of odds, use of celebrities, team sponsorship and fixed advertising within stadiums.

The two footy shows were analysed in a similar fashion to the broadcast games. They contained 17 gambling messages over 13 minutes within 200 minutes of broadcast (Milner et al., 2013). These included sponsored on-screen displays of betting odds with graphics displaying how to access the wagering operator to place bets, sponsored segments within shows, and extended discussions of gambling amongst commentators on the shows and 'expert' tips for betting.

An audit of eight AFL match broadcasts in 2011 revealed that seven leading wagering brands were promoted during 50.5 separate marketing episodes totalling 4.8 minutes per match (Thomas et al., 2012a). Logo visibility could not be accurately documented due to speed of the game, but one wagering logo was reported as clearly visible on player uniforms 438 times during one match alone. Gambling advertising also occurs at sporting venues. Thomas et al. (2012a) audited four live AFL matches held at two major stadia in 2011, finding that nine wagering brands were promoted during an average of 58.5 episodes and 341.1 minutes per match, with most marketing episodes occurring on scoreboards (55%) or rotating dynamic banners (36%). However, all of these figures must be interpreted with caution, being based on small samples.

Hing, Vitartas et al. (2014a) examined televised sport watching habits and attitudes to sports-embedded gambling promotions amongst Queensland residents. Results confirmed their pervasiveness, with adult and adolescent respondents routinely seeing these promotions, mainly during broadcasts of NRL and AFL matches, but also during telecasts of motor sports, cricket, tennis and soccer. About one-third of the 1,000 adults and 131 adolescents surveyed watched NRL games at least weekly. Exposure to these promotions was more frequent amongst the 544 sports bettors surveyed, with about three-fifths watching NRL and nearly half watching AFL matches at least weekly. Focus group participants discussed the sheer proliferation of these promotions, use of sports-themed advertising, catchy jingles, humour, obvious targeting of young men, and attempts to normalise gambling. They also suggested the promotions emphasise ease of placing bets and novelty bets of limited duration to create a sense of urgency. Most adult and adolescent survey respondents disliked gambling promotions during televised sport, and found them 'uninteresting', 'annoying', 'bad' and 'offensive'. However, sports bettor respondents were more ambivalent, with some finding they added interest to the game and provided useful betting information. Promotional techniques were categorised into 11 types. Most adult, sports bettor and adolescent survey respondents disapproved of most of the 11 techniques used, with strongest disapproval for celebrity endorsement. Next strongest disapproval was for live studio crosses to gambling operators to discuss betting odds, on-screen displays of gambling logos and websites, and promotion of novelty bets. Over one-half of adults and over two-fifths of adolescents surveyed could recall at least one gambling brand from watching televised sport.

In summary, the marketing of sports betting uses a variety of channels and persuasive devices, from traditional media through to more innovative approaches, many of which are also used to promote race wagering. These include:

- Traditional media advertising (for example, television, newspapers, radio)
- Social media advertising
- Online pop up advertisements
- Brand ambassadors/ celebrity endorsement (celebrity sports people)
- Inducements (for example, free credit to match deposits)
- Money back guarantees
- Promotion of odds during live commentary of racing (and formerly sporting) events
- Fixed advertising, for example, display of odds on score boards, perimeter signage at sporting venues, on corner flags etc. strategically placed to be captured by TV cameras
- Segments/live studio crosses during televised sporting and racing events
- Display of odds on screen during TV coverage of racing (and formerly sporting) events.

Influence of gambling advertising and marketing

A small but growing body of literature on gambling advertising and marketing has explored its effects on gambling and problem gambling, mainly amongst youth and problem gamblers. The following sections focus on research into the influence of gambling advertising on gambling amongst youth, adults and problem gamblers.

Influence of gambling advertising and marketing on youth gambling

Exposure of youth to gambling marketing in sport

Most concerns about wagering marketing relate to its recent proliferation during televised sporting events. Sports broadcasts are exempt from a prohibition on gambling advertisements during general television viewing times. Consequently, many young people are exposed to gambling promotions, with an estimated 39,000 minors typically watching each live sports broadcast in Australia, and around 50,000 minors watching a Friday night NRL game (JSCGR, 2013). Further, AFL is one of the three most watched television programs by children under 14 years, with some televised sports attracting a larger audience of children than do dedicated children's programs (JSCGR, 2013). A non-representative survey of 131 Queensland adolescents aged 12-17 years (Hing, Vitartas et al., 2014a) found that 31% watched televised NRL games and 18% watched televised AFL games at least weekly. Further, watching televised sport containing embedded gambling promotions with children aged 0-5 years was reported by 11% of adults, 22% of sports bettors and 14% of adolescent survey respondents in Queensland (Hing, Vitartas et al., 2014a). Higher proportions of adults (14%), sports bettors (25%) and adolescents (34%) watched these televised sports with children aged 6-11 years. Watching with adolescents aged 12-17 years was more frequent, reported by 21% of adults, 30% of sports bettors and 73% of adolescents.

However, one study has questioned this level of youth exposure to gambling marketing during sport. Its analysis of television viewership of sports compared to the market for advertising found that Australian football telecasts did not overexpose children and adolescents to risky products, including gambling (Fujak & Frawley, 2014). People under the age of 18 were underrepresented in football viewership (NRL and AFL), accounting for 10% of the audience despite representing approximately 22% of the Australian population. Exposure to risky products (gambling, alcohol, and fast food) ranged near 2.5 and 3.5

minutes of advertising exposure per hour of content in the AFL and NRL games analysed. However, this analysis did note that gambling advertising was significantly distinct from other products through the presence of paid-for, in-broadcast content and extensive use of animated television graphics during play. This included pregame and half-time odds updates, and sponsorship of in-game events including ‘Keno Man of the Match’ and ‘Keno Replay’. These types of advertising arguably have a greater ability to engage the audience (Fujak & Frawley, 2014).

Concerns about youth exposure to gambling marketing

Researchers have raised concerns about the impact of gambling advertising on youth, particularly sports betting marketing, because of its potential to normalise gambling. Monaghan and Derevensky (2008) argued that gambling is portrayed inaccurately in the media to the extent that it normalises gambling and fails to highlight the potential effects of problem gambling. They contended that sports betting might be perceived as less harmful than other gambling forms because sport is ‘healthy’. Others have noted that the ‘gamblification of sport’ (McMullan, 2011, p. 4) may transfer images associated with sport to gambling, promoting youth attitudes that gambling is healthy, fun and harmless (Hing et al., 2013; Hing, Vitartas et al., 2014a; Lamont et al., 2011). Further, linking gambling sponsorship with beloved sports and teams casts gambling in a positive light (Lamont et al., 2011). Monaghan et al. (2008) drew parallels from research on tobacco and alcohol marketing to highlight the potential negative impacts of gambling advertisements on young people and provided recommendations to minimise harms.

Broader community concerns are also apparent. Numerous submissions to the JSCGR Inquiry into the Advertising and Promotion of Gambling Services in Sport (2013) raised concerns about the normalising influence of gambling promotions during sporting events, with children exposed to the promotion of an adult product in an environment promoted as family friendly. Australian sports viewers in focus groups have also expressed strong reservations about the potential effects of these promotions on minors because they may normalise sports betting and gambling, with some questioning the morality of positioning gambling as harmless fun (Hing, Vitartas et al., 2014a).

A further concern is that children are likely to be absorbing the promoted messages and may be unable to distinguish between the advertising and the game, shaping the attitudes of children and young people to accept gambling as an integral component of sport (Australian Psychological Society, 2013). Media literature notes the general impressionability of youth, their sensitivity to peer and media influences, and that adolescence is a time of socialisation, identity formation, gender role learning and establishment of attitudes, values and beliefs (Arnett, 1995; Larson & Richards, 1994). Thus, gambling attitudes and intentions can be shaped during adolescent socialisation through a process of social learning (Bandura, 1986). Moreover, studies on the impact of advertising on young people suggest that they are more susceptible to influence. Derevensky, Sklar, Gupta and Messerlian (2010) reported that gambling advertisements highlight fun, excitement, high success, and wealth and also that they have a greater impact on older adolescents. Similarly, Fried, Teichman and Rahav (2010) found that exposure to advertising has a significant impact on gambling behaviour among those aged 16-19 years.

Concerns have also been raised that these promotions may also be increasing the risk of youth initiation of gambling and subsequent problem gambling development (Derevensky et al., 2010; Hing et al., 2013; Hing, Vitartas et al., 2014b; Lamont et al., 2011). Hunt argues that ‘by normalising wagering associated with sports, there is a high risk that the prevalence of problem gambling will increase as generations who have grown up with ubiquitous discussions of gambling around sport reach the legal gambling age’ (Hunt, 2013, p. 3). Further, youth receive few counter-messages. Although gambling advertisements in commercial breaks contain mandated responsible gambling messages, these are generally relatively hidden and are likely to have a minimal effect on consumers (McMullen, 2011). Further, these messages do not appear when promotions are embedded into sports broadcasts.

Studies suggest that 85% of adolescents will have gambled by the time they are 18 years old, although these results are generally based on non-representative samples. Levels of estimated problem gambling among adolescents are generally higher than for adult populations, ranging from 4%-8%, two to four times the adult population rates, with a further 10%-15% of adolescents who could be at-risk for gambling problems (Derevensky & Gupta, 2004). Similar rates of adolescent gambling and related problems have been found in Australian studies (Delfabbro & Thrupp, 2003). Thus, youth are a vulnerable population for gambling problems.

Youth responses to gambling marketing

The recent Queensland study (Hing, Vitartas et al., 2014a, 2014b) that surveyed 131 adolescents in 2012, prior to the ban on promotion of live betting odds during play, found that over two-fifths (42%) could recall at least one gambling brand from watching televised sport and most held negative attitudes towards these promotions. Over one-half disapproved of live studio crosses to gambling operators to discuss betting odds, celebrity endorsement of gambling, on-screen displays of live betting odds, in-match commentary about betting odds, on-screen displays of gambling logos and websites, pre-match commentary on betting odds, gambling advertisements in commercial breaks, promotion of novelty bets, and gambling logos on players uniforms. On average, the adolescents marginally agreed that the promotions made gambling and sports betting seem like something most people do, and substantial minorities agreed that these promotions encouraged them to bet on sport. Intention to bet on sports once 18 years of age was predicted by male gender and having a positive attitude to gambling sponsors and to the promotion of gambling during sport. Attitudes of friends and families and exposure to promotions during televised sport did not predict intention to bet on sports. However, more positive subjective norms about sports betting from friends and family did partially predict participant's intention to bet on other gambling forms. These results provide some support for reducing promotion of sports betting during sports broadcasts, but also indicate that personal and environmental variables moderate the impact of these promotions on betting intention.

Another Australian study of 228 children (aged 4-15 years) found that three-quarters could correctly assign at least one sponsor to at least one sport or sporting team (Pettigrew, Ferguson & Rosenberg, 2012). The children had strong recall for previous sponsors, indicating the enduring impacts of brand association. For most sports, gambling brands had achieved a comparable level of association with alcohol brands and many children endorsed gambling brands not specifically associated with a team, demonstrating transference from other advertising. A related survey was completed by 209 adults at sporting events, almost half of whom had a child under 15 years of age (Pettigrew, Ferguson & Rosenberg, 2013). Almost two-thirds reported concern about gambling companies sponsoring community events (62%) and elite sports (63%), while over three-quarters (77%) were concerned about gambling companies sponsoring children's sport. Respondents were more concerned about sponsorship by gambling companies than by alcohol or unhealthy food companies. Younger respondents were less concerned than older respondents. More than half of respondents believed that children were influenced by sponsorship, 67% supported restrictions on sponsorship of elite sports, and 77% supported restrictions on sponsorship of children's sport by companies that promote gambling. This was significantly higher than support for restrictions on alcohol and unhealthy food and drink companies and again younger respondents were less supportive of restrictions. These results demonstrate high levels of community concern about the sponsorship of community and sporting events by gambling companies.

Internationally, Korn, Hurson and Reynolds's (2005) focus group research with Canadian youth aged 13-17 years revealed that they felt that lottery advertisements were preparing them to gamble when they come of age. Korn, Reynolds and Hurson's follow-up study reported that youth had been 'overexposed' to televised gambling advertisements, that they were able to recall specific advertisements, slogans and jingles, and that youth problem gamblers were more likely to gamble if they had seen gambling advertisements (2005, p. 3). The authors concluded that gambling advertising does influence youth's gambling attitudes, beliefs and behavioural intentions. Similar conclusions were drawn by Derevensky et al. (2010) in quantitative study of 1,147 Canadian youth aged 12-19, who reported high exposure to gambling advertising with a large proportion reporting that these messages prompt them to gamble. A survey of 1,500 randomly selected New Zealanders aged 15 years and over found that the younger the person, the more likely they were to recall gambling advertising, with recall rates of 93% of respondents aged under 25 years compared to 76% of respondents aged 65 years or over (Amey, 2001).

Youth responses to the marketing of other harmful products

The findings above are consistent with research investigating possible causal relationships between exposure to advertising and uptake or consumption of other potentially harmful products. Several studies of both youth and adults have examined the advertising of tobacco (for example, Evans, Farkas, Gilpin, & Berry, 1995; Pierce, Choi, Gilpin, Farkas, & Berry, 1998; Tye, Warner, & Glantz, 1987; Unger, Johnson, & Rohrbach, 1995), alcohol (for example, Connolly, Casswell, Zhang, & Silva, 1994; Ellickson, Collins, Hambarsoomians, & McCaffrey, 2005; Snyder, Fleming Milici, Slater, Sun, & Strizhakova, 2006; Unger et al., 1995), and junk foods (for example, Dixon, Scully, Wakefield, White, & Crawford, 2007). Significantly, each of these studies supported the proposition that exposure to advertising contributes to uptake or consumption of the product(s) investigated. Many of these studies indicated that adolescents are most influenced by exposure to advertising.

Sponsorship research, particularly in relation to tobacco and alcohol, has also found that exposure to sponsors' promotional messages influences youth awareness, recall and use of their products. One study reported a significant increase in cigarette brand awareness amongst 880 British secondary school students following a televised snooker competition sponsored by a cigarette company (Ledwith, 1984). Similarly, Sparks (1999) reported a 100% recall rate of a tobacco brand that had recently sponsored an event in a sample of New Zealand high school students. Both studies concluded that youth exposure to these sponsoring brands can increase brand awareness and positive brand associations. Vaidya, Naik & Vaidya (1996) examined smoking behaviour amongst Indian youths following a televised cricket match sponsored by a cigarette brand by measuring experimentation with tobacco products. A significantly higher proportion of those who had watched the televised coverage experimented with smoking compared to those who had not watched the coverage. López et al. (2004) also concluded that increased awareness of cigarette advertising is associated with a higher smoking incidence. Their longitudinal study of 3,664 Spanish adolescents found that the more advertised tobacco brands these youth could identify at time 1, the greater the risk of the adolescent becoming a smoker.

Alcohol sponsorship has been found to have similar effects, with a large proportion of youth exposure to alcohol advertising attributable to watching televised sport (King, Taylor & Carroll, 2005). Of 13 longitudinal studies reviewed by Anderson, De Brujin, Angus, Gordon and Hastings (2009), 12 supported a relationship between exposure to alcohol advertising and subsequent adolescent alcohol use, and heavier drinking amongst existing adolescent drinkers. One study found that each additional alcohol advertisement viewed by people aged 15 to 26 years increased the number of alcoholic drinks they consumed by 1% (Snyder et al., 2006). An Australian review of sports sponsorship by alcohol companies concluded that the symbiotic relationship between sport and alcohol is a key contributor to alcohol-related harm (Jones, 2010).

Influence of gambling advertising and marketing on adult gambling

Limited research has investigated how gambling advertising impacts on adults, and has been restricted to attitude studies and cross-sectional surveys capturing self-report data.

Evidence suggests that many Australians oppose gambling advertisements associated with sports. A nationally representative survey of 1,225 Australians (Australian Communications and Media Authority [ACMA], 2013) found that two-thirds thought that the promotion of betting odds and advertising for betting agencies had increased in the 12 months to May 2013. One in six respondents considered advertising of betting agencies during live sports broadcasts and sports entertainment shows to be unacceptable, with most of these respondents considering these activities to be 'not at all acceptable'. Around four-fifths of all survey respondents supported restrictions on the time of day that betting agency advertising could be broadcast, as well as a reduction in the amount of this advertising during live sports broadcasts. A different survey of 1,200 Australians found that one-in-three participants opposed betting firms' widespread sponsorship of teams and events, 40% opposed commentators discussing odds, and 13% ranked sports wagering ads as more harmful than tobacco promotions (Crossman Communications, 2012). As noted earlier, most adult and adolescent survey respondents in Hing, Vitartas et al.'s (2014a) study disliked gambling promotions during televised sport, and considered them uninteresting, annoying, bad and offensive. Most sports bettors in the study placed bets before events commenced, so expressed annoyance at promotions encouraging in-play bets. Non-sports bettors also found the promotions annoying, socially irresponsible, and inappropriate because they are forced upon viewers, with their frequency, volume and saturation approach considered excessive. Non-sports bettors also felt the promotions detract from sport as pure athletic contest. Pettigrew et al.'s (2013) study of adult attitudes, discussed earlier, also revealed substantial opposition to sports sponsorship by gambling companies.

Risks posed to young men from this advertising have also raised community concerns, given they are the key target market for sports betting, for football and for these promotions (Hing, Lamont et al., 2014; Hing, Vitartas et al., 2014b; Korn, Reynolds et al., 2005; Milner et al., 2013). One qualitative study found that young adult males find sports betting promotions aggressive, unnecessary and unavoidable and send a dangerous message about the social acceptability of gambling and its 'normalised relationship with being a sports fan' (Thomas, Lewis, McLeod & Haycock, 2012b, p. 121). Young men in this study reported that sports betting odds were now embedded in peer discussions and that they felt pressure to gamble to fit in with peer groups. Young men are the socio-demographic group most at risk for gambling problems (Delfabbro, 2012; Reith, 2007; Williams, West & Simpson, 2012) and are the target group for many government-funded responsible gambling campaigns (for example, NSW Gambling Hangover Campaign, Victorian Responsible Gambling Foundation Online Gambling Campaign). However, these campaigns must compete with an abundance of advertising messages that promote and endorse gambling for this group. The embedding of gambling into sport may undermine these responsible gambling campaigns, as the immersion of young men into a culture of sports betting makes their behaviour more difficult to shift (JSCGR, 2013).

In Hing et al.'s Queensland study, male gender was found to be a predictor of sports betting intention amongst a sample of adolescents, but not amongst samples of adults and sports bettors (Hing, Vitartas et al., 2014a). More specifically, in descending order of strength, the four strongest predictors of sports betting intention amongst the adult sample were higher PGSI score, previous sports betting participation, higher frequency of exposure to gambling promotions during televised sport, and more positive attitude to these promotions. Among the sports bettor sample, predictors were higher PGSI score, higher frequency of exposure to gambling promotions during televised sport, previous sports betting frequency, and more positive subjective norms towards sports betting. While this study could not demonstrate causality, it did demonstrate that respondents with higher problem gambling severity and higher exposure to sports-embedded gambling promotions had stronger sports betting intentions.

An online survey of Australian gamblers found that Internet gamblers were significantly more likely to increase their gambling in response to promotions (29%) than were non-Internet gamblers (23%) (Hing, Gainsbury et al., 2014). However, approximately two-thirds of participants indicated that promotions have no impact on how much they gamble online. When asked where advertisements should be allowed, Internet gamblers had greater support for all types of advertisements than non-Internet gamblers, with 61% supporting online advertisements (vs. 30%), 52% supporting advertisements in traditional media (vs. 23%), 41% supporting advertisements at sporting events (vs. 19%), 33% supporting logos on shirts (vs. 15%) and 25% supporting advertisements during televised broadcasts of sporting events (vs. 15%). Thus, this survey revealed low support for gambling advertisements during sport. In a series of interviews with Internet gamblers (Hing, Cherney, Gainsbury, Lubman, Wood & Blaszczynski, 2014; Hing, Cherney, Blaszczynski, Gainsbury & Lubman, 2014), only a minority had positive opinions of advertising and promotions for online gambling. Of these, participants indicated that they liked the 'free credit' they were given and promotions for betting. However, most participants had negative views, including concerns about the impact on vulnerable people, inappropriate inducements to gamble, advertising saturation during sports, that ads are misleading, and that they should be controlled. Many concerns were directed at online wagering operators that offer bonuses and incentives to encourage betting.

Influence of gambling advertising and marketing on problem gambling

There are several theoretical mechanisms through which gambling advertising and marketing may impact the prevalence of problem gambling which are elucidated by Binde (2014).

1. Advertising may stimulate an individual to participate in gambling, which may then become problematic. Advertising may increase the amount of time and money that is spent gambling and contribute to the development of gambling problems.

2. Advertising may stimulate an individual to participate in a form of gambling that they quickly develop a problem with. It could be argued that without advertising the individual may not have begun gambling on this activity, or would have started later at a time when they are less likely to develop problems (for example, once cognitively mature).

3. Advertising may stimulate an individual to participate in a form of gambling that they later develop a problem with. Individuals may learn through advertising that gambling is a way of altering negative mood states, for relaxation or excitement. This may become a negative coping mechanism if the person experiences a personal crisis.

4. Advertising may maintain or exacerbate existing gambling problems. Advertising may act as a trigger to gamble, to relapse, and make it difficult for individuals with impaired control to moderate their gambling.

5. Advertising may contribute to a more positive attitude towards gambling and normalise this activity in society. This may stimulate gambling among a wider section of the population, and increase gambling expenditure and frequency, which may increase gambling habits, including through social pressure from others.

These are hypothetical mechanisms and there is empirical evidence only for the fourth. For each, Binde (2014) contends that advertising plays only a partial role in the development or exacerbation of gambling, and this may be an indirect role which is less influential than other factors in the development of a gambling problem. Following careful review of the extant literature, Binde (2014, p.9) characterised the relationship between advertising and gambling problems as follows:

> *The conclusion is that, in general, the impact of advertising on the prevalence of problem gambling is relatively small. However, it is not negligible and in specific circumstances it is likely to be greater.*

These 'specific circumstances' may include when vulnerable people are heavily exposed to gambling advertising. For example, young males and adolescents, who make up an important fan base for sports, are at greater risk of developing gambling problems, and are likely exposed to a high degree of gambling advertising where promoted during sports events. This occurs in an environment where betting is readily accessible via Internet platforms and where the gambling product promoted, usually sports betting, has features conducive to the development of gambling problems, such as opportunities for continuous betting, credit availability, and high speed transactions (Hing, Cherney, Gainsbury et al., 2014). This explanation is consistent with the total consumption model which premises that more consumption causes more harm at all levels, a conclusion drawn by several researchers (Currie, Hodgins, Wang, el-Guebaly, Wynne & Chen 2006; Currie, Hodgins, Wang, el-Guebaly, Wynne & Miller, 2008; Rockloff, 2012). However, Binde (2014) contends that the consumption model is limited because consumption and problem gambling are not always linearly related, and different gambling activities and individuals carry different levels of risk.

Some studies have found that gambling advertising tends not to incite non-gamblers to commence gambling, but instead serves to maintain or increase established gambling patterns; thus, the effects for problem gamblers can be especially damaging (Derevensky et al., 2010; Hing, Cherney, Blaszczynski et al., 2014). Binde (2007) reported a triggering effect amongst a small proportion of problem gamblers studied, and 46% of 131 pathological gamblers in another study reported that television, radio, and billboard advertisements triggered their gambling (Grant & Kim, 2001. These researchers argued that constant exposure to advertisements that trigger gambling urges would naturally reinforce gambling behaviour, and this may explain why participants with urges triggered quickly progressed to pathological gambling (Grant & Kim, 2001). Similarly, Hing, Cherney, Blaszczynski et al. (2014) found that advertisements and promotions for online gambling reminded problem gamblers about gambling, triggered gambling urges, provided inducements to gamble, increased overall gambling, undermined decisions to curtail gambling and triggered relapse amongst some of the 31 treatment-seeking gamblers in their qualitative study. Similar results were found by Binde (2009) in a sample of 25 past and current problem gamblers in relation to gambling advertising in general. Similarly to adult problem gamblers, the effects of advertising on youth appear heightened for those with gambling problems. Korn, Reynolds et al. (2005) found that youth problem gamblers reported being more likely to gamble on sports and lotteries if they had seen related advertisements. In relation to sports-embedded gambling promotions, Hing and colleagues' survey research with 1,000 Queensland adults concluded that the most stimulated audience comprises problem gamblers because they have greatest exposure and a favourable disposition to these promotions, and report the promotions have maintained or worsened their problem sports betting behaviours (Hing, Lamont et al., 2014). Other studies have also found that gambling advertisements stimulate gambling amongst problem gamblers more so than amongst non-problem gamblers (Binde, 2009; Grant & Kim, 2001; Hing, Cherney, Blaszczynski et al., 2014).

Gambling problems relating to sports betting have been increasingly prominent amongst clientele attending Australian treatment services, both in terms of total numbers and as a proportion of all clients (Hunt, 2013; Victorian Responsible Gambling Foundation, 2013). For example, the University of Sydney Gambling Treatment Clinic (2011) noted a rapid rise in reported problems with sports betting, increasing from less than 5% of clients in 2006-07 to 15-20% of new clients in the 2010-11 financial year. The Clinic also noted that the pervasive promotion of sports betting and its ready accessibility online allowing long gambling sessions on both Australian and international sporting fixtures contributed significantly to these clients' problems and relapses (2011). Further, 16% of problem and moderate risk Internet gamblers in a weighted sample of 4,688 adult Australian gamblers (Gainsbury, Russell, Hing, Wood, Lubman & Blaszczynski, 2013) nominated sports betting as their most problematic form of gambling. Predictors of problem or moderate risk gambling amongst these Internet gamblers were younger age, being male, being married, and gambling on sports, races or poker.

Unfortunately, no empirical studies have collected appropriate longitudinal data to establish whether any causal relationship exists between problem gambling and exposure to gambling advertising in general, and to wagering and sports-embedded gambling advertising in particular (Lamont et al., 2011). As counter-evidence to such a relationship, Binde (2014) notes that, despite clear evidence of increased advertising for gambling products in many jurisdictions worldwide, prevalence studies do not indicate that this has led to higher problem gambling rates (Binde, 2014). A meta-analysis of 202 problem gambling prevalence studies revealed a downward trend in problem gambling prevalence in the USA, Canada, and Australia (Williams, Volberg & Stevens, 2012). Although this study only considered research conducted up to 2008, more recent prevalence surveys have not indicated increased prevalence of problem gambling (Gainsbury, Russell, Blaszczynski & Hing, 2015; Gambling Commission, 2014; Welte, Barnes, Tidwell, Hoffman & Wieczorek, 2014). If advertising strongly contributed to problem gambling prevalence, this trend would be difficult to explain.

In considering the influence of gambling advertising and marketing on gambling, Binde (2014) considered ways in which advertising may theoretically decrease the prevalence of problem gambling.

1. Advertising is expensive. The amount a company spends on advertising in a competitive marketplace may increase costs for consumers, which may decrease overall consumption.

2. Advertising can increase the price of 'premium' brands. Consumers may be willing to pay extra to gamble with a specific brand, or to gamble on specific activities, which may reduce total consumption. Wagering companies may advertise themselves as responsible operators with high standards of customer service and regulation, as well as better software, entertainment, and other options. This may increase the price of gambling and reduce spend among customers who are willing to pay a slightly higher price to gamble with these operators.

3. In jurisdictions with legal gambling, such as Australia, the ability of licensed companies to advertise their services makes it more likely that consumers will gamble with these operators. This may reduce the extent that consumers gamble with illegal offshore operators who may have fewer responsible gambling measures to prevent harmful gambling. This may reduce problem gambling.

4. Legal advertising of less harmful forms of gambling, including Internet wagering and lotteries in Australia, may reduce participation in more harmful forms, such as online EGMs and casino games.

5. For individuals to be able to overcome problematic gambling, they must learn how to manage cravings, urges, and triggers to gamble, as these are widely present in society. Therefore, repeated exposure to gambling advertising provides a mechanism to assist problem gamblers to manage these instances and overcome their problems.

There is no evidence for these mechanisms, but it is important in balanced research to consider all potential impacts of advertising on gambling, not simply the harms.

Chapter conclusion

Findings from this literature review suggest that the advertising of wagering, particularly promotion of sports betting during sporting events, has raised substantial community opposition and concerns for its potentially detrimental impacts on vulnerable people, particularly amongst youth, young males, and problem gamblers. Some evidence suggests that wagering advertising is increasingly contributing to gambling participation and gambling problems in Australia; however, a direct causal link between exposure to advertising and gambling participation and gambling problems has not been shown.

This literature review has demonstrated the importance of the current study to further the understanding of the impact of marketing and advertising of sports and race wagering in Australia. Although some highly valuable studies have been conducted to examine the impact and influence of gaming and wagering advertising on gambling and problem gambling, and amongst minors, young adult men and problem gamblers, further research is needed to address substantial gaps in knowledge. In particular, very few studies have examined the promotion of race wagering and its impacts, provided insights into emotional and cognitive responses to wagering marketing, and provided detailed analyses of expenditure, patterns, and techniques used in wagering advertising. Further understanding the characteristics and perceptions of wagering marketing, and relationships between exposure to this marketing and gambling intention and behaviour, will inform appropriate policies and practices to minimise related harms.

Environmental Scan

Introduction

An environmental scan was undertaken to inform on the:

- media used for sports betting and racing advertising (including traditional media, social media and online advertising)
- products being promoted and their target audience
- number and timing of advertisements
- mood and meaning of advertisements
- advertising techniques used to convey messages (to different target audiences).

This environmental scan focused on the advertising activities of six wagering operators, which were identified as the providers of the six online wagering brands which had the highest advertising spend between 1 April 2013 and 31 March 2014:

- TAB
- Sportsbet
- Sportingbet
- Tom Waterhouse
- Betfair
- Tattsbet.

To provide insights into wagering advertising practices, a variety of methods informed the environmental scan, including:

- company case studies
- media monitoring
- observation of sporting events.

Each of these is discussed in the following sections.

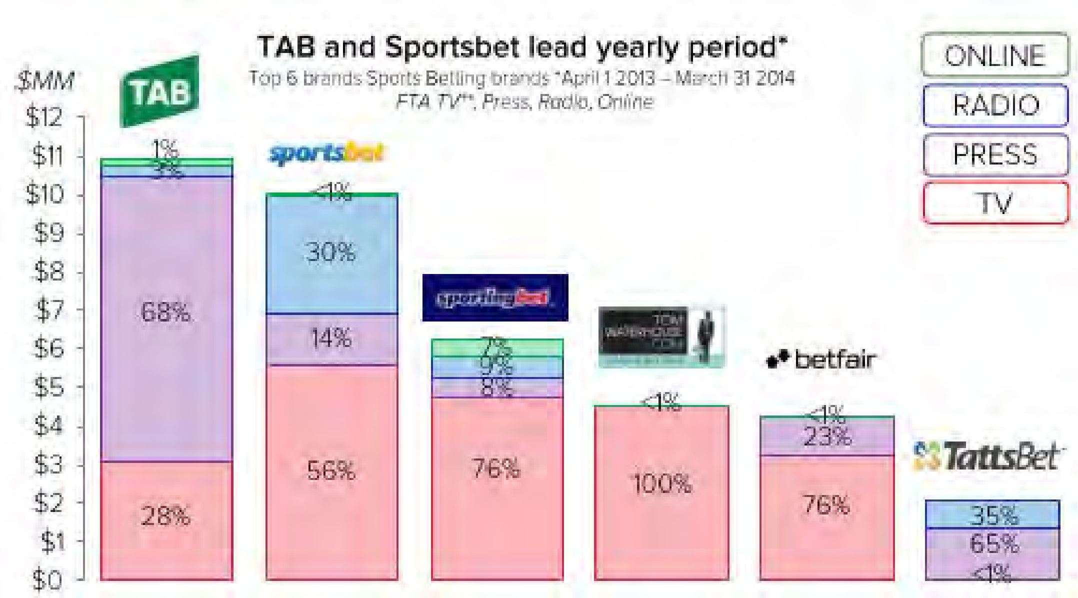
Company Case Studies

In June 2014, Ebiquity provided ORC International with a summary of sports and racing betting advertising via free-to-air television, press, radio, and online between 1 April 2013 and 31 March 2014. This report identified the top six wagering brands, by advertising spend over that time, and the four most expensive individual advertising campaigns run by each of those six brands.

Ebiquity's yearly snapshot report for April 2013 to March 2014 is included in Appendix A.

The top six wagering advertisers and their respective advertising spends, as identified in the Ebiquity report, are shown in Figure 2.

Figure 2: Top six wagering brand advertisers, by spend, during April 2013 – March 2014



As part of the environmental scan, case studies on the six wagering brands were built using secondary research. These were structured as individual business profiles which focused on:

- company history, including formation and development
- company structure and ownership, including international interests and relationships with providers of other gambling forms, like electronic gaming or lotteries
- financial performance, as reported in ASIC filings and annual reports, and including stock market performance, where relevant
- outlets, to show the extent of any physical presence in addition to online wagering facilities
- company strategy statements, for publicised business intentions
- sponsorships and affiliations, for paid associations with codes, clubs or celebrities
- advertising and marketing strategies, for explicitly stated and implied tactics inherent in promotional activities.

The case studies were based both on materials authored by the companies themselves and on media reports, incorporating third party perspectives along with details on how the companies publicly portrayed themselves.

Background information on the companies was first sought to provide context to the brand strategies. Indications of trends in advertising techniques, moods and meanings, and of the level of investment in marketing were noted, where evident.

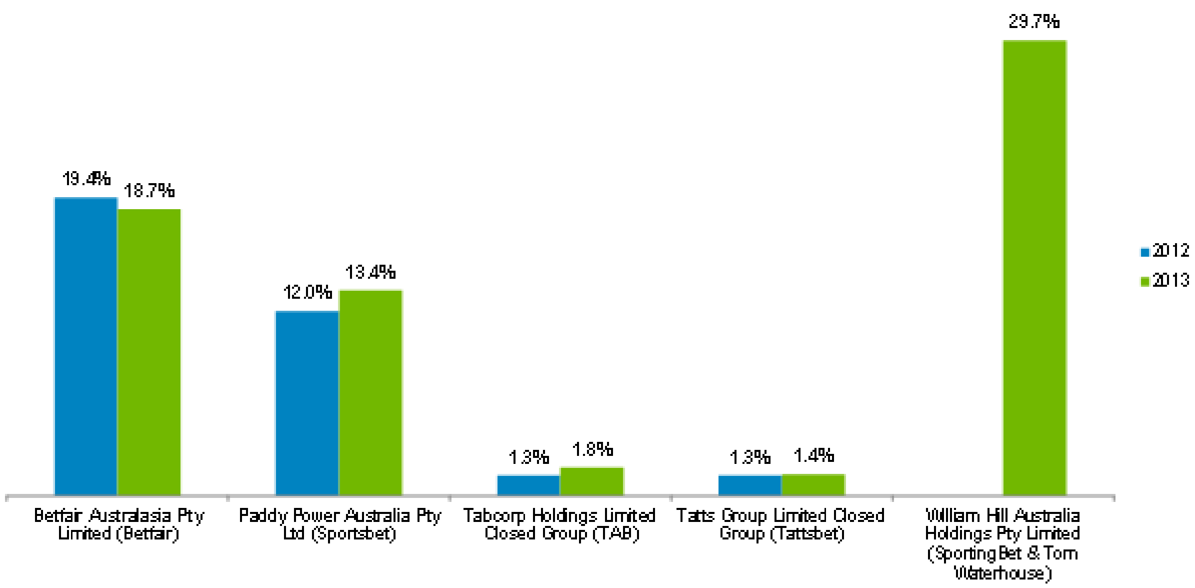
The full case studies are included in the Company Case Studies report which is available as an Addendum.

Table 2 lists some key characteristics of the six operators and their positioning. Tabcorp and Tattsbet have physical retail outlets within certain states and territories and belong to company groups with lottery and other business interests, while Betfair, Sportingbet, Sportsbet and Tom Waterhouse are purely online wagering providers. The marketing characteristics listed in this table are derived from the secondary research, and do not reference findings of other elements of the environmental scan.

As seen in Figure 3, for companies with the physical retail outlets and broader company structures (Tabcorp and Tattsbet), their marketing and advertising expenditure is relatively small compared to revenue. William Hill's expenditure partly reflects the absorption of the large advertising spend and overall losses by Tom Waterhouse in 2013. (William Hill reported that it would be reducing Tom Waterhouse advertising after the acquisition.) Betfair's advertising and marketing spend has also been high, relative to its revenue, and it too has recorded losses.

Details of companies' reporting of advertising and marketing expenditures are included in Table 2, in the Company Case Studies Addendum.

Figure 3: Advertising and marketing expenditure as a percentage of revenue, 2012 and 2013 financial years[3]



[3] Based on expenditure and revenue reported in companies' annual ASIC filings. Due to varying company structures and different financial year reporting periods, the proportional advertising and marketing expenditures shown are indicative only, and are not directly comparable across companies. Note that due to William Hill's relatively recent acquisitions of SportingBet and Tom Waterhouse companies, 2012 William Hill Australia figures are not reported.

Table 2: Six online wagering companies, profile snapshot

Tabcorp	Sportsbet	Sportingbet
Australia listed public company group Physical retail outlets in Vic, NSW, ACT Additional gaming and lottery interests Also operates Luxbet brand Joint venture with Victorian Racing Industry *Marketing characteristics*: Multi-channel/ digital/ CRM (linked with younger generation access) Appeals to emotions: drama, recognition of a win, and mateship Attractive female presenter: Jaimee Rogers High level sponsorship of a range of sports codes, stadiums and racing clubs	Owned by UK listed Paddy Power Online only Also operates IASbet brand *Marketing characteristics:* Prepared to pay for 'big' advertising Distinct, large-scale, sexualised	Owned by UK listed William Hill Online only *Marketing characteristics*: Two concurrent brands: Sportingbet/ Centrebet (three with Tom Waterhouse acquisition) Shane Warne ambassador Increasing ad budget Wants to entice more mass-market customers Sponsorship investment concentrated in racing and NRL
Tom Waterhouse	**Betfair**	**Tattsbet**
Owned by UK listed William Hill Online only Relatively young company Until recently, privately owned Australian business *Marketing characteristics:* Built on personality of namesake Gen Y, professional, slick, wealthy Huge marketing expenditure before recent sale; declining marketing budget since	Owned by Crown (Australian private company) Online only Established as a betting exchange Not highly profitable *Marketing characteristics:* Traditional, less distinctive No high profile 'face' for the company High marketing expenditure relative to revenue	Australia listed public company group Physical retail outlets in Qld, SA, NT, Tas Historically, primarily a lottery business Expansion through TAB acquisitions *Marketing characteristics:* Largely relies on strength of retail outlets and technology Increasing investment in marketing and brand development (new brand in 2015: UBET) No high profile 'face' for the company

Figure 4 shows sponsorship investment over the last two years for the six wagering brands, and for Centrebet, the sister company to Sportingbet. Tabcorp and Sportingbet have been the greatest investors in this particular marketing channel.

Figure 4: Sponsorship investment, July 2012-June 2014 ($ million)[4]

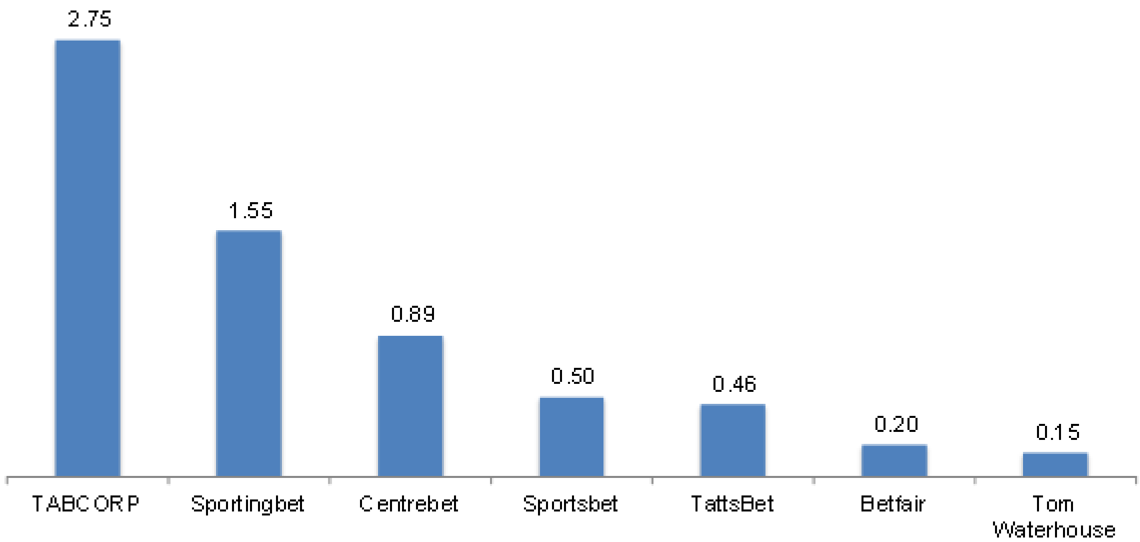
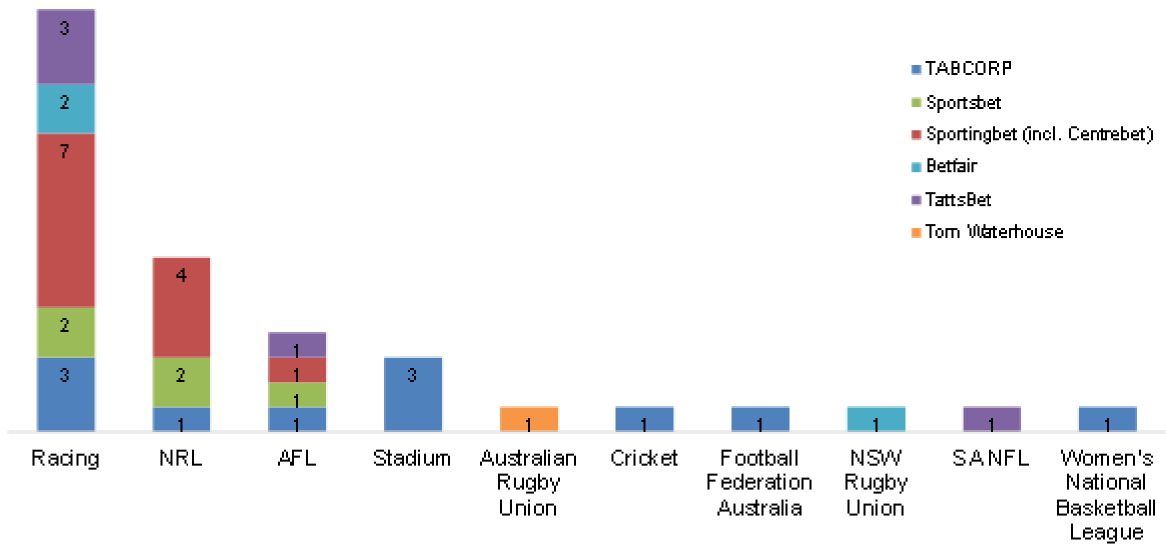


Figure 5 shows the codes for which the wagering operators have provided sponsorships. All the operators have sponsored racing clubs or venues, Sportingbet has provided multiple sponsorships within NRL, and Tabcorp has sponsored a range of different codes.

Figure 5: Number of sponsorships from six wagering operators, by sponsorship type, July 2012-June 2014



[4] Based on data extracted from: Australian Sponsorship News Database. Source: http://www.sponsorshipnews.com.au. Last accessed 30 June 2014. Luxbet and IASbet brands did not have any sponsorships listed in the database, for the period.

Case Study #1, TAB

The TAB brand is owned by Tabcorp Holdings Limited (TAH), an Australian public company listed on the Australian Securities Exchange (ASX).

Tabcorp classifies its business operations under the following four groups:

- Wagering
- Gaming
- Keno
- Media and international.

Outside of its TAB sports and race betting business activities, which are classified under *wagering*, some of Tabcorp's other business interests include: Sky Racing and sports radio (television and radio), Keno (lotteries), and supply of electronic gaming machines (EGMs). In the past, it has also owned a number of hotel and casino complexes. Luxbet is another currently operating, subsidiary online wagering brand (based in Northern Territory).

Tabcorp operates around 3,000 retail outlets, some of which are located within pubs and clubs. Its physical presence is concentrated in the eastern states: Victoria, New South Wales and the Australian Capital Territory (and Queensland for Keno), but it has an even wider reach through online products.

The company was established in 1994, when it acquired the businesses conducted by the Totalisator Agency Board (TAB), during the privatisation of this former Victorian state government statutory body. In 2004, it completed a takeover of Tabcorp Limited, the New South Wales wagering and media company, which extended its strong wagering capacity from Victoria right across New South Wales, giving it its present exclusive retail wagering licencing coverage of south-eastern Australia. In Victoria, it has maintained long-term joint venture agreements with Victorian Racing Industry which have led to Tabcorp having an especially strong presence and on-going relationship with all horse and greyhound racing codes in that state.

In Tabcorp's recent strategy statements for the wagering business, there is a clear emphasis on multi-channel offerings, the integration of digital products and the maintenance of customer relationships. It intends to:

- '*Lead wagering industry transformation by leveraging our unique multi-product, multi-channel model*
- *Continue to drive digital leadership and innovation*
- *Strengthen customer relationships through our loyalty and customer relationship management programs*
- *Further integrate vision and data with wagering products*.' (Tabcorp, 2013)

Tabcorp has traditionally not sponsored individual clubs in the NRL, but it had been the NRL's official wagering partner until Tom Waterhouse took over this role in 2012. From 2011, it changed tactics and entered into NRL club sponsorship, beginning with the South Sydney Rabbitohs, (NRL, 2011) for whom it remains a premier partner in 2014, through subsidiary, Luxbet (Rabbitohs). In 2012, Luxbet also began a two-year arrangement to have its branding on the back of the NRL Cronulla Sharks' players' shorts (Australian Sponsorship News, 2012). This deal expired at the end of 2013, and was not renewed (Gardner, 2014). Tabcorp currently appears to favour stadium or code sponsorships over individual team sponsorships, with the exception of the South Sydney Rabbitohs and the Canberra Capitals women's national basketball club.

While marketing expenditure for just the wagering operations of Tabcorp are not reported, the whole group reported consolidated expenses of $36.8 million for ‘advertising and promotions’ for the financial year ending 30 June 2013. Consolidated advertising and promotions expenses had been $33.4 million in the 2012 financial year (Tabcorp Holdings Limited, 2013). The advertising and promotions expenses for a closed group, which does not entirely and exclusively reflect the financial details for Tabcorp’s wagering operations but is likely to be indicative, amounted to $26 million in 2013, and $24.5 million in 2012. (Tabcorp Holdings Limited, 2013)

In an interview in May 2013, David Ginnane, Tabcorp’s General Manager of Marketing made the following comments about Tabcorp marketing:

- When entering into a multi-million dollar sponsorship deal with a sporting code, the following would be considered:
    - What is Tabcorp trying to achieve?
    - Who is the target customer?
    - How are performance and success (or otherwise) going to be measured?
    - How can the learnings be used to inform future investments?
- In both racing and other major sporting codes, Tabcorp enters long-term agreements and builds ‘very strong relationships’ with racing and sporting executives.
- In advertisements for the new TAB brand, price and product are not mentioned; they have instead ‘taken the emotional territory’, in order to leverage the multi-channel business of both the physical retail network and the online ‘experience.’
- The ‘three pillars’ of the TAB brand, which centre around emotional connection, are:
    - *High drama*, the experience with Tabcorp
    - *Recognition*, when the customer has a win
    - *Mateship*, the sociability of the experience, especially in the pub or club.
- Customer relationship management (CRM) is a ‘burgeoning’ area. It provides transactional data matched with customer data so that Tabcorp can put the ‘right offer to the right customer over the right channel,’ as it knows individual betting patterns, right down to the level of betting types and the device used to place the bet (Marketing, 2013).

Many of Tabcorp’s advertisements feature Jaimee Rogers, Tabcorp’s Promotions Manager and Media Presenter. While the sporting press and general participants of online sports discussion forums discuss her looks, voice and, occasionally, her sports knowledge, there is no doubt that she is a well-recognised figurehead of Tabcorp sports betting, with a frequent presence during sporting event breaks.[5]

[5] For example: Horn, J. (2012). Gambling oversell ends badly for sports-mad males. *Sydney Morning Herald*, *1 May*. Retrieved 22 May 2014 from: http://www.smh.com.au/federal-politics/society-and-culture/gambling-oversell-ends-badly-for-sportsmad-males-20120430-1xuze.html; Nicolussi, C. (2012). It's hard yakka for catwalk's big boys, *Herald Sun, 1 May*. Retrieved 22 May 2014 from: http://www.heraldsun.com.au/sport/nrl/its-hard-yakka-for-catwalks-big-boys/story-e6frfgbo-1226343215497.

Case Study #2, Sportsbet

Sportsbet is an online betting service run by Sportsbet Pty Ltd, an Australian private company which is now fully owned by large, Irish, public gaming company, Paddy Power.

In Australia, Sportsbet Pty Ltd operates the two major online and telephone gambling services:

- Sportsbet.com.au
- IASbet.com.au.

Sportsbet is positioned as a mass market brand, 'promoted heavily both online and offline,' while IAS is promoted online as a 'specialist brand for horseracing aficionados.' (Paddy Power Plc, 2009)

Although Paddy Power has some retail outlets overseas, there are no Sportsbet or Paddy Power retail outlets in Australia.

Sportsbet originally began operating as an Australian online betting service around 1999. It has been through a few ownership changes, but has been partially owned by Paddy Power since 2009, and fully owned since 2010.

Sportbet has been portrayed in the recent media as a successful Australian market player, and was said to have been the 'fastest growing online bookmaker by total bets placed in 2013' (Gardner, 2015).

Paddy Power states that it applies the same approach to Sportsbet as it does to its Paddy Power online brands, being: 'considered and substantial investment in people, product, value and brand.' It doubled its online and technology staff over the last three years and has recently invested in-house effort in the development of tablet apps.

In Paddy Power's annual report, there is a mention of 'the addition of Channel 9 NRL coverage to [Sportsbet's] media assets' (Paddy Power Plc, 2013). In January 2014, Sportsbet was rumoured to have signed on to be the Nine Network's rugby league partner (replacing Tom Waterhouse) for around $40 million, although this amount was not confirmed by Sportsbet (Gardner, 2014). Its other sponsorships include: AFL's Richmond Tigers; NRL's Sydney Roosters and Newcastle Knights (back of jersey top); a racecourse in Ballarat; and the Ballarat Cup (racing).

At a group, international level, Paddy Power's CEO talks about marketing as 'a key battle ground' for competition in its industry, and the rapidly increasing amounts that are spent on betting advertising, particularly in the United Kingdom. It claims to be recognised as a leader in this area, with a brand that has 'real personality.' It also pledges to spend increasing amounts on marketing, when 'conditions require it.' (Paddy Power Plc, 2013)

Paddy Power says that its aim in marketing is to be innovative and distinctive, and that it is prepared to pay for this. The consolidated cost for its marketing for its online businesses was 20% of the size of online revenues in 2013. The whole group's consolidated marketing expenses for 2013 amounted to €76.1 million.

Paddy Power favours a 'big' and 'mischievous' approach in its marketing, citing examples of a 63 feet tall hot-air balloon, or lighting up the front of the Milan Stock Exchange. It also actively engages in conversations with the public (customers and potential customers) through a range of media, including social media, TV, billboards and editorials (Paddy Power Plc, 2013). It calls to investors using an example of Sportsbet advertising in Australia, as illustrated inFigure 6, playing up size and sexualisation in its marketing.

Figure 6: Paddy Power's promotion to investors (Paddy Power plc, n.d.)

Paddy Power released financial information for Sportsbet to its investors as part of the acquisition process around 2010/2011. This reveals that Sportsbet and its subsidiaries (IAS) spent $11.7 million and $19.5 million on marketing respectively in the 2009 and 2010 financial years. The most recent consolidated financial statements for all the Australian subsidiaries, reported under Australian parent Paddy Power Australia Pty Limited, indicate that annual Australian marketing expenditure has increased over time, reaching $23 million in 2012, then over $33 million in 2013.

Case Study #3, Sportingbet

Sportingbet is an online and telephone betting company.

It currently shares William Hill as a common owner with the other Australian online betting services:

- Centrebet
- Tom Waterhouse.

Although William Hill operates retail outlets overseas, it currently only operates online and telephone gambling services in Australia.

The Sportingbet online gambling service was launched in Australia in 2003, by the UK based, publicly listed, company Sportingbet Plc. During 2011, Centrebet was acquired by Sportingbet, (Baba, 2011) and Sportingbet continued to run both brands in Australia. William Hill, another UK company, acquired the Sportingbet and Centrebet operations in March 2013, and is the present owner. (William Hill also subsequently acquired Tom Waterhouse.)

William Hill's overall group strategy is to expand its business by:

- offering a wider product range
- encouraging multi-channel usage
- increasing its international reach.

In Australia, the Sportingbet and Centrebet brands are clearly differentiated through individual colours and styles and independent websites.

In addition to maintaining its existing customer base, William Hill intends to entice more Australian mass market customers, which it expects will be individually lower yielding than its existing customers, but collectively more valuable (William Hill Plc, 2013). It intends to do this, in part, by improving Sportingbet's digital capabilities.

In January 2014, in relation to the transfer of Penrith Stadium naming rights from Centrebet to Sportingbet, the CEO commented that Sportingbet was being repositioned as a 'rugby league brand' (Australian Sponsorship News, 2014).

In March 2014, William Hill stated that it was moving away from sponsorship and was instead increasing 'above-the-line advertising and online campaigns,' as existing sponsorships lapse (Australian Sponsorship News, 2014). Some previous partnerships that have not been renewed include two NRL, and one AFL team. Several racing clubs, a few NRL teams, and one AFL team's Sportingbet or Centrebet sponsorships remain current.

Sportingbet announced that Shane Warne was its new ambassador in February 2014. The CEO explained that 'Warnie is, without question, one of the most admired and respected athletes in Australia and his achievements are recognised worldwide.' Sportingbet's marketing director said the company was 'delighted to be launching the bold [television and social media] campaign to Australian blokes' (Australian Sponsorship News, 2014).

Since 2009, Sportingbet has engaged a 'content marketing' company, Edge, to 'engage its audience with the brand'. The 'carefully targeted,' betting-focused subject matters, such as tips, trends and statistics, are delivered via multiple platforms, including social media, blogs, and an iPad and traditional print magazine, called *Sportingmail* (Australian Sponsorship News, 2014).

In March 2014, William Hill reported that it had 'more than halved the average amount spent on marketing to sign up a new customer to one of its three [Australian] brands.' It also said that it would be focusing marketing efforts on the Sportingbet brand and reiterated that it would be directing a greater proportion of advertising spend to online marketing. Sportingbet would become the subject of all high-profile campaigns, so that future marketing would not be diluted across the William Hill brands (Australian Sponsorship News, 2014).

Sportingbet reportedly spent more than $40 million, in 2012, on advertising, marketing and sponsorship (Kruger, 2013). For the year ending 31 December 2013, the Australian operations of William Hill (including the multiple brands) reported consolidated marketing expenses of $26.5 million (William Hill Holdings Pty Limited, 2013, p.5).

Case Study #4, Tom Waterhouse

Tom Waterhouse is an online betting company, with no physical retail outlets. It currently shares William Hill as a common owner with the other Australian online betting services:

- Centrebet
- Sportingbet.

The Tom Waterhouse business was established as a private Australian company in 2010, using the name of a young high profile Australian bookmaker from a well-known Australian bookmaking family. Although his name and reputation were used to form the business, and he played a prominent public role from its initiation, it has been suggested that Tom Waterhouse only ever owned about one quarter of it, with the remainder owned by other private investors (Schwab, 2013).

During 2011 and 2012, Tom Waterhouse, the person, featured frequently in the media both as a celebrity, for his wealthy, high-stakes wagering lifestyle (Schwab, 2013), and in promotional activities and heavy marketing, as the smiling face of the Tom Waterhouse business. By early 2013, the business was making the news for possible breaches of gambling laws (Schwab, 2013), and being criticised for excessive advertising, which included Tom Waterhouse's spruiking of live betting odds during television broadcasts of NRL matches, combined with his appearance as a match commentator (Mumbrella, 2013).

By August 2013, the sale of the business to William Hill Plc had been announced. It was speculated that the most logical explanation for the sale was that cash was running out, as the business had apparently made a loss of $15 million the year before (Schwab, 2013).

It appears that Tom Waterhouse generated high, fast-growing revenues in its first three years, but that these were offset by even higher running costs, especially for marketing. External Australian media reports say that Tom Waterhouse recorded its first monthly profit in December 2013, after a $3 million loss for the full calendar year, on a customer base of about 75,000 (Kruger C. , 2014). In April 2014, William Hill announced that the Tom Waterhouse business had been profitable in every month of 2014, so far (Topping, 2014).

As a private company, Tom Waterhouse did not publicly report on its business strategy. In media appearances, Tom Waterhouse referred to needing to advertise heavily, as the online business was young and 'striving to grow' in a competitive market (Mumbrella, 2013), but specific growth strategies or goals were not revealed. William Hill said that Tom Waterhouse had been 'successfully targeting the mass market customer' (William Hill Plc, 2013, p.11).

As alluded to earlier, William Hill's overall strategy has been to enter the Australian market through acquisitions and capture more of the mass market. Its early intentions after acquisition were to curtail Tom Waterhouse's marketing expenditure and migrate the business to the William Hill technology platform to achieve operating efficiencies (William Hill Plc, 2013, p.21). William Hill is reportedly bound to retain the Tom Waterhouse brand until at least December 2015, under the acquisition agreement (Stensholt & Gardner, 2014).

After his initial business launch, Tom Waterhouse 'promoted [it] in a multi-million-dollar campaign of free-to-air, print and online advertisements, including paying $70,000 to have his face plastered on a Melbourne tram' (Elliott, 2012). In 2012, the company began a sponsorship of the AFL team, the Sydney Swans. A key factor in this deal was said to be the access it provided to the Swans' membership database (Kruger , 2013). Early in 2013, it was reported that, 'Mr Waterhouse was believed to have paid $50 million to become the official NRL partner over the next five years' (Jacob, 2013). But by May 2013, there were reports that this deal had fallen through (Kolbe, 2013), and other reports in 2013 mentioned that Tom Waterhouse had, at that time, established partnership deals with the AFL, the Australian Rugby Union (ARU), Cricket Australia and Tennis Australia (Aston, 2013).

As discussed earlier, the current William Hill strategy is to move away from sponsorships. A two-year agreement with the ARU, worth an estimated $150,000, was due to expire mid-2014, and this appeared to be the last of the Tom Waterhouse sponsorships (Australian Sponsorship News database, 2014).

Early after its formation, the Tom Waterhouse business employed marketing agency, Fenton Stephens, to design the brand image and website, which integrates social media blogs and 'tips' from Tom Waterhouse himself. One third party describes the brief as to 'appeal to a new generation of gamblers and create a distinct brand for TomWaterhouse.com from the competition in the racing/sports betting industry,' with the desired outcome to be to 'attract new customers to gambling by altering the image of sports betting and increase brand awareness of TomWaterhouse.com' (Rose, 2012).

From its early days, the Tom Waterhouse campaign pushed to shift the image of race betting away from the stereotyped middle-aged man, towards the young, fresh, sharply-dressed man that Tom Waterhouse himself modelled – the archetypal professional gen Y. It distinguished the Tom Waterhouse brand from other faceless betting businesses, with Tom Waterhouse's smiling face often featured in both media stories and paid advertisements, coupled with the consistent tag line: 'Bet with me' (Rose, 2012).

His television advertising campaigns quickly gained notoriety. Early in 2013, they were described as 'omnipresent on the nation's television screens … particularly with his association with Channel 9's NRL coverage' (Thomas, 2013). The deal with Channel 9 was said to be worth $15 million, and involved exclusive access to live coverage of rugby league and appearances on the league and AFL footy shows' (crackaShaun, 2013).

By April 2013, it was estimated that Tom Waterhouse was spending more than $25 million a year building its brand (Heathcote, 2013). In the 12 months to August 2013, Tom Waterhouse was said to have spent $9.6 million on television advertisements, more than any other gambling company in Australia in the same period (Irvine, 2013). This expenditure is likely to have been reduced significantly since the William Hill acquisition in August 2013.

In January 2014, the new Tom Waterhouse management said that the company would buy spot advertisements during NRL matches (as opposed to the previous levels of saturation), with 'no significant commitment' (Gardner, 2014).

Case Study #5, Betfair

Betfair is an Australian online betting service. It differs from other Australian online betting services as it primarily functions as an exchange, matching punters to either side of a wager, rather than managing a book of bets. It has no physical retail outlets.

Betfair was formed in 2004 and was a 50/50 joint venture between Betfair UK (The Sporting Exchange Limited) and the Australian company, Crown Limited, until Crown became the sole owner in August 2014 (Gardner, 2014).

Betfair has not been financially successful, having returned an overall loss most years. Some industry experts have suggested that Betfair will need to diversify from the exchange model and move into fixed odds to succeed in the Australian market, and this is a strategy it was commencing early in 2014.

Over the period of its operation, Betfair has generally reported increasing revenues, but overall losses, with six losses reported out of its seven completed financial years (Gardner, 2014).

Betfair's stated company vision is as follows:

> *'Betfair's aim is to become the pre-eminent wagering platform for punters across the Australasian region.*
>
> *We want to become the logical first choice for punters by providing the best value and customer service within a highly secure environment. We are committed to investing in cutting-edge technology and web design to maintain a standard that leads the wagering industry.*
>
> *We are driven by innovation and fairness and committed to working alongside governments and regulators to maintain the integrity of racing and sports (Betfair, 2014)'.*

On its website, Betfair says that it sponsors '25 thoroughbred race clubs in Victoria, South Australia and Tasmania and looks forward to making further contributions to the Australian thoroughbred industry in the future.' In addition, it 'also sponsors key sports at the elite level such as the Australian Football League, Cricket and Rugby League' (Betfair, 2014). It has been a wagering partner of the New South Wales Rugby team, the Waratahs, since 2011, in a deal which includes the display of Betfair branding in stadium and sideline LED signage at the Waratahs' home games and the incorporation of interactively integrated messages in the Waratahs' website (Australian Sponsorship News, 2013).

Betfair engaged a new creative agency, CumminsRoss, early in 2014. Betfair's marketing manager commented that they had 'set up a strong brand proposition' and were looking to 'take the brand forward and engage with new audiences' (Ricki, 2014).

Since 2010, Betfair has also published a magazine for key account customers, called *Betfair Black.* This was established to build relationships with the top 0.02% of clients who contribute more than 80% of yearly revenue (Niche, 2013).

Betfair reported total marketing expenses of $9.8 million in 2012, and $10.3 million in 2013.

Case Study #6, Tattsbet

Tattsbet is the sports and race betting business of Tatts Group Limited, a relatively stable, profitable Australian ASX listed company. It provides totaliser and fixed betting services online, and through approximately 1,400 retail outlets and clubs in the four states and territories:

- Queensland
- South Australia
- Northern Territory
- Tasmania.

Tatts Group is probably most identified with the lotteries it runs; however, it has well established sports and race betting operations, especially through its extensive retail presence within the four jurisdictions listed above.

Tatts Group's business activities include:

- lotteries
- betting services
- EGM monitoring
- technology repairs
- slot machines and gaming (UK).

Tatts Group was originally founded as Tattersall, in the late 1800s, beginning with lottery-style, race sweepstakes betting services. By the 1970s, Tattersall was running the now well-known Tattslotto draws, and expanded into the pokies business in the 1990s. It was listed on the stock exchange in 2005, and entered the sports and race betting market in 2006. It has expanded since then, through a series of acquisitions.

In addition to its fixed point retail outlets, TattsBet operates mobile betting vans at racing and sporting events in Queensland, South Australia, the Northern Territory and Tasmania. Tatts says that these mobile facilities provide customers with an additional outlet to place bets, but also act as 'an excellent marketing tool at significant racing and sporting events' (Tatts Group Limited, 2013).

Tatts Group states that its overall business strategies will include:

- *optimising the management, operation and term of* ***existing licences*** *(including extending/improving licence terms) and businesses to achieve continued* ***growth and operational efficiencies****;*

- *pursuing* ***strategic acquisitions*** *of government and privately owned gambling assets as and when they become available (Tatts Group Limited, 2013, p.36). [Emphasises placed here, not in Tatts Group report.]*

In reviewing growth opportunities in 2013, Tatts Group decided to increase resources in its online team, and to expand the marketing capability within its wagering team. It says it will be 'up-scaling' its bookmaking group. Meanwhile, some streamlining of overheads and processes will take place across the group (Tatts Group Limited, 2013, p.7).

For its wagering operations, Tatts Group sees innovation as critical to continuing success. It has been focusing on revitalising and aligning its brands in retail, online and traditional media, and has been further developing its retail wagering and online wagering platforms. Associated with this are the new touch-screen, self-service terminals which Tatts Group has been installing in its retail outlets. The mobile betting vans are also cost-effectively extending the reach of the traditional retail outlets (Tatts Group Limited, 2013, p.12).

In March 2014, TattsBet secured a deal to sponsor the Gold Coast Suns AFL team. This sponsorship also gives TattsBet the opportunity to market through the Metricon Stadium, which the Gold Coast Suns manage as sole tenants. TattsBet has installed a purpose-built mobile betting retail outlet on the stadium grounds (Australian Sponsorship News, 2014).

In June 2014, an unusually long-term deal was also announced between Racing Queensland and Tatts Group. This deal will bring an estimated $850 million to the racing industry over the next 30 years, largely through a share of fixed-price betting revenue (McGrath, 2014). There are likely to be some parallels between this arrangement and the one that TAB has with Racing Victoria. Tattsbet's also has sponsorships in South Australia, for racing and NFL.

Tatts Group reports that, in contrast to some other corporate bookmakers, it deliberately did not employ an 'aggressive [and] unprofitable' marketing campaign. It says that TattsBet is strongly positioned in the market, through its extensive fixed and mobile outlet presence, and that it will continue to market TattsBet in a 'rational and profit focused manner' (Tatts Group Limited, 2013, p.11). However, its 2013 annual report notes an increase in its wagering unit's marketing activities, along with 'an investment in brand development' (Tatts Group Limited, 2013, p.36).

A major brand overhaul was said to be planned for the Tatts Group in the second half of 2014, including a name change, consolidation of the various brands, especially the multiple lottery brands, and revitalised lottery and wagering websites (Gardner, 2014). By November 2014, the new UBET branding had been launched, replacing Tattsbet (Exelby, 2014).

Tatts Group's consolidated, whole group expenditure for 'marketing and promotions' was $37.96 million in 2012, and $45.92 million in 2013. Marketing and promotions expenditure at a divisional, or subsidiary company level was not publicly available.

![ORC International logo]

Media monitoring

As mentioned in the previous section, the six case study wagering brands had been selected on the basis of Ebiquity's yearly snapshot report for April 2013 to March 2014 (Appendix A). Media monitoring activities focused on these six wagering brands using:

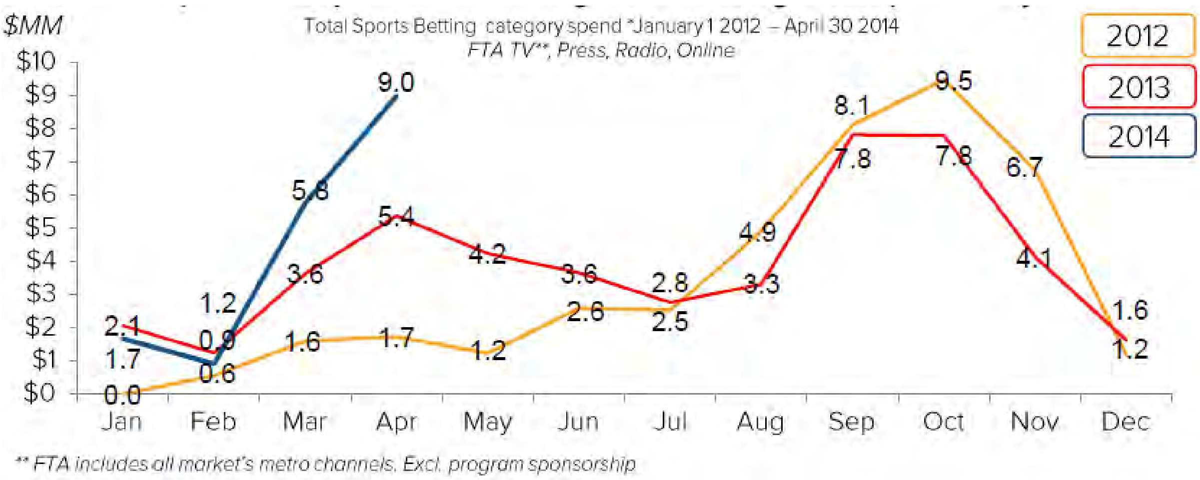
- advertising lists, containing counts of discrete creative content in advertisments, by the media through which it was first aired or printed, over a 12 month period
- advertising tracking, including details of the total weekly spend on advertising through free-to-air television, major national press titles and national radio by each wagering operator, and the four most expensive advertisement campaigns run each week by each operator, over ten weeks in September to November 2014
- social media monitoring, tracking changes in Facebook and Twitter activity, over two weeks in September to October
- content analysis, for mood and meaning in the four most expensive individual advertising campaigns from each brand.

These are discussed in the following sections.

Advertising lists

According to Ebiquity's sports betting snapshot report (reproduced in Appendix A), the total amounts spent by all wagering brands in Australia on sports and racing betting advertising through free-to-air television, press, radio and online media, are highest around April, and around September to October. This pattern has been evident in the last two to three years, as shown in Figure 7.

Figure 7: Sports and racing betting advertising spend, by all wagering brands in Australia, by month, January 2012- April 2014[6]



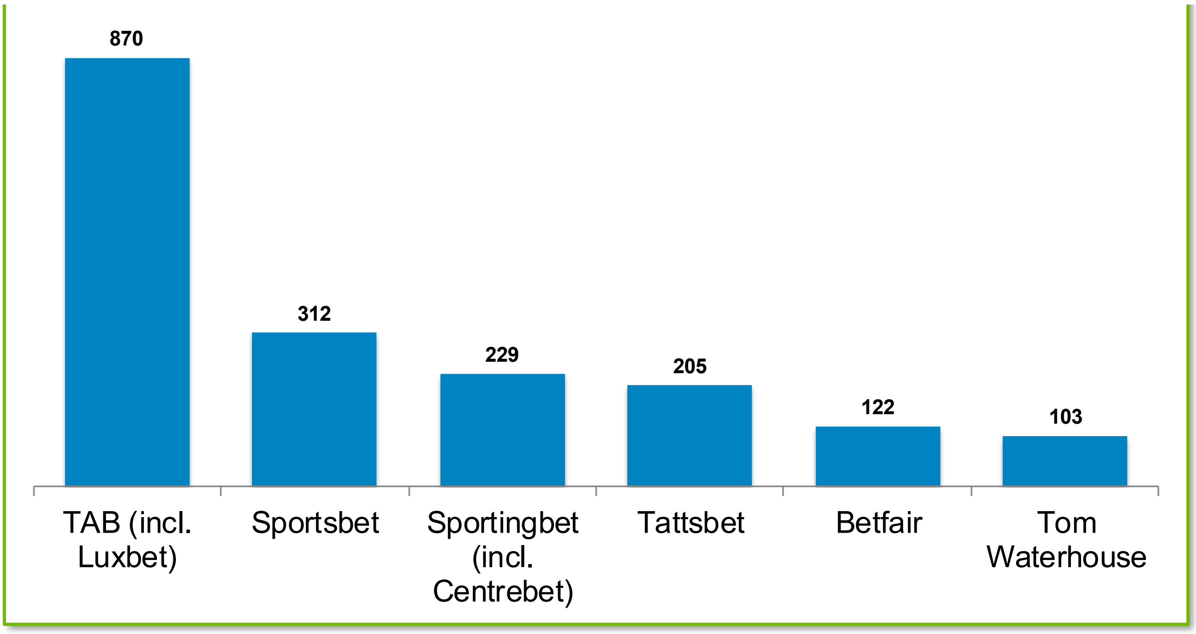
Sports betting advertising intensifies in the lead up to major sporting events, such as the AFL and NRL grand finals in late September or early October. Race betting marketing is also expected to build up during this time of year, with the Melbourne Spring Racing Carnival occurring over October and early November. In the opposite season, around March to May, some sporting seasons are coming to an end, such as the cricket and a number of overseas championships, while the AFL and NRL are starting

[6] Reproduced from Ebquity's Category Snapshot report, included in Appendix A.

up. The Sydney Autumn Racing Carnival takes place in March and April. The State of Origin also occurs in May to June.

Figure 8 shows the number of advertisements comprising discrete creative content that were run by the six online wagering operators during the 12 month period until the end of April 2014. (This does not capture the number of times each advertisement was screened, played or printed.) TAB (including Luxbet) ran the most discrete advertisements in this timeframe (870 advertisements); more than double the number of any of the other five operators.

Figure 8: Number of wagering advertisements with discrete creative content in 12 months to April 2014[7]



While many new, discrete advertisements were first run by the six wagering operators in August and October 2013 and in March 2014, the greatest amount of new creative content was introduced to the public at the beginning of the monitored period, in May 2013 (Figure 9). In May 2013, TAB alone ran 126 advertisements with new creative content.[8]

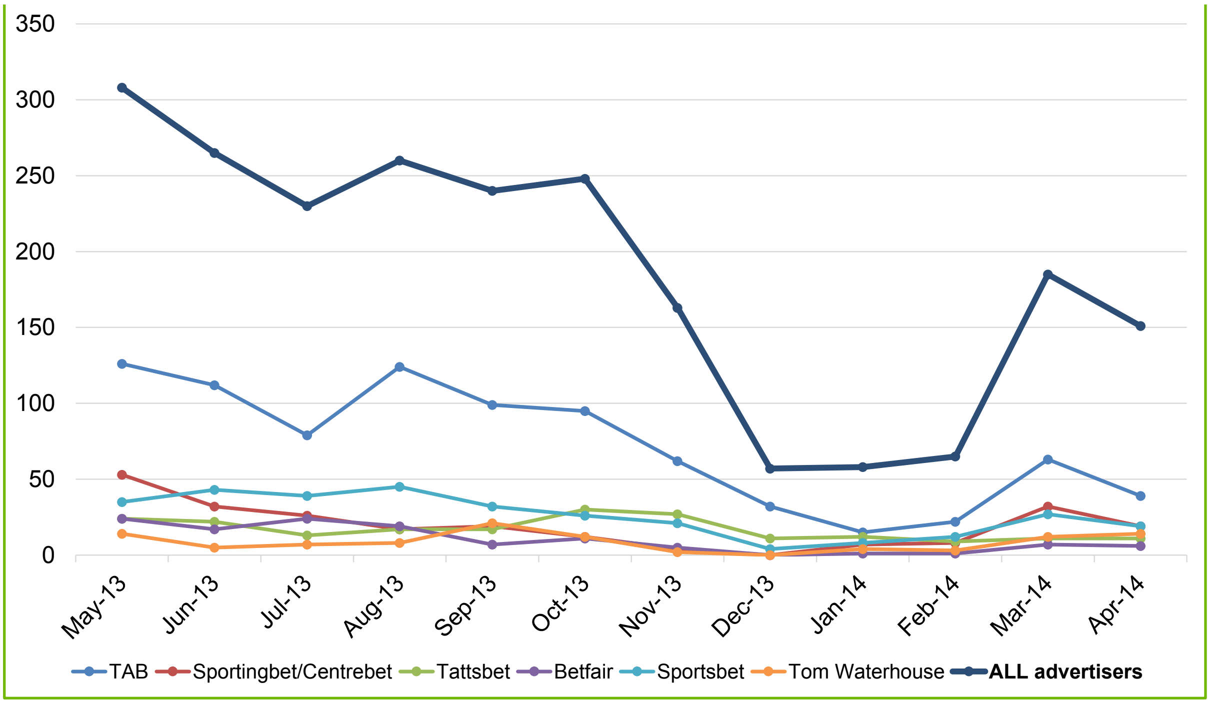
Although Sportingbet/ Centrebet did not introduce as many advertisements containing new, discrete creative content as TAB in May 2013, this was the month of the monitored period in which it ran the highest number of new, discrete advertisements. In the following months (August to September 2013) leading up to the Tom Waterhouse acquisition by Sportingbet/Centrebet owner William Hill, the production of new Sportingbet/Centrebet advertisments declined slightly. Conversely, Tom Waterhouse marginally intensified its creative advertising activity, showing many new advertisments between August and September 2013, although this declined after September. (Company ownership details are included later.)

---

7 Based on data provided by Ebiquity, on the number of sports and racing betting advertisements on television, radio, the internet, and in the press, for the 12 month period to the end of April 2014.

8 The date recorded is that of the first airing or printing, so represents the beginning of the period in which each advertisement was shown.

Figure 9: Number of discrete advertisements by month first shown, top six wagering brands and all wagering advertisers, 12 months to April 2104[9]



Television was the most common medium for which advertisements were created, as shown in Figure 10, with press advertisement designs also common, particularly for the two providers which have a physical, as well as online, presence: TAB and Tattsbet.

Television advertisements were frequently first screened on subscription television, rather than free-to-air television, as shown in Figure 11. Tabcorp's ownership of both TAB and Sky Racing pay television may have contributed to TAB's preference for first screenings through subscription television.

Tattsbet, however, was the exception to the trend for television advertising. It concentrated its creative advertisement efforts in print media, with some advertisements also produced for radio broadcasting. As shown in Figure 12, Tattsbet advertisements were frequently first featured in Brisbane's *Courier Mail* or Adelaide's *Advertiser*. Queensland and South Australia are the largest states in which its physical retail outlets are located.

Other media sources particularly favoured for initial advertising runs were Channel One, in Sydney, through which many Betfair advertisements were screened, and Channel Nine, in Brisbane (QTQ9), which aired many of Tom Waterhouse's advertisements.

TAB placed advertisements in a wide range of sources; however, the majority that were not initially aired on subscription television were first placed in one of the Sydney or Melbourne newspapers, *Daily Telegraph* or *Herald Sun*. These two cities represent both the largest Australian population centres and the major cities within the geographical region covered by TAB's wagering licensing for physical retail outlet operations. (Further information on Tattsbet and TAB's wagering licences can found in the Company Case Studies report in the Addendum).

[9] 'ALL advertisers' includes the six wagering operators shown separately, and: ACTTAB, Bet365, Betezy, Betstar, Ladbrokes, Palmer Bet, Player TAB, TAB (SA), TAB (WA)/The West Australian, TABozbet, The Tote, TopBetta, TopSport, Unibet, Way2Bet.com.au.

Figure 10:– Number of discrete advertisements by media, for top six wagering brands, 12 months to April 2014

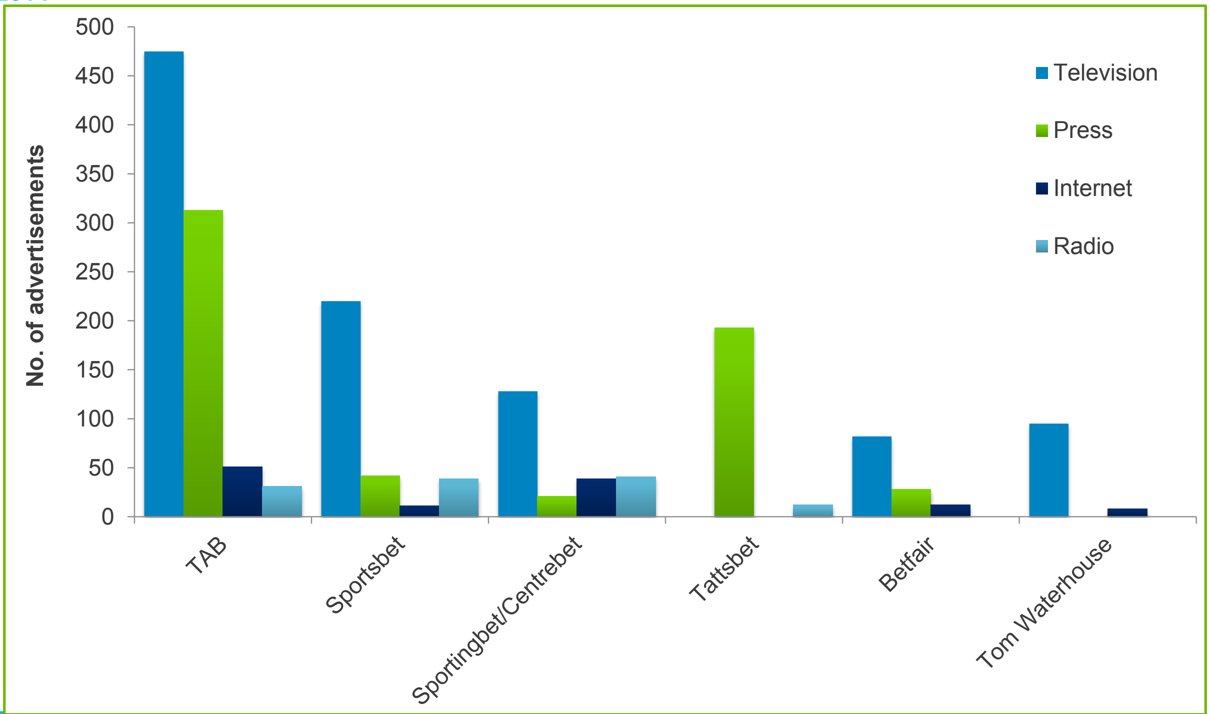


Figure 11: Number of discrete advertisements first screened on subscription versus free-to-air television, for top six wagering brands, 12 months to April 2014

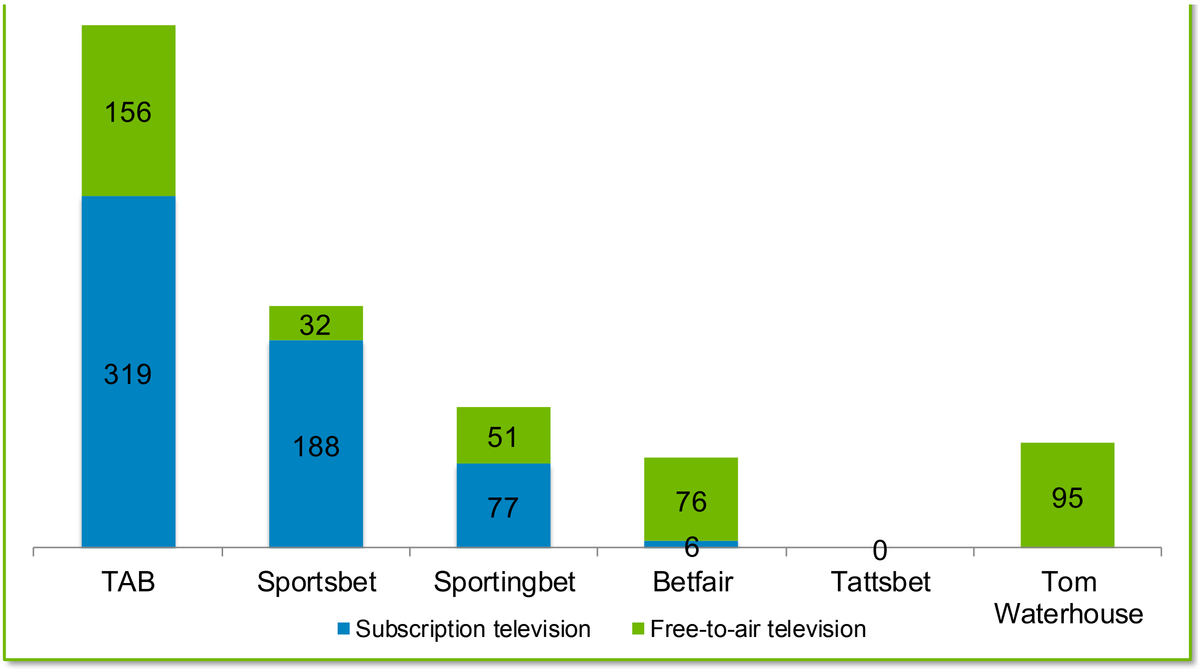
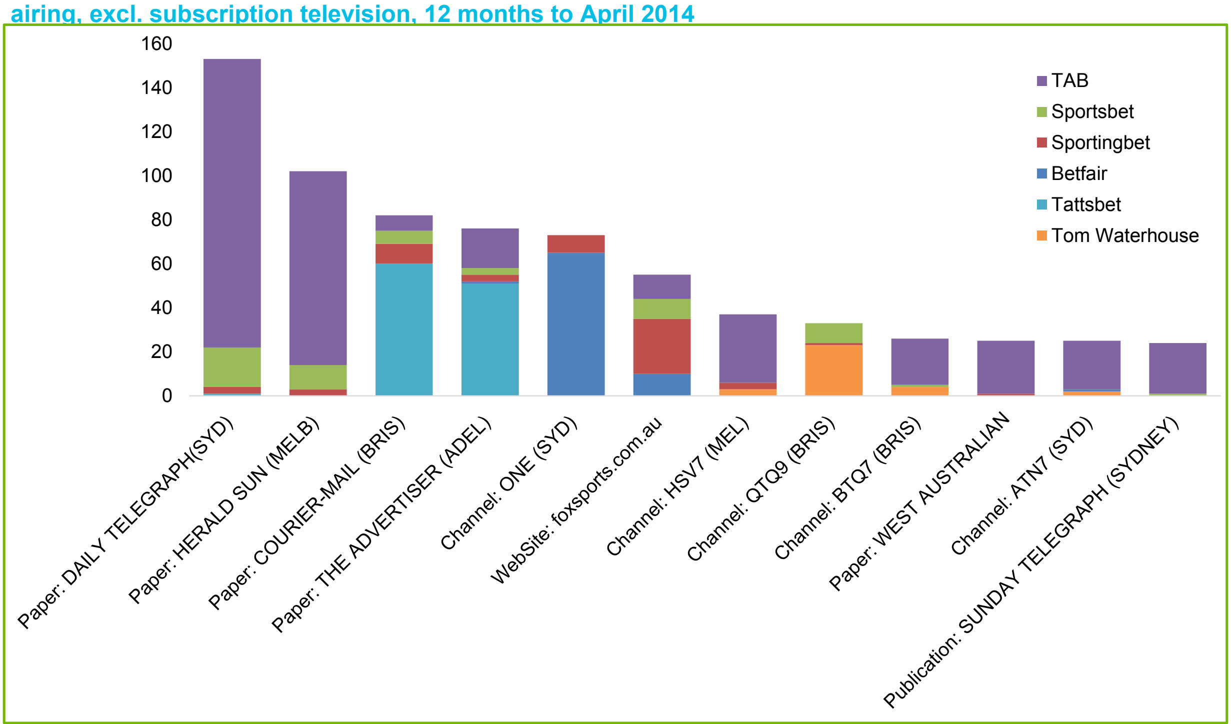


Figure 12: Number of discrete advertisements for top six wagering brands, by source of first print or airing, excl. subscription television, 12 months to April 2014



Advertising tracking

The ten week period encompassing the AFL and NRL grand finals and the Melbourne Spring Racing Carnival season, from 30 August to 7 November 2014, was selected for the tracking of advertisements for the six wagering brands. This is a peak wagering advertising period, as previously shown in Figure 7. Advertising tracking covered free-to-air television advertising, major national press titles and national radio activity from the each of the six, and counted events (the number of times each creative content was aired or printed). (The weekly tracking reports produced by Ebiquity, can be viewed in Appendix B).

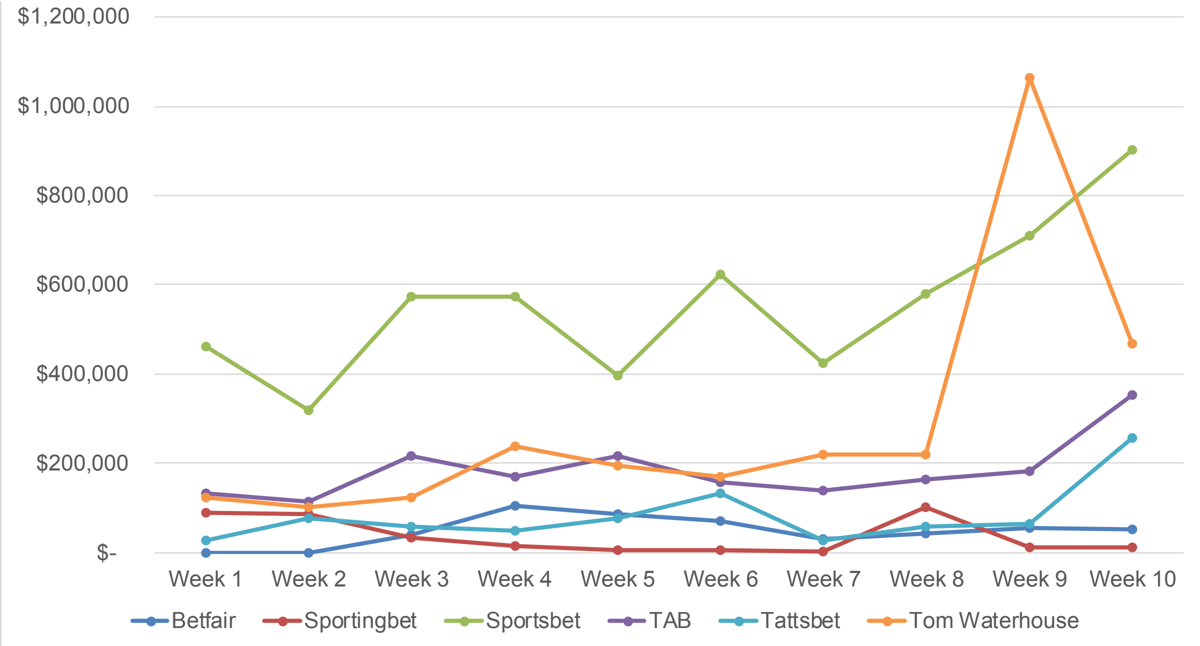
Over the ten week period, the six brands spent a combined total of $12 million, running approximately 13,000 television, newspaper and radio advertisement events.

Weekly advertising expenditure by each wagering brand is shown in Figure 13. Sportsbet spent the most over the period, at over $5.5 million, followed by Tom Waterhouse, at $2.9 million.

Tom Waterhouse also spent the most in any single week, with over $1 million worth of advertising during week 9, from 25 to 31 October. Its four most expensive advertisements in week 9 were television advertisements which all related to the Melbourne Spring Racing Carnival: the Melbourne Cup, the Victoria Derby and the Cox Plate. The advertisements ran with the line, 'the 25 million bet that stops a nation,' referencing the Melbourne Cup catch-phrase, 'the race that stops the nation.' 'Free bets' were advertised for the Victoria Derby and Cox Plate. The advertisements comprised fast-paced scenes of horses galloping and excited crowds cheering, interspersed with close-up images of tablet computer touchscreens and smartphones being used to access the Tom Waterhouse betting site or watch horse races. While some women featured in the crowd scenes, the touchscreen devices were shown being used by clean-cut men.

The single most expensive advertisement run during the tracking period was one of the Tom Waterhouse Melbourne Cup television advertisements from week 9, described above. It cost $461,000 and was screened 347 times.

Figure 13: Weekly television, print and radio advertising spend by the top six wagering brands, 30 August – 7 November 2014

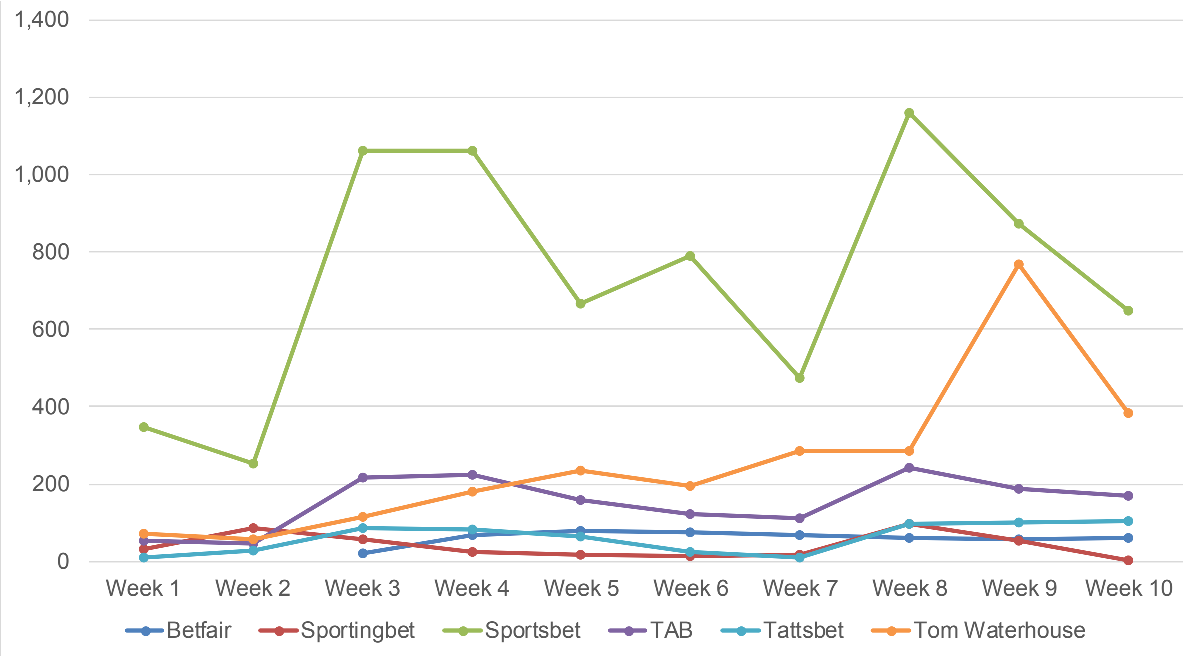


The number of advertisement events shown over the ten weeks is shown in Figure 14. (This includes counts of multiple airings or reprints of the same creative content.) Sportsbet ran the most advertisements in this time, more than double any of the other five providers, with 7,340 in total. Tom Waterhouse ran the next highest number, with 2,575 in total.

In weeks 3 and 4, from 13 to 26 September, Sportsbet's most expensive advertisements focused on the NRL and AFL finals. They were mainly television advertisements, although a radio advertisement for an AFL grand final special was the fourth most expensive advertising investment for Sportsbet in week 4. In week 8, Sportsbet's most expensive advertisements focused on the racing carnival and print and radio advertisements comprised the second to fourth most expensive in that week, while the most expensive advertisement was made for television and was shown 327 times.

Sportsbet television advertisements were mostly variations within the same setting: a few casually dressed men at a social gathering at someone's house, all placing bets on their smartphones, experiencing camaraderie and celebrating wins, with a male, 'ocker' voiceover spruiking 'specials' for 'cash back' or 'money back.' In the earlier weeks particularly, a new Sportbet app was promoted.

Figure 14: Number of television, print and radio advertisements by top six wagering brands, by week, 30 August – 7 November 2014



Advertisements generally centred on the AFL and NRL during the earlier weeks, and racing during the later weeks of the tracking period, with some variations in the level of investment by each betting provider in each week. A reoccurring theme in television advertising was the integration of mobile device sports and race betting into the social (and even, sometimes, working) lives of men, often with 'free bets' or 'money back' offered as 'special' enticements. In contrast, most print and radio advertisements simply contained details of the betting deal, for example, 'first four races, money back up to $100 if your horse runs 2nd or 3rd' (Sportsbet, week 8), or 'free TAB $5 quaddie bet in Saturday's Herald Sun' (TAB, week 9). Tattsbet was an exception, running print advertisements about a 'fat lady singing' for the football finals, with a picture of a buxom Viking woman, and about 'punting season' for the races, picturing a 'straight-laced' man and woman dressed in old-fashion tweed clothing.

Social media monitoring

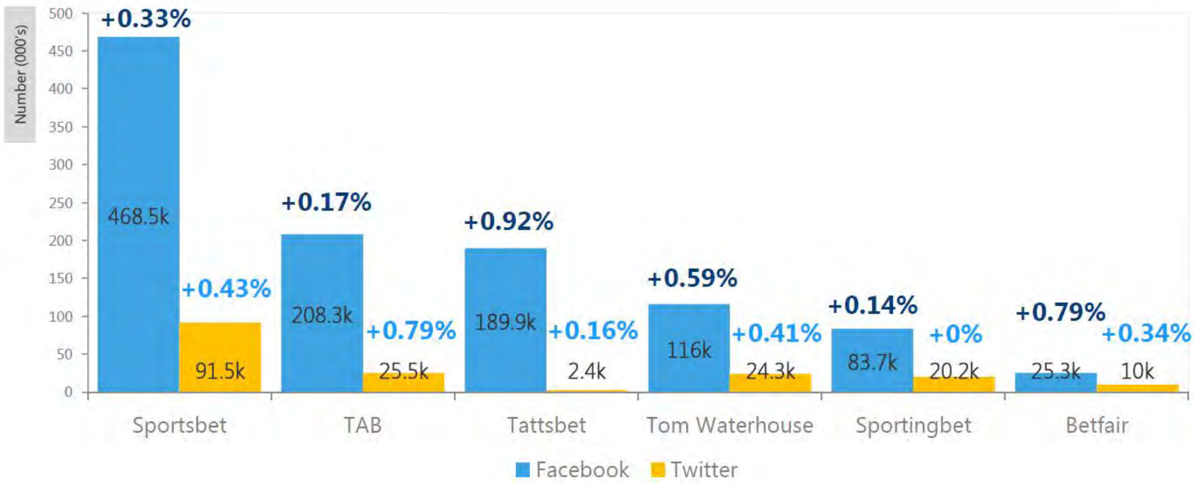
Social media monitoring was conducted by Ebiquity from 22 September to 3 October 2014. During this time, Facebook and Twitter activity was recorded, for the six wagering brands, in terms of the daily numbers of:

- Facebook:
  - *likes*
  - people talking about the brand
- Twitter:
  - *followers*
  - photos and videos
  - tweets.

The full social media monitoring report can be read in Appendix C.

Of the six brands, Sportsbet had the greatest number of both Facebook *likes* and Twitter *followers* in early October 2014 (469,000 and 92,000 respectively), as shown in Figure 15.

Figure 15: Facebook and Twitter activity, 3 Oct 2014, including growth from 22 Sept to 3 Oct 2014[10]



Over the two weeks monitored, all brands experienced increases in Facebook *likes* and Twitter *followers*, with the exception of Sportingbet, which gained no new Twitter *followers*. Tattsbet recorded the highest percentage growth in Facebook *likes* (+0.79%), while TAB recorded the highest percentage growth in Twitter *followers*.

The numbers of discussion posts and tweets were generally constant, to slightly increasing, during the monitored period. As expected for the time of year, discussion content was mainly generated around the AFL and NRL, with a few early mentions of the upcoming big racing events (in Betfair and Sportingbet social media), and an occasional reference to other codes (for example, football's EPL and major league basketball, in TAB tweets). Comments mentioned teams, upcoming games, particular players, or recent in-game incidences and were congratulatory, humorous, or contained brief information snippets on, for instance, which teams were playing next. TAB posts included a winning ticket payout amount from an AFL grand final and a couple of competitions with TAB vouchers and NRL licence plates as prizes. Tom Waterhouse ran a series of posts inviting users to vote on 'Tom Waterhouse's NRL Player of the Year,' and 'Tom Waterhouse's AFL Player of the Year.'

No consistent patterns were apparent in activity by day of the week (only Monday to Friday was monitored). For some brands, activity was fairly steady by day, for both weeks, while others showed slight increases as the week progressed. For some brands, there were differences between the first and second weeks in how frequently the brand was talked about in. Despite some variances between brands and times of higher activity, all brands maintained continual active engagement with a pool of customers (or potential customers) through the social media.

Content analysis

This element of the environmental scan involved systematic analysis of the content of a range of paid advertisements in the sports and race betting marketing category. The four advertisements on which each of the six brands had spent the most between 1 April 2013 and 31 March 2014 were selected for this analysis. As mentioned previously, these were identified in Ebiquity's yearly snapshot report

---

[10] Reproduced from Ebquity's social media monitoring report, included in full in Appendix C.

(Appendix A). Three of these advertisements were also included in the qualitative research focus groups, discussed in Chapter 4.

Further details on the content analysis, including a summary table outlining the main features of the 24 advertisements, followed by a separate discussion on each advertisement, can be found in Appendix D.

The advertisements included in the content analysis were made for television, apart from Tattsbet's, which were all radio and print advertisements, and one Betfair print, banner advertisement. The radio and print advertisements were all of a simple, informative style.

The mood and meaning in the television advertisements varied, as shown in Table 3, but a fast-paced, immediate, upbeat, exciting atmosphere was frequently conveyed. Humour was also often incorporated, although the four Tom Waterhouse advertisements retained a more serious air.

Table 3: Mood and meaning in advertisements

	Betfair
Ad 1	Humorous, upbeat, party atmosphere at the races
Ad 2	Opulence, glamour, quirkiness, surprise; with an undertone of knowing irony
Ad 3	Power, glamour, quirkiness, knowing irony
Ad 4	Simple
	Sportingbet
Ad 1	Light-hearted, humorous, naturalistic
Ads 2 & 3	Factual, fast-paced, informative (2 advertisements)
Ad 4	Simple, succinct
	Sportsbet
Ads 1 & 2	Humorous, upbeat (2 advertisements)
Ads 3 & 4	Fast-paced, informative (2 advertisements)
	TAB
Ad 1	Upbeat, informative, fast-paced, short
Ads 2 & 3	Humorous, 'feel good', fun, convivial (2 advertisements)
Ad 4	Factual, call to action
	Tattsbet
Ad 1	Simple, straightforward
Ad 2	Bold and simple
Ad 3	Informative, 'educational'
Ad 4	Simple, fast-paced

	Tom Waterhouse
Ad 1	Excitement, immediacy, direct, race coverage
Ad 2	Immediacy, direct, sporting coverage
Ad 3	Excitement, direct, immediacy, sporting coverage
Ad 4	Immediacy, direct, serious

Many of the advertisements were product-focused, as shown in Table 4. Some focused on the humour or feelings inherent in the situation, such as sociability or immediacy.

Table 4: Focus of advertisements

	Betfair
Ad 1	Product-focused, humour, excitement, party atmosphere
Ad 2	Glamour, power, sophistication, humour
Ad 3	Product-focused. Get the best odds with Betfair Best of Five
Ad 4	Straightforward
	Sportingbet
Ad 1	Celebrity, comedy
Ads 2 & 3	Company/product focused
Ad 4	Product-focused (2 advertisements)
	Sportsbet
Ads 1-4	Product-focused (4 advertisements)
	TAB
Ad 1	Specific product/ specific event-focused
Ads 2 & 3	Humour, friendship, sociability (2 advertisements)
Ad 4	Product focused
	Tattsbet
Ad 1	Simple, light-hearted, product-focused
Ad 2	Bold, factual
Ad 3	Informative
Ad 4	Focusing on the new technology ways to bet – online and with a smartphone app.

	Tom Waterhouse
Ad 1	Excitement, focus on the horse race itself rather than betting
Ad 2	Excitement, immediacy
Ad 3	Immediacy
Ad 4	Product-focused, serious, minimalist

Table 5 lists the advertisements' messages. Messages often revolved around monetary value, and sometimes associated their betting services with power or exclusivity. Some messages implied that relationships were created through the process of betting, whether it be with mates, sports people, teams, racing or, in the case of the Tom Waterhouse advertisements, with the personified betting provider entity itself.

Table 5: Messages in advertisements

	Betfair
Ad 1	Bet with Betfair and make the difference between 'winning and WINNING' i.e. the same bet will pay out more with us
Ad 2	Bet with Betfair and you have power and success at your fingertips
Ad 3	Value and 'power to the punter'
Ad 4	Bet with Betfair and get better value for money than with competitors
	Sportingbet
Ad 1	'There's no better bet than a Sportingbet'. You can bet on anything. We're linked with Australian celebrities, we're an 'Aussie' brand
Ads 2 & 3	There's no better bet – bet with us on the horses and you will get a better payout than with our competitors (2 advertisements)
Ad 4	Get value for money by betting through us. Join now
	Sportsbet
Ads 1 & 2	'Win more' with Sportsbet (2 advertisements)
Ads 3 & 4	Use this gambling product, you can't lose (2 advertisements)
	TAB
Ad 1	'Only with the TAB' – this product is only available with us
Ads 2 & 3	Bet with TAB and you will have a win to remember, which will bond you with your mates (2 advertisements)
Ad 4	Get behind your team and win more money with TAB

	Tattsbet
Ad 1	Focus on entertainment and luck
Ad 2	Product-focused
Ad 3	Info-mercial
Ad 4	Focused on betting channels
	Tom Waterhouse
Ad 1	Tom Waterhouse brings horse racing coverage, entertainment and excitement to you
Ad 2	Tom Waterhouse brings all forms of betting to you
Ad 3	Tom Waterhouse listens to punters and knows what they want
Ad 4	Mixture of 'old school' and modern technology. Tom Waterhouse gives you more for your money

Table 6 summarises target audiences for the analysed advertisements. Bettors, and people who enjoy sports or racing appeared to be the main targets. Advertisements were usually aimed at males, often young adult males; however, a couple of Tattsbet's advertisements 'taught' the novice or female bettor how to place a bet on the races.

Table 6: Target audience of advertisements

	Betfair
Ad 1	Young adult male racing bettors
Ad 2	Young adult males
Ads 3 & 4	Racing bettors (2 advertisements)
	Sportingbet
Ad 1	Wider target audience than young adult males, given Shane Warne's popularity with the Australian public
Ads 2-4	Racing bettors (3 advertisements)
	Sportsbet
Ads 1 & 2	Young adult males, racing bettors (2 advertisements)
Ads 3 & 4	Males, AFL bettors (2 advertisements)
	TAB
Ad 1	Australian Open bettors
Ads 2 & 3	Young adult males (2 advertisements)
Ad 4	Serious sports fans/bettors

	Tattsbet
Ad 4	All punters
Ad 2	Experienced punters
Ad 3	Novice bettors, females
Ad 1	Racing bettors, appealing particularly to females
	Tom Waterhouse
Ad 1	Men and women – people who enjoy the races
Ads 2 & 3	All potential punters on sports or races (2 advertisements)
Ad 4	More experienced racing punters

Responsible gambling messages were absent from two of the 24 advertisements and were usually difficult to read, where present. About nine advertisements contained contact details of a gambling help service.[11] Factors contributing to message legibility issues included:

- lack of contrast between message font and advertisement background
- small font size
- short duration of message display
- the message being lost in amongst other details, such as product terms and conditions.

Observation of sporting/racing events

A series of observations of betting advertising during certain sporting and racing events were conducted for the environmental scan, to complement the media monitoring and case studies. These observations took place from March to December 2014 and covered a range of sporting codes:

- AFL
- NRL
- Rugby Union
- Soccer
- Cricket.

Greyhound and horse races were also included in the observations.

The full observation records are included in Appendix E.

Due to the different styles and levels of spectator exposure to advertising, depending on whether the event was viewed as a recording or attended in person, observations of televised and live sporting events are discussed separately in the following sections.

Televised sporting events

Observations of televised sporting events occurred between 14 March and 9 December 2014. Ten events were observed, including the pilot AFL game. Table 7 lists the events.

[11] This is approximate, as it was difficult to determine in some advertisements.

Table 7: Televised sporting events observed

	Free to Air	Subscription TV	Event details
PILOT	AFL		Collingwood vs. Freemantle, 14/3/14
1	AFL		GWS vs. Geelong 6:30. 19/07/2014
2		AFL	North Melbourne vs. Western Bulldogs 14/08/2014
3	AFL		Hawthorn vs. Geelong 23/08/2014
4	NRL		Roosters vs. Manly Sea Eagles, 28/3/14
5		NRL	Panthers vs. Bulldogs, 21/3/14
6		A footy show	'On the Couch' – Fox Footy HD – 21/7/14
7	Cricket		Australia vs. India. Test cricket. Adelaide oval. 9/12/14
8		Racing	Sky Racing 1 Raceday 24/7/14, 12pm. 6 horse races.
9		Racing	Dog race – Sky Racing 2 Raceday 24/7/14

During each event, the brand and type of betting advertising was recorded, along with the length of time it was visible on the screen.

Betting advertising was most prevalent in events televised via subscription channels. This was particularly so for racing events, due to the integrated scrolling banners and tables and boxes that were continually present as races were run. These generally displayed odds for the race currently shown, as well as for other races.

It was noticeable that televised horse and greyhound racing coverage particularly leveraged the television medium to amplify a sense of excitement and urgency. This was done in a number of ways:

- Seamless integration of races, with the odds of upcoming and completed races concurrently on display both before and after each race. In addition, the odds were shown throughout coverage of all events using a scrolling banner at the bottom of the screen.
- The displayed odds were constantly changing, as they were updated and rotated between providers.
- There was a timer counting down the time to the next race in both minutes and seconds.
- Exposure to marketing was enhanced by replays, and because the grounds could be seen before and after races via a small screen that sat above and beside tables containing information on the odds. The grounds had fixed advertising and staff wore singlets covered with betting company branding (for example, TAB's, in race grounds located in Victoria or New South Wales).

The percentage of time that each type of betting advertising was observed during the total time viewed for each code is shown in Figure 16, for free-to-air, and Figure 17, for subscription television. These graphs include all wagering brands, not just the six selected for attention in the environmental scan. The difference in scales between the free and paid television services is notable, where the highest percentage of advertising type in free-to-air events was for fixed advertising signage during cricket, some of which was visible 8% of the time (over 14 minutes of the 180 minutes watched), compared to the integrated advertising in horse racing on subscription television, which was present 84% of the time (almost 18 out of 21 minutes).

Figure 16: Types of betting advertising visible, as a percentage of total event viewing time, by code, in free-to-air television (any brand)

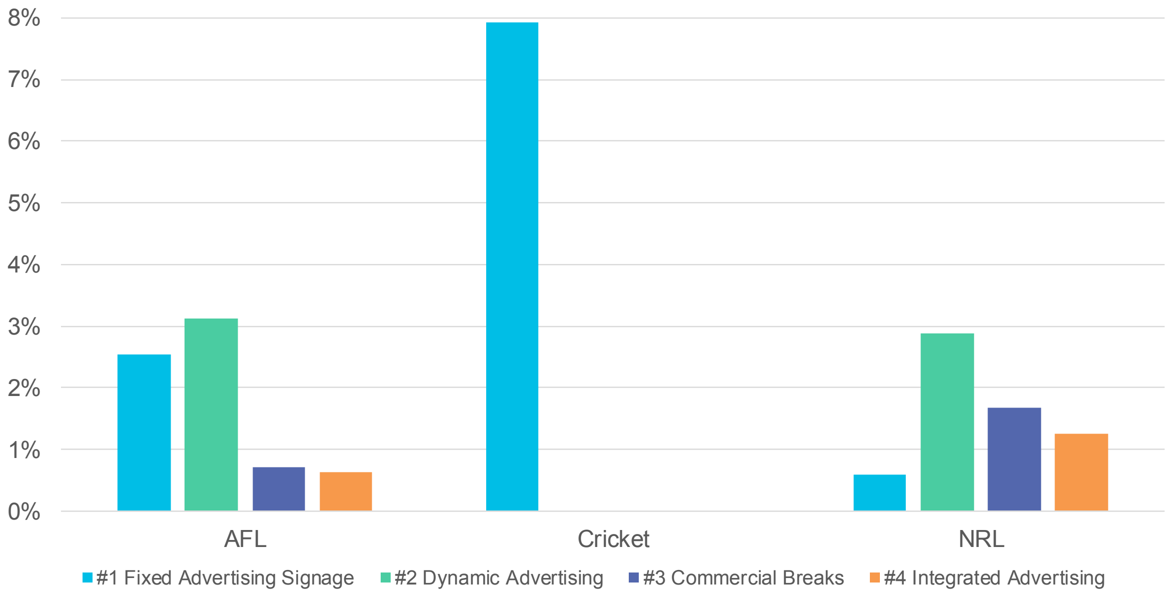


Figure 17: Types of betting advertising visible, as a percentage of total event viewing time, by code, in subscription television (any brand)

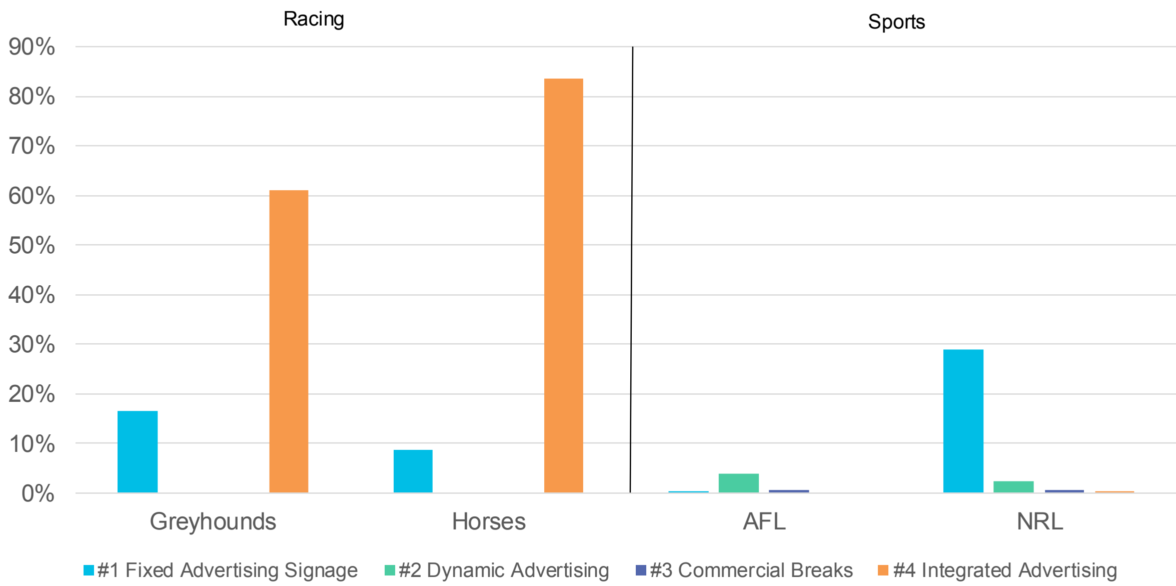
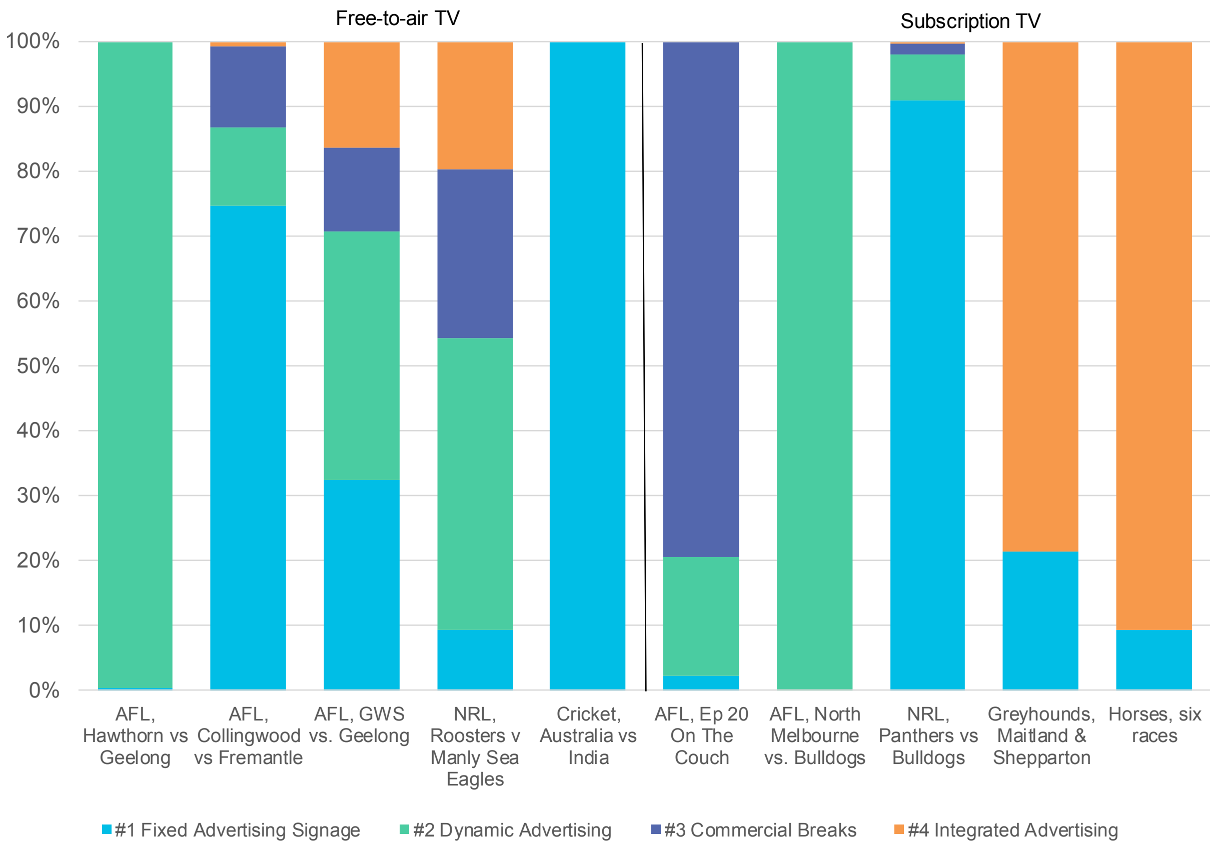


Figure 18 shows the proportional mix of the types of betting advertising observed in each of the televised events, regardless of the overall duration of their visibility during the events or the betting provider brand. While integrated advertising was more common than other types at racing events, the predominant type varied between individual sporting events: fixed advertising dominated the wagering advertising at one AFL (free television), an NRL (paid television), and a cricket match (free television); dynamic advertising was the most visible type for two of the AFL games (one on free, and one on paid television); and wagering advertising during commercial breaks was proportionally highest during the 'On the Couch' footy show (subscription television).

Figure 18: Types of advertising as a proportion of total wagering advertising for each event, by length of time visible (any brand)



Of the six brands selected for attention in the environmental scan, Tatts advertising was very visible during the observed televised horse racing (45% of horse racing time seen), as a major contributor of the integrated advertising. Sportingbet advertisements were especially displayed at NRL (14% of NRL time watched), while sister brand Centrebet's advertisements were most visible at the observed greyhound races (9% of greyhound racing time watched). Figure 19 shows the percentage of time that each brand was visible during the total time observed for each code.

Figure 20 shows the proportions of advertising types that each brand had on television during the total viewing time of all observed events, regardless of the overall amount of time the brand was visible during the observations. Betfair, Centrebet and Sportingbet all favoured fixed advertising signage for the observed televised events, while Sportingbet and Sportsbet were the only two of the selected brands which bought any dynamic advertising for these events.

TAB advertising during the observed events was mostly either commercial break or integrated advertising, with most of its exposure during greyhound and horse racing (4% and 3% of greyhound and horse racing time respectively). However, it did advertise in some form during all observed codes, apart from cricket.

Tom Waterhouse advertisements were only minimally seen during NRL (0.2% of NRL time) and AFL games (0.07% of AFL time), and only in commercial breaks.

Figure 19: Percentage of time of observed events that brand advertising was visible, by code, for select brands[12]

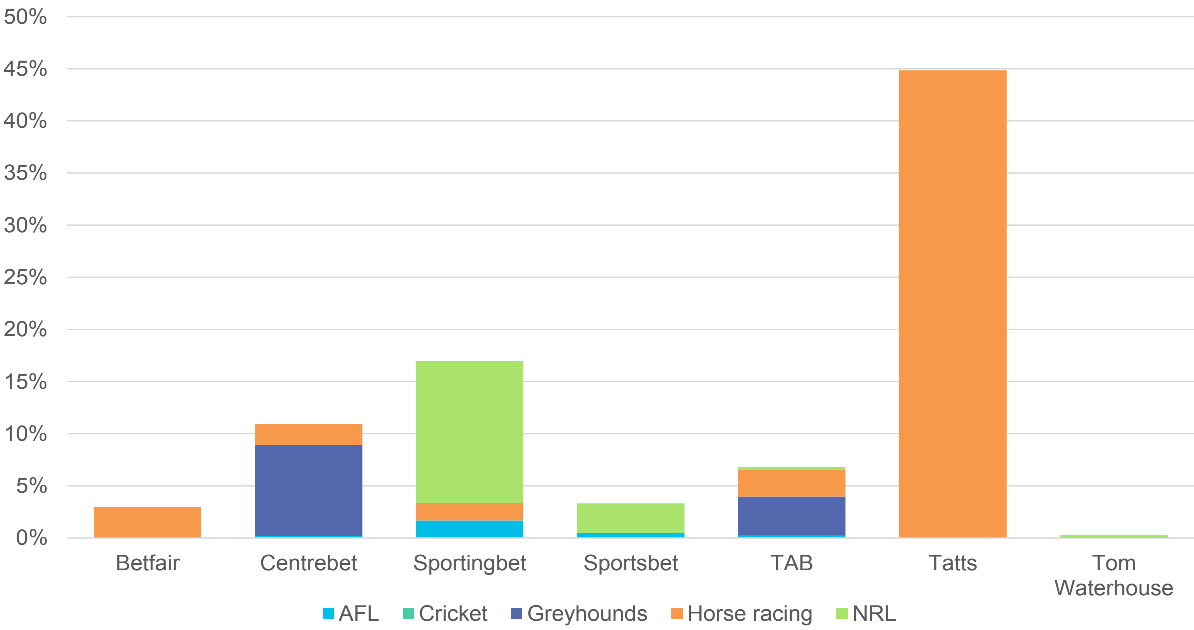
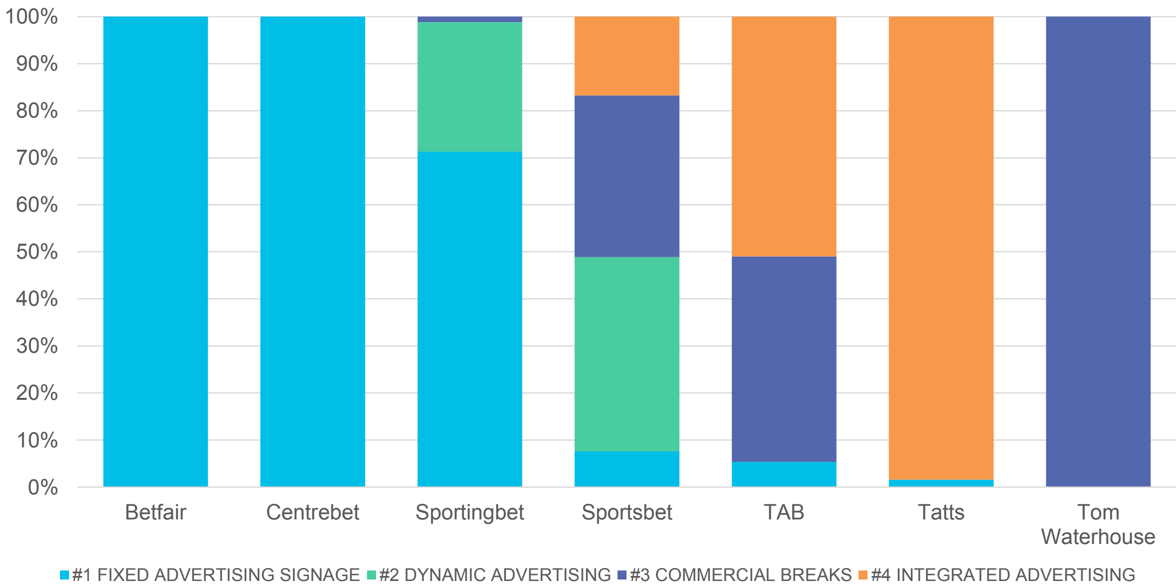


Figure 20: Proportions of types of advertising observed from each brand, for select brands



[12] Centrebet is included with the six other brands, as it shares a common owner with Sportingbet and Tom Waterhouse.

Figure 22 shows the range of wagering advertising brands and other types of gambling marketing that were seen across the observed televised events. Some events contained a variety of brands and gambling associated messages. In some events, one advertiser dominated, including:

- Bet365, at the cricket match and GWS vs Geelong AFL game
- Sportsbet, during the 'On the Couch' episode and Rooster vs Manly Sea Eagles game
- Sportingbet at the Panthers vs Bulldogs NRL game.[13]

When the integrated advertising during racing was not Tatts', it was frequently unbranded marketing of the odds available to bettors.

One aspect of advertising that was particular to the observed cricket match related specifically to the recent tragic death of Phillip Hughes in a cricketing accident. Memorials and tributes had been set up in his honour. One of these involved bats and caps lined up (Figure 21). The camera repeatedly returned to this memorial during the match broadcast, frequently zooming in for close-ups, during which surrounding advertising for Bet365 (and Commonwealth Bank) could clearly be seen, perhaps granting the advertisers more coverage than they might otherwise have had.

Figure 21: Photo of memorial to Phillip Hughes at observed cricket match, as shown on television

Lesser amounts of wagering advertising were observed during the broadcast of the Hawthorn vs Geelong AFL match, where there was only fixed advertising comprising the Crown Casino logo on a billboard, and perimeter fence dynamic advertising for Bet365 and Sportingbet. A greater range of (non-betting) advertising was observed during this match, compared to others observed, and included brands such as: Iinet, Maxwell Williams, Carlton Draught, TAC, Chemistwarehouse, Coca Cola, Discover Tasmania, *Herald Sun*, Toyota, Triple M, Fujitsu, Russell Hobbs, Polaris, Remington, tyresales.com.au, carsales.com.au, Casa Domani, and Coles Home Insurance. Although *Herald Sun*, car, insurance and drink brands are regularly advertised at sporting events, brands such as Remington and Russell Hobbs are less usual. This was a very popular game, as one of the later rounds of the season, between famous rivals and premiership contenders, and it is likely that there was increased

[13] It was Sportingbet, not Centrebet, advertising at this game.

competition for advertising space at this match. A specific fast-moving consumer goods segment and a female audience appear to have been more actively targeted at this game than was generally the case.

Responsible gambling messages were not commonly seen during the event observations; however, where they were observed, the advertisement was usually a commercial break type. These counter gambling messages were occasionally attached to integrated advertisements, and to one example of fixed advertising signage (for Bet365, at the cricket, on a perimeter fence).

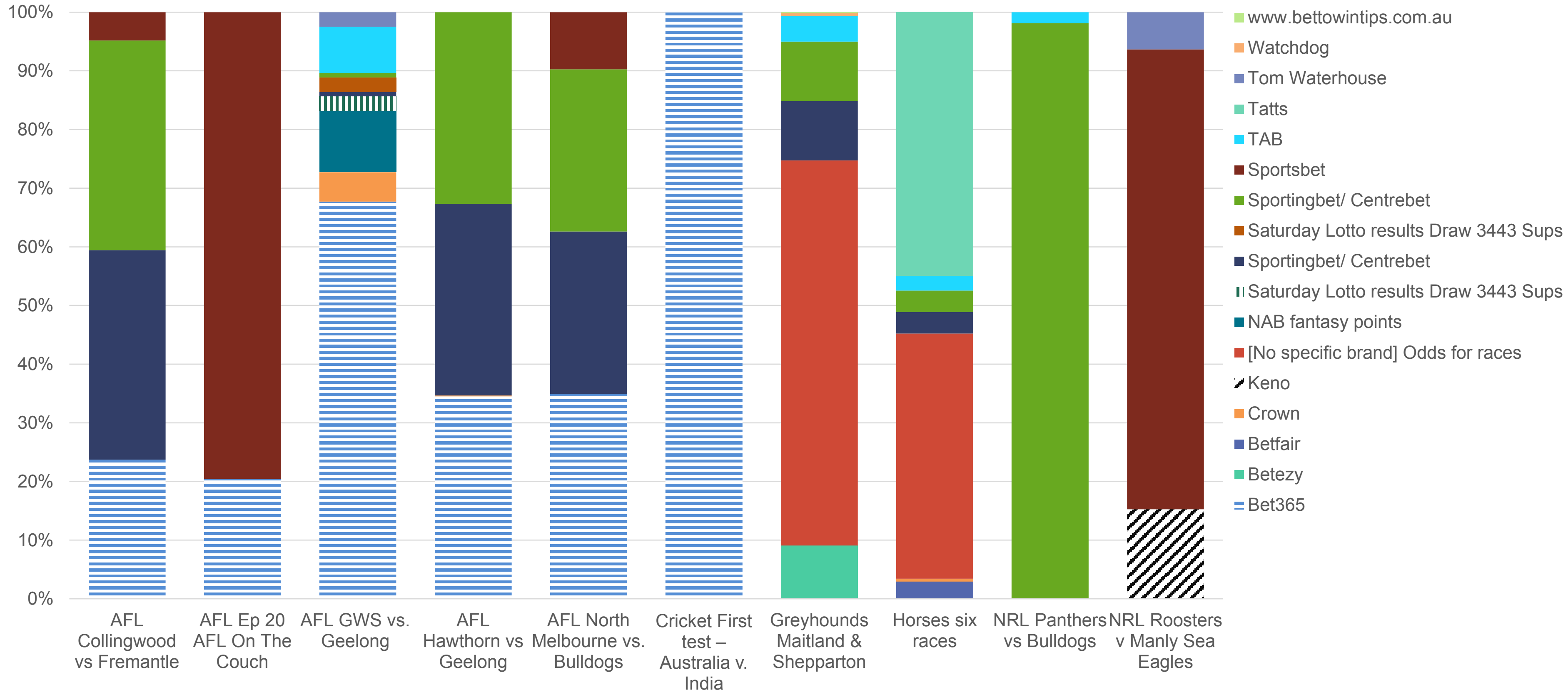
No responsible gambling messages were seen while watching three of the ten observed events, including:

- North Melbourne vs Bulldogs, AFL
- Hawthorn vs Geelong, AFL
- the greyhound races.

As found from the *Content analysis* responsible gambling messages, where they were present, were often small, obscured, or otherwise difficult to read.

No counter gambling, public health messages were observed during the televised events.

Figure 22: Wagering brands advertised at each event, as proportion of total wagering advertising at event



Live sporting events

Live sporting events were observed between 16 March and 27 November 2014. Six events were observed, each for a different code (Table 8).

Table 8: Live sporting events observed

	Code	Season	Event details
1	AFL	14 March – 27 September	Sydney Swans vs Hawthorn, 9/5/14, ANZ Stadium
2	NRL	6 March - 5 October	Melbourne Storm vs. Canberra Raiders, 19/7/14, AAMI stadium
3	Rugby Union	Early February – May (Super 15)	Waratahs vs Bulls, 19/4/14, Allianz Stadium Sydney
4	Soccer	August to March	Melbourne Victory vs. Melbourne City, 25/10/2014, Etihad stadium
5	Greyhound Racing		Dog racing, 27/11/14, Sandown race course, Melbourne
6	Horse Racing	Melbourne Cup	Horse racing, 4/11/14, Flemington Racecourse, Melbourne

Because the spectator's focus was not directed in the way it was during televised events (where it is necessarily more limited to what is displayed on the screen at any giving time), and because moments in time could not be paused or replayed, it was not possible to capture the total length of exposure to all wagering advertising at each live event observed. Instead, the wagering advertising at the live events is described below, in terms of the types which were present and the overall impression that the wagering advertising gave.

Each event's observation record, including photographs, is included in Appendix E.

Table 9 summarises the wagering advertising types and brands observed at the live events.

TAB was the most notable wagering brand across the observed events, present and dominant at four of the six events (including rugby union, soccer, and greyhound and horse racing), with outlets at these event venues. Bet365, another wagering provider, was seen at the AFL and NRL games. Crown (casino operator) and Keno (lotteries) represented the only other gambling-related brands seen, and were advertised at the observed NRL and horse racing events.

Table 9: Wagering advertising at live events

Event	Wagering advertising type and brand
Sydney Swans vs Hawthorn, AFL	#1 FIXED ADVERTISING SIGNAGE Bet365
Melbourne Storm vs. Canberra Raiders, NRL	#1 FIXED ADVERTISING SIGNAGE Crown Resorts #2 DYNAMIC ADVERTISING Bet365 Keno Crown Resorts #5 TEAM SPONSORSHIP Crown
Waratahs vs Bulls, Rugby Union	#1 FIXED ADVERTISING SIGNAGE TAB (TAB outlet on site) #2 DYNAMIC ADVERTISING Screens with details of horse racing events which game goers could place bets on at the TAB outlet
Melbourne Victory vs. Melbourne City, Soccer	#1 FIXED ADVERTISING SIGNAGE TAB (TAB outlet on site)
Greyhound racing	#1 FIXED ADVERTISING SIGNAGE TAB (TAB outlet on site) #3 INTEGRATED ADVERTISING TAB #5 TEAM SPONSORSHIP TAB
Melbourne Cup, Horse racing	#1 FIXED ADVERTISING SIGNAGE TAB (TAB outlet on site) Crown Casino #2 DYNAMIC ADVERTISING TAB Crown Casino #3 INTEGRATED ADVERTISING TAB #5 TEAM SPONSORSHIP TAB

At the AFL game observed in early May in Sydney, very little advertising was noted overall; what existed was limited to perimeter signage, amongst which Bet365 advertising was placed. This may be because it was an early round game of a code which is more popular in Victoria than New South Wales.

The NRL game in Melbourne had some fixed signs for Crown around the pitch, and dynamic perimeter advertising for Bet365, Crown, and Keno, in addition to Crown logos on players' and team assistants' tops. Advertising was less aggressive than it could have been, and this was the only observed Victorian event, live or televised, in which Keno advertising appeared (as a sponsor of the code). Again, this may be because this was a match played in a state where the code has fewer followers. Figure 23 displays a Keno perimeter advertisement as 'official partner of the NRL'.

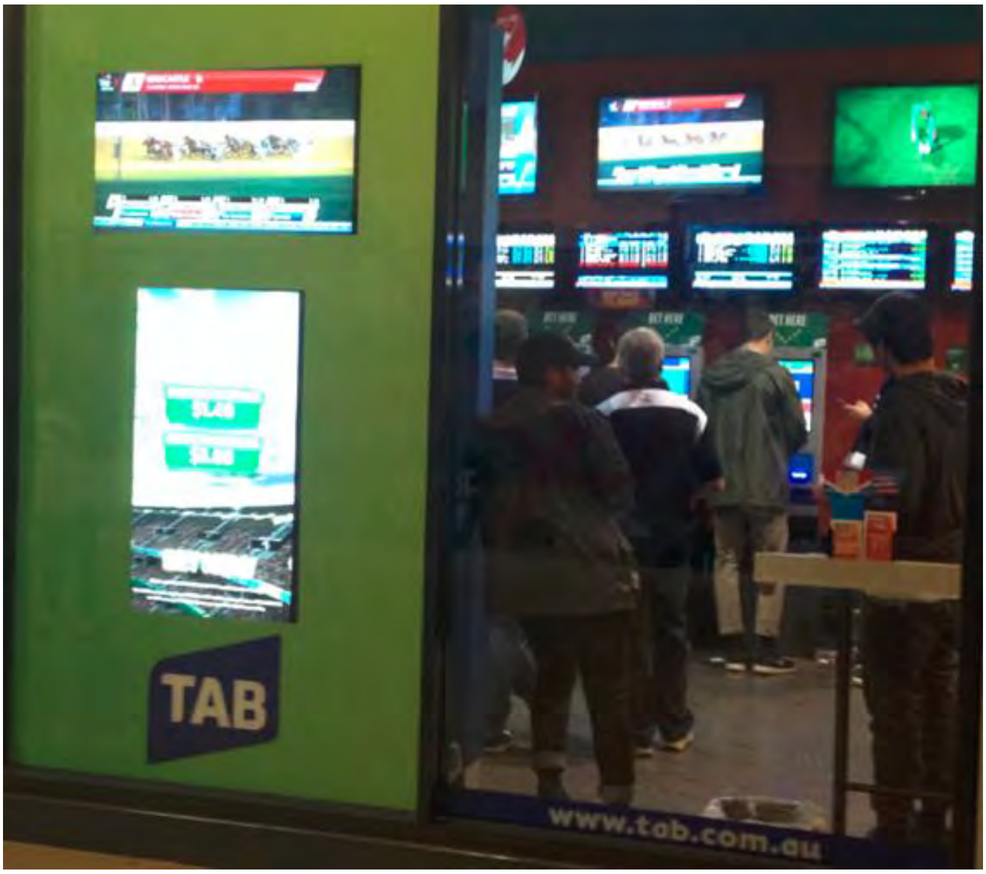
Figure 23: Perimeter advertising for Keno, at live NRL event

There was also minimal advertising observed at the live rugby union game. Wagering advertising at this match basically consisted of signs for the two TAB outlets located within the stadium. Television screens inside showed details of horse racing events on which bets could be placed at the TAB outlets. The TAB outlets did not appear to be busy. Figure 24 shows the TAB sign at the stadium entrance.

Figure 24: TAB sign at entrance to live rugby union match

No wagering advertising was present on the oval, or observed either before or during the live soccer match, although there were some TAB logos and signs around the building, and a TAB outlet on site (see Figure 25). Non-betting related brand, La Ionica, had the greatest amount of advertising, as one of the team's sponsor, and other brands present included: KFC, Budget, MYOB, Powerade, Adecco, Adidas, and more. The time of year (end of October) may have been a contributing factor to low levels of betting advertisements, with the Victorian racing season instead attracting major betting advertiser dollars. Soccer also attracts less betting than AFL and NRL.

Figure 25: TAB outlet at live soccer event venue



The majority of advertising at the live greyhound racing was fixed at trackside, although TAB logos also proliferated in the venue, near the entrance, above the dog gates, next to score boards, and on the stands. TAB was the only gambling operator represented and TAB was constantly mentioned in announcements over the speakers. Dog handlers wearing vests with TAB logos were visible throughout the observation period (Figure 26). As at the live rugby union and soccer games observed, a TAB outlet was situated within the venue.

Figure 26: Dog handlers wearing TAB vests at live greyhound racing event

TAB was the exclusive sports and race betting advertiser at the Melbourne Cup live horse racing event; although Crown Casino and non-betting related advertisements also featured, and Emirates, City of Melbourne and Tourism Victoria were also sponsors of some races. TAB employed a large range of marketing channels at the Melbourne Cup, and like at the greyhound racing, logos and advertising were displayed in many places, including:

- above betting terminals
- along the side of the track
- on Racing Victoria, on track vehicles
- on track course markers
- on perimeter screens
- draped over horses and on staff aprons
- on the gates for the TAB sponsored race.

In addition, the presenter for the TAB sponsored race constantly referred to TAB, as the race sponsor, and the TAB odds and the new TAB fingerprint technology through which 'you can bet in a flash'. TAB staff were dressed in green TAB t-shirts. Women were also walking around the grounds in green dresses, handing out flyers with 'Score with TAB rewards' on one side and 'TAB GRAB' on the other. (Figure 27).

Figure 27: Women clothed in TAB dresses, and the flyers they were handing out, at the Melbourne Cup

Despite TAB being the only wagering provider advertising within the Melbourne Cup venue itself, other wagering operators were aggressively marketing elsewhere. For example, Southern Cross Station, through which large volumes of Melbourne Cup patrons passed, was plastered with Bet365 advertising, including large hanging billboards and strips along every step in staircases (Figure 28, Figure 29, Figure 30).

Figure 28: Hanging Bet365 billboards at Southern Cross Station at Melbourne Cup time

Figure 29: Close up of billboard at Southern Cross station at Melbourne Cup time

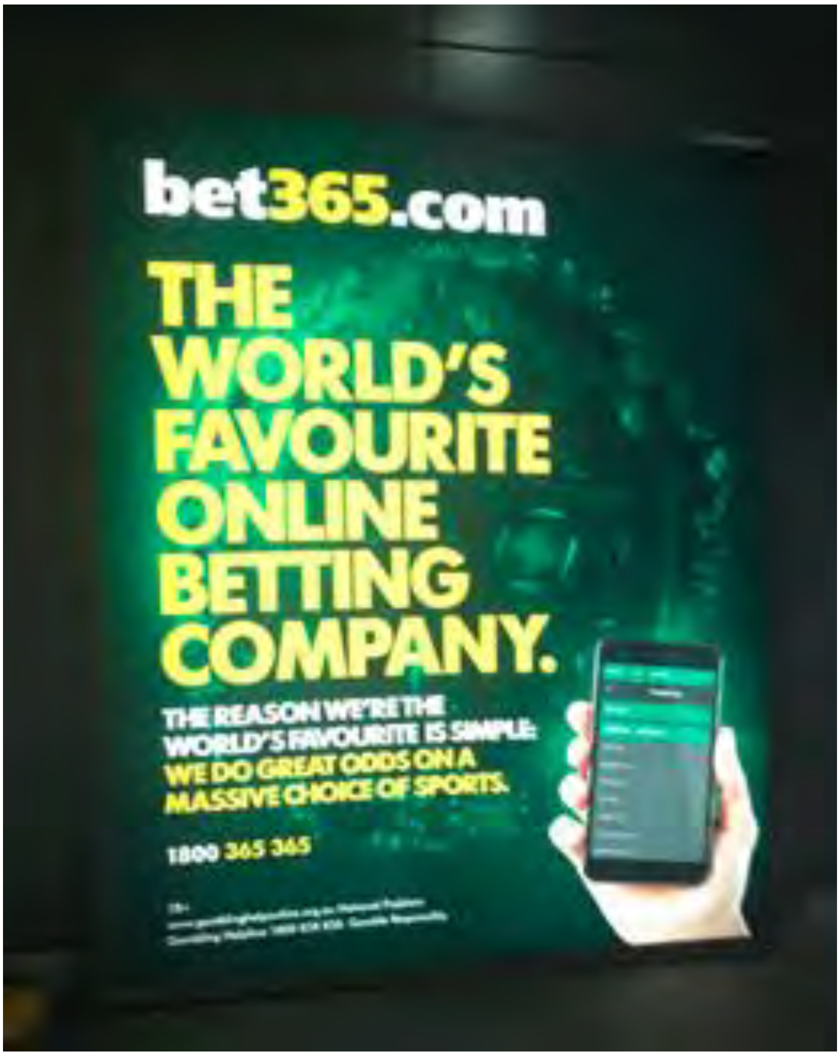
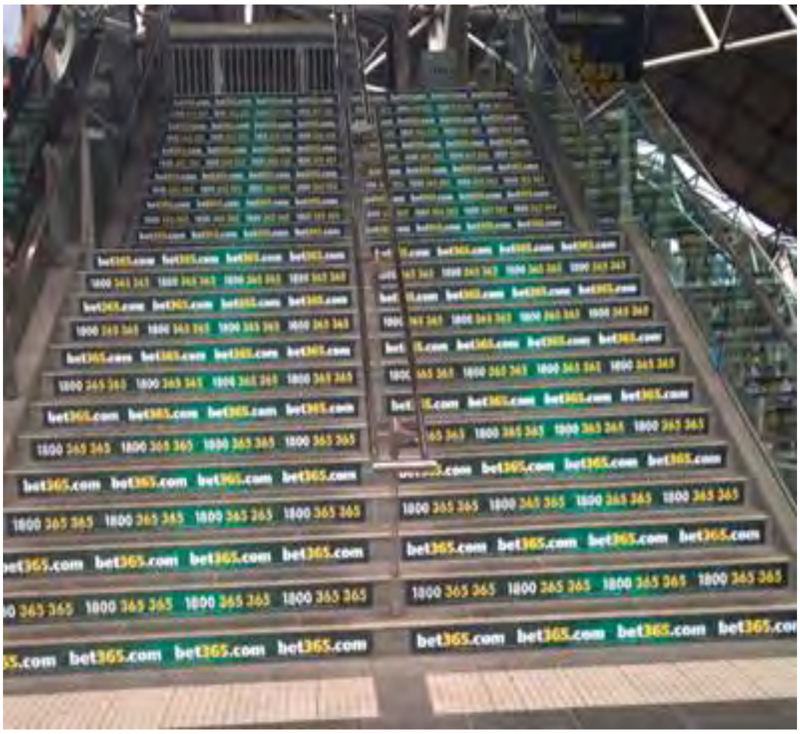


Figure 30: Bet365 advertising on stairs at Southern Cross station at Melbourne Cup time



During the live event observations, responsible gambling messages in small font or lasting two to three seconds were observed with the Bet365 advertisements at the NRL game. Some of TAB's dynamic advertising at the Melbourne Cup had a responsible gambling message in fine print, at the bottom of the screen, towards the end of the advertisement. No audio responsible gambling messages were heard at any of the live events.

No counter gambling messages, apart from the responsible gambling messages, were observed during any of the live events; however, one approximately two metre banner was observed for the Victorian Responsible Gambling Foundation's BetRegret campaign, on the way to the Melbourne Cup grounds, as the train passed through a station where it was displayed.

Chapter conclusion

An environmental scan was undertaken to provide insight into the sports betting and racing advertising landscape. It focused on the advertising activities of six wagering operators, which were identified as the six with the highest advertising spend over the period from 1 April 2013 to 31 March 2014, and included:

- Tabcorp
- Sportsbet
- Sportingbet
- Tom Waterhouse
- Betfair
- Tattsbet.

A variety of methods were used to form the environmental scan, including:

- company case studies
- media monitoring, comprising analyses of:
  - advertising lists
  - advertising tracking
  - social media monitoring
  - advertisement content
- observation of sporting events.

The findings are briefly summarised in the following sections.

Company case studies

The six wagering brands reviewed in these case studies fall broadly under two profile categories. TAB and Tattsbet are associated with large, profitable Australian public companies, with other business interests, like lotteries, and exclusive retail licenses for wagering, within certain parts of Australia. Sportsbet, Sportingbet, Tom Waterhouse and Betfair only operate online and telephone betting services, with no physical retail presence in Australia. Sportsbet, Sportingbet and Tom Waterhouse are owned by parent companies based in the UK, while Betfair has a private Australian company owner. Sportsbet and Sportingbet appear to be financially sound, compared to Tom Waterhouse and Betfair which have experienced losses in recent financial years.

All six wagering operators reported high advertising and marketing expenses, which were between $10 million and $40 million per year in 2012-13. The larger companies, TAB and Tatts had the highest value marketing expenditure, but the lowest marketing expenditure relative to their revenue. Conversely, Betfair had the lowest marketing expenditure, but the second highest relative to its revenue. (The highest was William Hill, but this may not reflect its operational strategies, being for the year of acquisitions and including three separate wagering brands.)

The Tatts Group reported higher overall revenue than Tabcorp, but Tatts' wagering division reported less than half of TAB's wagering division revenue. TAB's wagering licensing in the more populated states and its long standing relationship with the Victorian racing industry potentially contributed to that difference. Tatts' new arrangement with Racing Queensland displays some indication that Tatts may be replicating some of TAB's successful wagering business strategies, within the states of its own retail operation license. Tatts has also recently introduced mobile betting vans within its licensed area, to physically bring the service to additional racing and sports event attendees.

TAB and Sportingbet have spent the highest amounts on sponsorships in the last two years. TAB spread its sponsorship investments across a number of codes, while Sportingbet (and Centrebet) concentrated on racing and NRL. However, in March 2014, William Hill said that it was moving Sportingbet expenditure away from sponsorships, and directing its marketing efforts into other channels. Shortly afterwards, Sportingbet's Shane Warne campaign was launched. All the wagering brands still have some sponsorship arrangements in place, apart from Tom Waterhouse.

Multi-channel or digital offerings have been integrated into all brands' business strategies, frequently mentioned in conjunction with references to leveraging CRM technologies and/or reaching a wider, mass-market. TAB and William Hill (for Sportingbet and Tom Waterhouse) explicitly emphasised these strategies. Sportsbet reported investments in online services, technology staff and, specifically, a tablet app. Betfair was keen to maintain its 'cutting edge technology' and 'engage new audiences', and Tatts had been increasing resources for its online team. All operators clearly viewed digital technologies as a key mechanism for virtually 'bringing' their betting services to customers and potential customers, similar to the way that Tatt's mobile vans bring the services, physically.

TAB was overt that its advertising aimed to draw on the viewer's emotions and evoke a sense of drama and mateship, and said that it carefully 'considered' who its audience was, when investing in marketing and sponsorships, although it did not identify who was targeted. Conversely, Sportingbet was explicit that its Shane Warne advertisements primarily targeted an 'Aussie bloke' segment. A male audience was also apparently targeted in TAB's use of a female presenter, and in the sexualisation of Sportsbet's advertisements, which incorporated words such as 'big' and 'erection'. Meanwhile, Tom Waterhouse's marketing always called on audiences to relate to the young, wealthy male that was Tom Waterhouse, the person, creating a relationship with the person and, by association, the entity in its invitation to 'Bet with me.'

Media monitoring

As can be expected, sports and race betting advertisements tend to relate to current and upcoming sporting or racing events, and advertising intensifies in the lead up to peak sporting seasons and major racing carnivals.

Over the 12 month period to April 2014, of the wagering provider brands included in the media monitoring, TAB produced the greatest number of advertisements with discrete creative content (870). More than half of these were television commercials (475), the vast majority being for subscription television (319).

Television was the most popular advertising medium for all brands, apart from Tattsbet, which favoured print and radio advertising. TAB, Sportsbet and Sportingbet were heavy users of subscription television specifically, while Betfair and Tom Waterhouse advertisements mainly screened over free-to-air television.

Over the ten weeks from 30 August to 7 November 2014, the six wagering brands collectively spent $12 million, running 13,000 advertisement events. Sportsbet spent the most during this time (over $5.5 million), while Tom Waterhouse paid for the most expensive individual advertisement, which cost $461,000 and was screened on television 347 times.

As at 3 October 2014, all six wagering brands were actively working to engage social media users with regular updates on sporting or racing event details, and on betting products, deals and competitions. Sportsbet had the greatest number of both Facebook likes and Twitter followers.

In the most expensive advertisements produced for each of the six brands in the year ending 31 March 2014, content was predominantly found to be:

- fast-paced, immediate, upbeat or exciting
- product-focused
- emphasising monetary value and implying relationship-building through betting
- targeting bettors, especially males.

Phrases such as 'free bets' or 'cash back' were often employed in the advertisements to describe betting products, and there were reoccurring images of mobile devices being used in a variety of settings, as an integral part of the betting process.

Sporting event observations

There was a striking difference between televised and live events in the levels of wagering advertising observed. The television medium was especially leveraged to increase exposure to wagering advertising and intensify sensations of excitement and urgency in sporting and racing events. This most strongly and unrelentingly occurred during racing events, which screened on subscription television channels.

Overall, for sporting events as well as racing, higher wagering advertising exposure occurred during events viewed via subscription, compared to free-to-air television.

Integrated advertising was most utilised in televised racing events; fixed advertising signage was most frequently observed during televised, subscription channel, NRL, and free-to-air cricket; and dynamic advertising was observed for similar lengths of time in televised AFL and NRL games, regardless of whether they were broadcast on free or paid television. The largest percentage of commercial break advertising was seen while watching the 'On the Couch' footy show episode (on subscription television).

Wagering advertising appeared to be diluted in one televised, popular, AFL match; a broader audience is likely to have attended and a wider range of non-betting advertisers were present.

For the six brands of focus in the environmental scan:

- TAB advertisements were mostly observed in the form of commercial break or integrated advertising in televised events and were across a range of codes; however, they were most frequently prominent at live events. At these live events, especially the racing venues where TAB had outlets and apparently exclusive wagering advertising rights, TAB used a broad range of marketing channels.
- Sportsbet had some dynamic advertising and was also the dominant betting advertiser observed during the 'On the Couch' episode and one of the televised NRL matches.
- Sportingbet advertisements were highly visible at televised NRL matches, largely through fixed signage, although also through some dynamic advertising; while sister brand, Centrebet's advertisements were concentrated in televised greyhound racing.
- Tom Waterhouse had comparatively minimal advertising coverage, which was only present in televised AFL and NRL games.
- Betfair was observed to favour fixed signage advertising, installed at the televised horse racing venues.
- Tatts advertising was highly prominent in televised racing, but was not observed at live events.

Other wagering brands promoted to event goers, even when arrangements with other advertisers restricted advertising within live event venues. Although not within the scope of this study, there was some evidence, in the example of Bet365's advertising at Southern Cross Station around Melbourne Cup time, that suggested that outdoor marketing was another marketing mechanism that was heavily employed by wagering brands.

Responsible gambling messages were neither common, nor clearly visible, in either the televised or live events observed.

Qualitative Research

Conduct of the qualitative research

The aim of the qualitative research was to gain a detailed understanding of the way in which different audiences interact with sports betting and race betting marketing in terms of their perceptions, recall, their affective responses and self-reported likely impact on their gambling behaviour. Specifically, the qualitative study sought to answer the following research questions:

- Does exposure to wagering marketing encourage gambling intention and behaviour?
- How do audiences perceive wagering marketing, and what are their associated attitudes towards it?
- In what way does marketing impact upon target audiences and what techniques are used within the marketing?
- Does such marketing impact particularly upon vulnerable groups such as adolescents and at risk gamblers?

The first part of the focus group asked participants about their views on marketing and how it related to gambling behaviour; while the second part showed examples of such marketing and asked about responses to these stimulus materials. The Discussion Guide can be found in Appendix G.

The sampling and data collection approach used in qualitative research does not enable the presentation of results in terms of percentages. Instead, direct verbatim quotations are included throughout this chapter to illustrate and support the findings.

A number of factors are important to consider when interpreting the findings from this qualitative study. Firstly, participants in focus groups are self-selecting and those who take part are likely to be people who feel strongly about the topic in question; therefore the views expressed might not be representative of the wider population. Moreover, the sample was limited to three locations (Sydney, Parramatta and Melbourne). Secondly, the framing of the focus groups is inevitably 'leading' to some extent, in that the facilitator is asking people to voice their views on advertising and gambling. This assumes that participants have a view (as opposed to feeling neutral) and implies to participants that there is a link between the two. Thirdly, qualitative research is based on subjective opinion and perceptions which may not be supported by empirical evidence; for instance, many quotations relate to anecdotal evidence. Finally, although the facilitators emphasised that disparate views were encouraged, it is likely in any group dynamic that the majority view will dominate. The qualitative findings should be interpreted with these limitations in mind.

Ten focus groups were conducted between the 2nd and 9th of July 2014 in Sydney, Parramatta and Melbourne.

Recruitment of participants

The qualitative sample was designed to reflect the range of research questions originally identified in the GRA's research brief (and outlined in Section 1.2 of this report). These research questions covered the potential association between marketing and wagering behaviour among non-regular, as well as regular, gamblers. In addition, there was a particular focus on the impact of marketing on vulnerable groups, particularly problem gamblers and adolescents. Nine research segments were recruited, as outlined in Table 10. All participants (except adolescent males) were recruited based on their gambling behaviour on racing and sporting events. Non-regular gamblers were defined as those who gambled monthly or less and regular gamblers were those who gambled two times a month or more frequently. It should be noted that the definition of regular gambler was relaxed from at least twice a month, in the qualitative study, to at least once a month for the online survey (see Section 5.1). This was in order to ensure sufficient numbers in the survey sample (given the relatively low prevalence of frequent gamblers in the population) and means that the two segments are not directly comparable. The Problem Gambling Severity Index was used to recruit participants for the problem gambler group (with a threshold of ≥ 8 to classify problem gamblers). Participants were not asked to indicate the gambling activity, or activities, that were problematic for them. With the exception of the young male group, the recruitment process aimed to achieve a range by gender, age and household income brackets within segments.

A Participant Information Form (Appendix H) was sent to all participants to inform them about the study, benefits of participation and privacy information. Written consent was obtained from all participants. Parents provided written consent on behalf of their sons who participated (Appendix I contains the consent form).

Participants received a $80 shopping voucher to reimburse them for out of pocket expenses associated with attending the group.

Table 10: Qualitative sample

Sports Bettors Regular	Sport Bettors Non Regular	Racing Bettors Regular	Racing Bettors Non-Regular	Other Gamblers	Non-Gamblers	Adoles-cent Males Aged 13-17	Parents of Adoles-cent Males (aged 13-17)	Problem Gamblers
2 Focus Groups Melb / Syd	1 Focus Group Syd	1 Focus Group Parra-matta	1 Focus Group Melb	1 Focus Group Melb	1 Focus Group Melb	1 Focus Group Syd	1 Focus Group Syd	1 Focus Group Parramatta

Discussion guides and stimulus materials

The research team developed discussion guides tailored to sports/racing bettors, parents, young males and non-gamblers (Appendix G). During the focus groups, participants were shown eight examples of different forms of race and sports betting marketing. As shown in Table 11, a wide range of types of stimulus was displayed including television marketing, photographs depicting logos on team shirts and a print advertisement. The selection of marketing materials sought to reflect a wide range of form and content that participants may have been exposed to. For example, participants were shown Tabcorp marketing which they may have observed as integrated advertising while watching sports coverage, as well as a print advertisement by Tattsbet which they may have observed in a publication. The selection of marketing also sought to show different types of content such as marketing which incorporates humour, glamour and/or seeks to market a particular product (stimulus materials are available at Appendix J).

Table 11: Sports and race betting marketing stimulus

No.	Description	Features	Provider	Medium
#1	Jaimee Rogers previews the NRL season in a newscast format.	Commentary	Tabcorp	Video
#2	Sponsorship logo on jerseys and televised replay sponsorship.	Sponsorship	Sportingbet and Keno	Still
#3	TV ad. Avoid the 'kick in the guts' of being paid less by the TABs.	Comedy and product	Sportsbet	Video
#4	TV ad. When you have power you can do what you want with whoever you want whenever you want, wherever you want.	Power, glamour, excitement and sex	Betfair	Video
#5	TV ad. Shane Warne faces his fear of spiders.	Celebrity and comedy	Sportingbet	Video
#6	TV ad sponsoring racing coverage. Features people who are excited at the races.	Excitement, sponsorship	Tom Waterhouse	Video
#7	'Fire Up' several women walk into bar and hand a mobile phone to a man and tell him to Fire Up and bet.	Immediacy, easy to do, glamour, sex	Centrebet	Video
#8	Print ad '$100,000 worth of free Double Trios during September'.	Product	Tattsbet	Print

Fieldwork was conducted at the same time as the 2014 World Cup. Therefore, exposure to sports betting marketing is likely to have been high during the fieldwork period. However, the questions related to wagering marketing more generally over the last 12 months or so, and were not restricted to the fieldwork period.

Findings from the focus groups have been organised thematically as follows:

1. Prevalence and variability of marketing
2. The impact of marketing on social norms
3. Changing attitudes towards marketing
4. Marketing messages and techniques
5. Target audiences
6. The impacts of sports and race betting marketing
7. Responsible gambling messaging

Prevalence and variability of marketing

The increasing prevalence of marketing

Participants were asked (unprompted) what race and sports betting marketing activity they recalled having seen. They reported awareness of a large number of operators and were also aware of several specific advertising campaigns, and celebrities/commentators associated with particular brands. Notably, recall of advertising campaigns did not seem to be directly associated with betting behaviour; for example an older male who had bet on horse races for several years recalled fewer campaigns, and fewer details about them, than a young male who did not engage in any betting. An adolescent male participant was able to provide the name of the operator and the celebrity featured in the campaign, as well as the type of novelty bet the advert was offering; although he personally did not engage in betting.

> *'When I'm watching games for the World Cup, TAB are doing something with Mark Schwarzer. They're doing something like double bets'. (Adolescent Male, Sydney)*

Comments by participants reflected their perception of an increasingly ubiquitous, saturation advertising approach in recent years, particularly for sports betting advertising.

> *'…it's just constant bombardment all the time, logos on the replays, on the shirts, on the commentators, the whole thing, it's a whole kit and caboodle'. (Non-Gambler, Melbourne)*

> *'I hate when it comes on, with the football you know betting on it… 'cause I've had a few gamblers in my family who were quite heavy gamblers and had problems and it's so much in your face all the time'. (Non-Gambler, Melbourne)*

> *'…you're becoming saturated with it and you just become aware of that brand even if it's subconsciously so, the more you're exposed to it, the more likely you are to possibly run with that.' (Problem Gambler, Parramatta)*

> *'It's been more obvious in the past year or so'. (Regular Racing Bettor, Parramatta)*

Further to asking what marketing they had seen and which gambling operator it was for, participants were asked where they had seen this marketing. A large range of channels was cited, as described below.

Television

The top of mind channel for marketing activity across all focus groups was television. Participants described what they felt to be their high frequency exposure to sports betting marketing through this medium.

> *'I notice that every time my husband has been watching the sports channel the first thing that comes up is a gambling ad. You don't see the sport straight away. It seems to be on a lot'. (Other Gambler, Melbourne)*

> *'I get hammered by Fox advertising. I don't usually go to the games anymore…the TV ads are just incessant'. (Regular Sports Bettor, Melbourne)*

> *'Pay TV goes hand in hand with gambling ads'. (Regular Racing Bettor, Parramatta)*

Participants felt that there was a greater intensity of marketing activity during televised sporting events and sports segments, and during shows such as 'The Footy Show'.

> *'It's integral to sports broadcasting now, you're just trying to watch a footy match or something and they're giving you the odds and they're talking about it rather than the commentary, it's coming across on tags across the bottom of your screen, it's pretty much omnipresent.'. (Non-Gambler, Melbourne)*
>
> *'[You see sports betting marketing] when you're watching a game and [there is] electronic advertising on the screen. You see that a lot'. (Adolescent Male, Sydney)*
>
> *'They shove their branding down your throat on The Footy Show on a Thursday night'. (Regular Sports Bettor, Melbourne)*
>
> *'Rugby league, they have a footy show who tells you the odds and special margins and stuff'. (Adolescent Male, Sydney)*
>
> *'On Fox sports news think I remember watching odds, betting advertisements because they had like 30 minute segments and for the ads they would have Sportsbet or TAB'. (Adolescent Male, Sydney)*

Online

Another medium where participants reported having observed increased sports and race betting marketing was online. Such marketing was observed on a number of social media sites such as Facebook and YouTube and also on banners on other sites. One participant noted that the type of marketing they were exposed to was tailored to their 'behavioural category' (i.e. based on demographics, stated interests, and Internet browsing history). Another had observed the marketing of a particular operator across multiple online platforms.

> *'On the internet on the sides'. (Adolescent Male, Sydney)*
>
> *'On YouTube or Facebook'. (Adolescent Male, Sydney)*
>
> *'I've started seeing much more on the internet and web.' (Non-Regular Sports Bettor, Sydney*
>
> *'Especially online. You see a lot of betting agencies and odds and pics'. (Problem Gambler, Parramatta)*
>
> *'There's targeted marketing. When you go on the internet everything is tracked so when you go onto TAB you might jump onto that and then the next thing you know it's advertised down the bottom because you fit into that behavioural category'. (Regular Sports Bettor, Melbourne)*
>
> *'The thing about Tom Waterhouse is that he's really conspicuous about the number of platforms he uses….I see him on my Facebook…he's everywhere'. (Other Gambler, Melbourne)*

Fixed/dynamic advertising at events

Further to television and online media, participants described observing marketing at sports grounds and tracks including fixed and dynamic advertising, and that gambling operators sponsor sports teams as a form of marketing and hand out flyers at events.

> *'Advertising on the grounds'. (Adolescent Male, Sydney)*

> *'Like everyone said it's at the ground, you see your team playing you've got a big Centrebet logo on your team and your little kid will go who's our sponsor dad, Centrebet they're a gambling company.' (Regular Sports Bettor, Sydney)*

> *'Even at the football now they have those screens that move across like you know the billboard things, they used to just be an advertisement for Coca-Cola or whatever, now it's just all gambling sites'. (Non-Regular Racing Bettor, Melbourne)*

> *'They've got plenty of people handing out brochures.' (Problem Gambler, Parramatta)*

Billboard marketing, newspaper and radio advertising

Some participants reported observing marketing for race and sports betting in newspapers. Sports betting marketing had also been observed at a train station and another participant had heard marketing of odds during sports broadcasting on the radio.

> *'The racing newspapers and the daily newspapers'. (Regular Racing Bettors, Parramatta)*

> *'Yeah, I look at the papers to see where the football game is being played for example and you can't help but notice there's a betting quotation there for each team you know'. (Non-Gambler, Melbourne)*

> *'Richmond station is covered…I think it's for Sportsbet at the moment'. (Regular Sports Bettor, Melbourne)*

> *'Radio for me. The radio broadcasting – Fox or Nova. Every time they're saying the score or something'. (Regular Sports Bettor, Melbourne)*

Direct marketing

A number of participants reported having also received direct marketing through e-mail and telemarketing. One participant commented that the telemarketing was difficult to refuse/ignore (particularly, if it included a promotion). Another participant, who had requested not to be contacted by individual operators but was being contacted by others, found this direct marketing distressing and intrusive. Some participants had experienced a greater intensity of direct marketing surrounding particular events, and via e-mail specifically.

> *'I've started seeing much more … through email advertisements things like Sportsbet will offer 30-40 to get you in' (Non-Regular Sports Bettor, Sydney)*

'I think the more personalised approach works…it's almost like a charity ringing up…it's hard to say no. The bird phones you up and says [participant name], we're running a promotion if you bet 100 we'll match it for you. It's like ok, alright, that sounds good…It doubles your odds doesn't it?' (Regular Racing Bettor, Parramatta)

'They never forget you because... they still ring me…they must have these databases and sell them to each other and just, I'm pretty cool about it these days, I used to be angry with it'. (Non-Regular Racing Bettor, Melbourne)

'The timing and major matches….[they] send notifications' (Non-Regular Sports Bettor, Sydney)

'Yeah, e-mails. It really ramps up during particular events'. (Regular Sports Bettor, Melbourne)

One participant felt that the impact of such pervasive marketing of sports and race betting was that it engendered trust in a particular gambling operator, and may impact perceptions of the brand, for example, that they are 'user-friendly'. Another held the view that, because of the growing number of gambling operators, it is difficult to know which gambling operator to trust.

'Constant branding by the big agencies may make you trust them a bit more. Constantly seeing them all the time makes them seem user friendly unlike the smaller agencies' (Non-Regular Sports Bettor, Sydney)

'...yeah, what company is it, you know, is it just a fly by night just taking hits off, so this proliferation of different companies often gets very confusing because it used to be a very regulated space.' (Parent, Sydney)

The impact of marketing on social norms

Marketing normalises betting

In addition to describing the number of platforms across which sports betting marketing is disseminated, participants were asked to comment on the aims of such marketing (both in the absence of and while commenting on a range of specific sports/race betting marketing). An overarching theme in response to this question was that it was believed to 'normalise' betting on sports and racing.

'[M: Are there any other messages in this kind of marketing?].'

'That it's normal'. (Adolescent Male, Sydney)

'…it's normal, it's not harmful'. (Non-gambler, Melbourne)

'These ads make betting and gambling a normal thing to do and in fact it is making it a social thing by losing out and not being part of the crowd and it doesn't make people feel bad or guilty and their friends are doing it so they'll do it as well' (Non-Regular Sports Bettor, Sydney)

'...they're trying to normalise betting, it's a normal pastime.' (Non-gambler, Melbourne)

A number of adult participants expressed concern about the potential consequences of this 'legitimising' effect on children and young people.

'I think it normalises it for children, I mean I think we can all remember when it wasn't happening and watching broadcasts so we can compare it, but children now are just exposed to it, it's normal'. (Non-Gambler, Melbourne)

'… they make betting a normal every day thing. If kids watch it they get the notion that it's not just an adults only thing' (Non-regular Sports Bettor, Sydney)

' ...I'll say shield your children because it's so pervasive at Centrebet Stadium, look at the name of the stadium, the odds that'll scroll across the bottom of the scoreboard, on television on games at any hour, not just late night, it's pervasive and unless you're going to put blinkers on them….' (Regular Sports Bettor, Sydney)

Gambling is becoming less stigmatised

Respondents voiced the view that this 'normalising' effect is taking place in a society where, according to research participants, gambling itself is becoming increasingly socially acceptable and correspondingly less stigmatised. Adult participants felt that it is now socially acceptable for anyone to gamble, despite the fact that some of the marketing was felt to be targeted specifically at males.

'It's more acceptable'. (Non-Regular Racing Bettor, Melbourne)

'Anyone can do it' (Non-Regular Sports Bettor, Sydney)

'From what I see at school [young people] think that everyone does it….everyone is doing it. I should do it too'. (Regular Sports Bettor, Melbourne)

Some participants perceived that sports betting has been normalised to the extent that it is sociable, and that their peers expect and encourage them to bet.

'[M: What encourages you to gamble?]'

'Friends I guess.' (Non-Regular Sports Bettor, Sydney)

'...if your friends do it, you do it you know…it's peer pressure…it's not peer pressure because you want to do it but if you're together and having fun….it's a fun thing you get into it… the whole of Melbourne, the whole of Australia is getting into [the Melbourne Cup]'. (Regular Sports Bettor, Melbourne)

Further evidence of the perceived social acceptability of gambling was that it is increasingly common to bet and discuss sports and race betting in the workplace (particularly around high profile events such as the Melbourne Cup and FIFA World Cup).

'It's almost like a sports event at work and people set aside time to celebrate and make the bets at work'. (Non-Regular Sports Bettor, Sydney)

'There's probably a dozen of us who sit together at lunch time and discuss the bets and where the money is going'. (Other Gambler, Melbourne)

'…My friends at work we talk about betting on the World Cup and the different types of bets we're placing'. (Other Gambler, Melbourne)

The consensus view was that that the previous perceived stigma associated with gambling no longer exists, and that it is an activity people no longer feel guilty about undertaking. Some also added that the stereotype of the gambler as a 'lower class', older gambler, 'confined' to a gambling outlet no longer adequately captures/describes the image of 'the gambler'.

'The stigma is gone'. (Non-Regular Sports Bettor, Sydney)

'[People] used to feel guilty and now they won't feel guilty'. (Non-Regular Sports Bettor, Sydney)

'[Gambling is] not viewed as a problem'. (Non-Regular Sports Bettor, Sydney)

'I don't sort of see a stigma attached to gambling or anything, I think that there's not a certain class [stereotype]'. (Non-Regular Racing Bettor, Melbourne)

'It's not so bad to bet anymore. Before you had the old punters down at the TAB but now it's more open for anyone and it's more relaxed. I'm not a bad person if I bet'. (Non-Regular Sports Bettor, Sydney)

In response to stimulus 4 (a Betfair television advertisement which shows a smartly dressed male leading a glamourous lifestyle indicating that you can bet wherever and whenever you want) a respondent felt that that its particular message was to recast the image of the gambler.

'I think it's recasting the gambler in a different light, and people think of a gambler and they think … here's some old bloke gambling away their pension, all of a sudden it's this guy he's on top of the world, he's in his nice suit, you know he's got all the women he wants, he's got mates, it's like association of a good, not role model, but a good character...' (Regular Sports Bettor, Sydney)

Gambling terms are becoming part of everyday language

Participants also raised the view that gambling is less strongly associated with having an 'occasional flutter' and that this linguistic change is indicative of betting becoming a more commonplace and acceptable activity. Another participant raised that people now talk about specific odds in dollar amounts, rather than more generally about which team has the greater odds of winning.

'The word flutter doesn't exist anymore it might just be used for Melbourne Cup but no other time.' (Non-Regular Sports Bettor, Sydney)

'Years gone by, a person might say that Manly might have the greater odd, but now Manly has a 1.50 and Canterbury is 2.50' (Non-Regular Sports Bettor, Sydney)

Participants discussed their perception that gambling-related language and the names of gambling operators are now part of children's conversations; and this was considered a result of their exposure to marketing.

'I mean my son knows about TAB and betting head to head on football at the age of seven because he's watched football and he's seen these coming up, I wouldn't have at that age' (Parent, Sydney)

'I know my son knows a lot about odds and whatever else, not from conversations from me, just from osmosis, whether I turn the sound off I know that advertising companies are smart enough to put symbols and to put brand recognition whether you've got sound or not' (Parent, Sydney)

'Yeah, I went to a game with my little cousin earlier this year … I think Richmond's odds were like three bucks or something and he was like I should get on that now, I'm like you're eight years old...' (Regular Sports Bettor, Sydney)

Digital technologies support shift in social norms

Participants offered the view that not only are people more knowledgeable about gambling at a younger age, gambling products are easily accessible online and through mobile devices. One parent voiced the perception that young people are more 'connected' to technology and have continuous access to gambling products and that this relationship with technology could put young people at greater risk of gambling problems.

'Ten years ago, all there was the TAB and if you wanted to put a bet on the bookie you had to go to the course. Then the Internet came out, you could bet online, you can bet from your lounge room, Sky Channel comes in, so you don't need to go to the club, the pub, the TAB…' (Problem Gambler, Parramatta)

'You do it on your mobile phone, your tablets, your laptops, you know, there's a 100 ways to get into your pocket.' (Problem Gambler, Parramatta)

'Probably the worst part is [young people are] connected more to the technology so that is something, their phone, everything can be taken everywhere, they've got a betting shop in their pocket all the time so if they did become obsessed by it...' (Parent, Sydney)

Changing attitudes towards marketing

Resistance to marketing

Participants reported a perceived resistance (both their own and by others) to what they saw as the pervasiveness of gambling advertising, and of sports betting marketing in particular. Participants described how this issue (along with the risks and impacts of problem gambling) was receiving increased media attention. Across the focus groups, parallels were drawn (unprompted) between public awareness of the dangers of smoking and of gambling. An adolescent male felt that there may be a problem with the extent to which gambling in general has become normalised.

'It seems to be a constant thing in the media about gambling on sports and gambling online. There's obviously a problem in the country'. (Other Gambler, Melbourne)

'When you think of gambling versus smoking they're at different stages of public awareness, It was the 70s or 80s when people started to be educated that smoking was bad for them and I think that's the stage that we might be with gambling right now. It's really taking off and intelligent people are starting to say that gambling can be quite dangerous'. (Other Gambler, Melbourne)

'It's viewed like a smoking ad where you were cool if you smoked and it was a social thing. Now, in 20 years, gambling and sports betting will be a problem'. (Non-Regular Sports Bettor, Sydney)

'I think [gambling operators] are kind of encouraging something people shouldn't be doing'. (Adolescent Male, Sydney)

Restrictions on marketing

There was a dominant view across the groups that the marketing of sports and race betting advertising should be limited.

'I think it should definitely be regulated….if they had no regulation at all they could say more outrageous things to make more people addicted to gambling…at least here they know they can't go crazy with false advertising'. (Regular Sports Bettor, Melbourne)

'The promotion of gambling now is everywhere so that needs to be regulated. I don't think it should be on your jersey, every replay. I don't want to see it'. (Regular Sports Bettor, Melbourne)

Specifically, there was consensus that regulation should be introduced to limit sports and race betting advertising during televised events to prevent children's exposure to it, for example, by banning it until nine or ten o'clock at night. Similarly, a number of participants felt that gambling operators should not have their branding displayed on players' shirts.

'We don't advertise cigarettes on television anymore, so why there should be advertising for gambling at 6:30, 7:30 when the football's on is beyond me' (Parent, Sydney)

'I think a kid should be able to watch sport from you know the age of five and ten without knowing that you can now bet on the dogs to win three dollars to the dollar tomorrow…it doesn't need to be there, the gambling companies will make money without it being on the sports telecast' (Parent, Sydney)

'I think they should ban it all until ten o'clock at night... like they did with cigarettes.' (Parent, Sydney)

'Personally, I would have nine o'clock watershed that you don't have any advertising for betting or gambling before nine o'clock at night and there is a complete distinction between the sports broadcast and the advertising'. (Non-Gambler, Melbourne)

'I think advertising for gambling ought to be fairly strictly limited, so it's not intrusive for families, they've probably got a right to hawk their wares but there's limits'. (Non-Regular Racing Bettor, Melbourne)

Others were of the view that marketing of sports and race betting should be more strictly regulated or even banned.

> *'Just ban it, just ban advertising. I lived in LA for five years or so and there's no, there's no, all this gambling, you go, I think you can only gamble at the track or... of course they all go to Las Vegas'. (Non-Gambler, Melbourne)*

> *'Yeah, I would like to see a ban, I'm a puritan obviously, I'd like to see logos removed from the shirts, I just don't like it' (Non-Gambler, Melbourne)*

> *'I mean they've done it with smoking, they've essentially banned it, I thought gambling's an equally big problem if not more'. (Non-Gambler, Melbourne)*

Marketing messages and techniques

The sports and race betting marketing material shown during the focus groups sought to reflect a wide range of forms and content. Consequently the views expressed below may reflect respondents' reactions to a particular stimulus (rather than marketing more widely). Where a participant was referring to a particular stimulus, a reference is provided next to each quote. Where none is provided, participants were not responding to a particular piece of stimulus material.

Appeal to particular emotions and cognitions

Participants were asked to provide feedback on their reaction to, and opinion on, a number of forms of sports and race betting marketing.

A wide range of messages and associated emotions and cognitions were described by participants:

- accessibility to a range of gambling products
- individual control
- low risk
- fun
- camaraderie
- luck
- wealth, power
- glamorous lifestyle
- personal success
- feel involved
- passion
- excitement
- leveraging positive emotions and memories
- promotion of risk taking
- avoidance of negative or painful emotions/experiences
- desirability

Each of these is described further below.

A salient message perceived in a number of the stimuli was ***accessibility to a range of gambling products***. Several participants felt that marketing these products as easily accessible could be problematic.

'They advertise how accessible it is for people'. (Adolescent Male, Sydney)

'I think it gave me a message that it's not hard to bet, you can do it anywhere, anyplace'. (Non-Gambler, Melbourne) (Stimulus #4)

'I think it makes it look too easy…it shouldn't be that easy to, they're trying to say it's great, so easy, but I think it's terrible'. (Non-Gambler, Melbourne) (Stimulus #7)

This message of accessibility to gambling products was felt to be communicated in several ways through the advertisements, including advertising gambling operators' online platforms and apps.

'Back in the day you used to have to go to race meets…I remember standing at the dogs on Thursday nights…in a betting ring full of bookies...and now just click of a button you can bet on anything'. (Regular Sports Bettor, Melbourne)

'Before you would have to go down to the TAB to have a bet but now there are easier ways to do it via the website'. (Non-regular Sports Bettor, Sydney, Male, 35-44)

'I think the power was the phone…if you've got the phone he could bet anywhere…then he had all the different sporting codes…he could be anywhere and have any code'. (Regular Racing Bettor, Parramatta, Female) (Stimulus #4)

Participants noted that the message of accessibility relates not only to access to gambling products but also to winnings; for example, winnings might be easily accessible through an overnight deposit into your bank account or directly deposited onto an EFTPOS card so they can be withdrawn immediately.

'TAB has an overnight deposit back into your account once you've signed up so if you win money on the weekend you have money by like Tuesday and they are very accessible in pretty much all of Australia'. (Regular Sports Bettor, Melbourne)

'...they're the only bookmaker that have links to putting money directly onto an EFTPOS card…as soon as you win, within 10 seconds…you can withdraw your money'. (Regular Racing Bettor, Parramatta)

Participants noted that this message of accessibility is often associated, in their view, with a message of ***individual control***, i.e. you can choose whatever product or sporting/racing code you would like to place a bet on.

'You have the power to choose what you want to do'. (Adolescent Male, Sydney) (Stimulus #4)

'They're showing you you can bet pretty much on anything'. (Adolescent Male, Sydney) (Stimulus #5)

'Power's in your hands kind of the thing, it's easy access to bet'. (Non-Regular Racing Bettor, Melbourne) (Stimulus #4)

The message of individual control was seen to be an important part of some of the marketing examples. Participants commented that this could be achieved in a number of ways including through specific product offerings, for example, a flexibet, betting on combinations of your own choosing or allowing the bettor to act as a bookie.

> *'I like Betfair because it allows you to be the bookie as well…you can lay something as well as back it'. (Regular Sports Bettor, Melbourne)*

> *'The choice to do it and different possibilities and combinations' (Non-Regular Sports Bettor, Sydney)*

> *'The best thing that was introduced in horse race gambling is the flexibet…it's up to you as to how much you put on. You influence it yourself rather than them'. (Regular Racing Bettor, Parramatta)*

These messages of accessibility and personal control were also seen to be associated with the message that the risk associated with betting on that particular product or with that particular operator is ***low risk***.

> *'I was intrigued at that because it made it seem like a…riskless bet when obviously it's not...' (Regular Sports Bettor, Sydney)*

> *'The real cockney accent [referring to Ladbrokes visa card advertisement]…easy return and don't have to go through all that effort, easy money with easy odds with very little risk' (Non-Regular Sports Bettor, Sydney)*

Participants also perceived that some marketing encouraged the sense that, even if there is risk, it is preferable to take the risk than miss out on a potential win. This was reportedly achieved by communicating a sense of impulse, immediacy, and urgency.

> *'Do it right now…there's nothing to wait for, no holding back'. (Adolescent Male, Sydney) (Stimulus #7)*

> *'Risk taking'. (Adolescent Male, Sydney) (Stimulus #4)*

> *'It's better to take the risk…I think people are influenced to think that it's worth it'. (Adolescent Male, Sydney)*

> *'Do it on whim' (Non-Regular Sports Bettor, Sydney)*

Another salient message identified in the range of marketing shown was that sports and race betting was ***fun***. This was achieved, according to participants, by showcasing humour (for example in the form of a practical joke) or by emphasising how betting is not serious/is light hearted in the marketing.

> *'They're trying to take the focus away from betting and try and put an element of fun to it'. (Adolescent Male, Sydney) (Stimulus #5)*

> *'Fun, comedic, enjoyable…not like generic….trying to be different and unique'. (Adolescent Male, Sydney) (Stimulus #5)*

'I think it's more subtle, I think they're trying to just give the brand a certain image or create a mood. …it's trying to create warm, fuzzy feelings perhaps or in this case maybe a humorous angle for a brand, so I think it's a branding exercise designed to make the audience feel warm, kind thoughts towards the brand, you know, thanks for the laugh...' (Non-Regular Racing Bettor, Melbourne) (Stimulus #5)

'I think the funnier ones are easier, more easily normalised than the sex ones …I kind of get the positive association thing… it comes across a little bit more of a caricature.' (Regular Sports Bettor, Sydney) (Stimulus #3)

'Well the funnier they make them of course, the more easily accepted [they are].' (Regular Sports Bettor, Sydney) (Stimulus #3)

Participants highlighted that the message of humour can be tied in with an associated sense of fun and ***camaraderie***, to communicate that betting with that particular operator is something to be enjoyed with friends, and can enhance a sociable experience.

'You would feel like you'd be losing out on money and the way they show it is with people cheering, enjoying punting, and celebrating with a friend' (Non-Regular Sports Bettor, Sydney) (Stimulus #3)

'…they're selling the sizzle, not the sausage, they're selling success or camaraderie or whatever you know, everyone jumps up in the air…I get annoyed with stuff like that because I see it as really cynical manipulation.'. (Non-Regular Racing Bettor, Melbourne)

Another message identified by participants in some examples was that it seeks to appeal to ***luck*** associated with gambling.

'I think that maybe it targets people that either feel lucky or confident. Maybe it brings along this vibe that if you choose our bet you'll be lucky or you'll be advantageous because you'll seek reward from it'. (Adolescent Male, Sydney)

'There's no bet like a Sportsbet…that's trying to spike the interest of luck within gambling...but even if you don't have luck they'll reward you anyway so it's a win win'. (Regular Racing Bettor, Parramatta)

'They're not focussing on specific things, they're just confident about it, communicating a positive outlook on it'. (Adolescent Male, Sydney) (Stimulus #4)

Another feature identified in the marketing was that gambling operators sought to communicate that betting with them would provide bettors with ***wealth, power*** and a ***glamorous lifestyle***. Participants perceived that this was achieved both through leveraging the 'glamour' associated with a particular event, and also through the lifestyle portrayed as part of the 'story' of the gambler in the advertisement.

'I think it's saying if you gamble you're going to live the high life'. (Adolescent Male, Sydney) (Stimulus #4)

'The word power is a little bit of a draw card I would think to younger boys.' (Parent, Sydney) (Stimulus #4)

'Money is power'. (Non-Regular Racing bettor, Melbourne) (Stimulus #4)

'Gambling can lead to riches.' (Non-Regular Sports Bettor, Sydney) (Stimulus #4)

'For both male and female…the fact of getting dressed up…we go out dressed with hat and all the rest of it…it's a little bit of finesse, I think it's that'. (Regular Racing Bettor, Parramatta) (Stimulus #6)

According to participants, the message of ***personal success*** was not only delivered by communicating that gambling will result in wealth and power. Participants highlighted that a sense of success could be communicated by making a win at a sports game synonymous with a personal (betting) win. One participant suggested that associating a successful bet with the success of a team made them ***feel directly involved***.

'And involvement. You can just watch the match and you're involvement was just watching the match or watching the team win; I can get a win as well. I know I can't go on the footy field and win it but I'm still part of that success as well…that's how I look at it'. (Regular Sports Bettor, Melbourne)

Other key messages that participants identified were the ***passion*** and ***excitement*** associated with betting. This message was felt to be conveyed in a number of ways including portraying gamblers experiencing positive emotions and excitement.

'The guy that was going crazy [with excitement] obviously betted, probably got some money'. (Adolescent Male, Sydney) (Stimulus #6)

'The excitement and the emotion on people's face. When you show pure emotion…passion...it makes you kind of want to be part of it'. (Regular Sports Bettor, Melbourne) (Stimulus #6)

'In the advertisements everyone is cheering and winning and it makes you feel excited…it promotes excitement and you want to be part of that excitement?'. (Regular Sports Bettor, Melbourne) (Stimulus #6)

'[the marketing] shows the excitement of the race and the adrenaline and that man, like emotional...'. (Non-Regular Racing Bettor, Melbourne)(Stimulus #6)

Participants reported that emotion and passion were evoked by ***leveraging their positive emotions and memories*** associated with a particular horse racing location/event or entity (for example, Black Caviar).

'I think this one would resonate with people that maybe gamble about once a year with the Melbourne Cup and if they had a good feeling on that particular day then this might sort of bring that emotion back and say well yeah that you know, that's the feelings I had or I remember that particular day for whatever reasons it might have been because they mightn't have bet, so that might sort of draw those emotions back and maybe sort of encourage them to have a go at another race or...' (Non-Gambler, Melbourne) (Stimulus #6)

'That's the excitement, the noise, the thrill of being [at the race track]'. (Regular Racing Bettor, Parramatta) (Stimulus #6)

> *'When they come racing past you feel it in your chest'. (Regular Racing Bettor, Parramatta) (Stimulus #6)*

> *'I got goosebumps and I don't know why…when Black Caviar popped up…'. (Regular Sports Bettor, Melbourne) (Stimulus #6)*

Another way in which personal experiences were felt to be leveraged by the marketing was by encouraging the ***avoidance of negative or painful emotions/experiences***.

> *'I think that they went for the emotional reaction with the kick in the guts thing because they're speaking to people who know that feeling and they're trying to say you won't have that feeling if you bet with us. So the people that know that feeling don't wanna experience it again. They're really clever, and the guys in the pub which is clearly a setting that's gonna appeal to people who know that feeling. So yeah, it's all very targeted...' (Non-gambler, Melbourne, Female, 25-34) (Stimulus #3)*

Another message that participants thought was conveyed *was* ***desirability and sex appeal***. Specifically, they felt that the stimulus shown indicated that males who bet would be more desirable to females.

> *'You're a winner, winning... Girls will think I'm cool if I use that.' (Parent, Sydney)(Stimulus #7)*

> *'Let's face it, sexually appealing. It was sexually appealing when she walks to him whispers and then very sensual fire up... let's face it… that's what they use in that commercial to get young people, you know to get into the frying pan.' (Regular Sports Bettor, Sydney) (Stimulus #7)*

> *'The classic is the TAB ad where the young buck does his little strut to get a pay-out and the very attractive blond looks approvingly at him...' (Non-Regular Racing Bettor, Melbourne)*

> *'Success, sexual success...' (Non-Regular Racing Bettor, Melbourne)*

The presentation of odds as news/information

In addition to identifying the messages/emotions/beliefs embedded in a range of sports and race betting marketing, participants indicated that a number of tactics were employed including:

- presenting odds in a similar style/format to a news broadcast
- using promotions
- leveraging sporting fans' loyalty and passion for their team and the sport, and the popularity of celebrities to endorse gambling operators.

Participants reported that one form of marketing they were shown sought to present betting odds in the format of a news broadcast, stating that it was pitched at their 'intellect' and aimed at making them feel more informed.

> *'It makes it feel as if it's news rather than information for gamblers…it doesn't seem like an ad to me'. (Other gambler, Melbourne) (Stimulus #1)*

'They're not trying to sell you something, they're trying to teach you something so you're bettering yourself by watching with this ad and going with this company so at the end of it you feel more informed'. (Non-Regular Sports Bettor, Sydney) (Stimulus #1)

'She's directing herself at your intellect saying all these smart things about what's going on, presenting it as a news person …she's making it seem that if you're smart and apply what you know and bet here'. (Other Gambler, Melbourne) (Stimulus #1)

'It normalises it…it's just information, it's not harmful, it's not dangerous'. ('Other' Gambler, Melbourne) (Stimulus #1)

'..that to me is the most [effective], the others are of spoofs, caricatures in part but that one's so benign, so infomercial, it's well I want to watch it because it's helpful. So over time I think its influence will grow…it flies under the radar.' (Regular Sports Bettor, Sydney) (Stimulus #1)

Participants commented that a number of tactics were employed to create a sense of gravitas, and the impression that information relating to betting is like news and/or that it is evidence based. This included using a main/character presenter who appears trustworthy presenting betting odds and information in a newscast format or with the aid of graphic data representation such as bar charts.

'She seems or she comes across as she knows her information, she, like a sports reader or a sports report, she's obviously reading, so she comes across as resourceful and knowledgeable… in that field, in what she's advertising'. (Non-Regular Racing Bettor, Melbourne) (Stimulus #1)

'She's standing like a news presenter…the way they're presenting the tables…the whole graphics of it. There's no music to it, it looks like something from the news. (Other Gambler, Melbourne) (Stimulus #1)

'Graphs going up so the odds of you winning look favourable' (Non-Regular Sports Bettor, Sydney) (Stimulus #3)

The use of promotions

Another tactic described by participants was that many operators provide novelty bets and promotions as an incentive to encourage betting on sports and racing events.

'They have special offers on now [for example] *you bet this much money and you will get it back even if your team loses is what I've seen'. (Adolescent Male, Sydney)*

'They do a lot of promotions. You bank a 100, we'll give you 100'. (Regular Racing Bettor, Parramatta)

'And they give you $50 if you talk someone into joining'. (Regular Sports Bettor, Sydney)

Some participants commented that these promotions seem to indicate that winning the bet is a certainty.

> *'It's not just betting on who's going to win and who's going to lose; it's margins…if a team scores a goal you get your money back…there's heaps of stuff and it makes people think it's definitely going to happen, I'm definitely going to get my money back…I'm not going to lose so it's pretty influential'. (Adolescent Male, Sydney)*

> *'If you're betting on a team…just say the Sea Eagles were playing and they're top of the ladder and they're playing someone who's last you think they're never going to lose…so people will feel very confident'. (Adolescent Male, Sydney)*

> *'Yeah because it's an offer. It's something that's almost too good to be true so people are going to keep trying to get it and the reality is that more likely than not they're going to lose money'. (Adolescent Male, Sydney) (Stimulus #8)*

> *'It creates this false perception that you can only win even though if you logically look at it you see well that's impossible.' (Problem gambler, Parramatta)*

Participants felt that the volume of these promotions increased around particular events like the 2014 FIFA World Cup (when fieldwork was being conducted).

> *'The change I've noticed of late and I think it's built around some of the big events like the World Cup is that the bookies will compete with each other by having a particular offer on a particular game they might say if Australia scores a goal, we'll refund you your money even if we lose'. (Non-Regular Racing Bettor, Melbourne)*

> *'…they're all competing with each other… you know, [your] money back if this doesn't happen… that never used to happen, if you lost you lost'. (Non-Regular Racing Bettor, Melbourne)*

In addition to providing promotions as incentives to bet with a particular operator, another tactic identified by participants in the marketing examples was to encourage people to switch gambling operators by displaying the odds of one operator compared to others.

> *'All companies would have different odds and would want to go with that company since their odds are better and the person betting will think I'll win with them' (Non-Regular Sports Bettor, Sydney) (Stimulus #3)*

> *'That shows to me a big advantage in going to Sportsbet. You can't lose compared to betting with the TAB or whatever'. (Regular Sports Bettor, Melbourne) (Stimulus #3)*

> *'It might make someone more aware and you know that he can shop around for different odds you know, or different bookies'. (Non-Regular Racing Bettor, Melbourne) (Stimulus #3)*

> *'They're setting themselves as not as greedy as the others...' (Problem gambler, Parramatta) (Stimulus #3)*

> *'...you'll just remember okay that one's better than the rest so that sort of stays in your mind and you go okay, that one says it's better.' (Problem Gambler, Parramatta) (Stimulus #3)*

Leveraging fan loyalty

Participants pointed out that a number of gambling operators are linked to sports teams through sponsorship and/or may seek to leverage fans' passion and support for sports/racing to encourage them to place bets.

> *'Linking them with the team… it gives them a certain legitimacy'. (Other Gambler, Melbourne)(Stimulus #2)*

> *'…direct association with the team, like if different teams use different brands they will be more likely to bet with that company.' (Non-Regular Sports Bettor, Sydney)*

> *'I think the main message is that if you're passionate about sport… try and bet. I assume they took the inspiring approach with all the music and the guy jumping up and down as the horses go'. (Adolescent Male, Sydney) (Stimulus #6)*

> *'Well I find that the ads with the sporting personality are perhaps better because it showed that betting is a sporting thing to do.' (Regular Sports Bettor, Sydney)*

Another tactic highlighted was the use of celebrities to endorse a particular gambling operator and leveraging on the 'brand' of the celebrity to promote the brand of the gambling operator.

> *'I think they're trying to be different, than just stats and stuff and put Warnie…it's a bit different'. (Adolescent Male, Sydney)(Stimulus #5)*

> *'Could be because they use a well-known person. Well if he's okay doing a bet with that brand then I guess it's okay to use that company to gamble' (Non-Regular Sports Bettor, Sydney) (Stimulus #5)*

> *'It's having an effect on the kids watching it on TV and the gurneys and seeing that gambling is normal. The celebrities and rich people are involved.' (Non-regular Sports Bettor, Sydney, Male, 55-64)*

> *'I reckon there'd be a lot of kids who do look up to those people as well, and whose parents have put value on sports people being role models.' (Parent, Sydney)*

Integration with sports and racing coverage

While discussing saturation advertising as an approach to marketing sports and race betting and the perceived legitimising effects of this marketing, participants described what they saw as the seamless integration of sports betting into sports broadcasting. They felt that this portrays a symbiotic relationship between sport and gambling which in turn may have a legitimising effect. Some participants felt that it is not appropriate to portray sports betting as an integral part of sport given that children and adolescents are being exposed.

> *'It almost becomes part of the sport analysis…it becomes part of the analysis of the actual sport itself'. (Other Gambler, Melbourne)*

> *'I was watching Wimbledon the other night and it was very hard to discern the ads from the actual commentary yeah'. (Non-gambler, Melbourne, Male, 65-74)*

'You've got kids who are going to be watching the football and they shouldn't be, well in my opinion, they shouldn't be exposed to that and having it seen as being an integral part of the game'. (Non-Gambler, Melbourne)

'I think it's almost become part of the viewing or the watching of the sport 'cause it is just so prevalent that, I mean in days past you could sit down and watch a game of tennis or football and not have that, but like now it's just constant so people sort of start to feel that it's part of the whole enjoyment or whole aspect of the game, you sort of get a bit more involved by putting a bet on so, yeah it's on everything'. (Non-Gambler, Melbourne)

Moreover, some participants felt that the seamless integration of sports betting with sport could potentially be particularly harmful to children and adolescents.

'It makes it acceptable because it's associated with sport which is a reputable thing, it's what all the young people want to do….dirtying it with gambling is really messing with their [young people's] psyche…everyone feels it's so much more acceptable now, it's not a problem... (Other Gambler, Melbourne)

'It's normalising it. It's totally part of sport. I think it would probably affect young teenagers a lot more because it seems completely seamlessly linked with the games'. (Other Gambler, Melbourne)

Target audiences

After watching each sports and race betting marketing example, participants were asked to describe the perceived target audience. A wide range of audiences was reported (across the different examples) including: 'everyone', people in particular age groups, men, people with different levels of experience with gambling products, people of a particular social status, and people with specific behaviours. Both adults and young males considered that the marketing was designed to engage young people as potential 'future customers'. Given the variety of advertisements shown in the focus groups, and the fact that opinions are subjective, the perceived target audiences reported is very wide.

It targets everyone

In providing feedback on particular marketing examples, and while commenting on sports and race betting marketing overall, some participants indicated that on the one hand the marketing was not necessarily tailored to gender, age or a particular type of bettor (with a particular level of experience/knowledge).

'It's not really specific in a way'. (Adolescent Male, Sydney)

'All generations...it gave me goose bumps and it was kind of like; I can't wait to do it this year. People who saw a horse that they back in the day, that would bring up memories for them'. (Regular Sports Bettor, Melbourne) (Stimulus #6)

'It's not just confined to young people... there is a wide range of ages'. (Regular Racing Bettor, Parramatta) (Stimulus #6)

'At the moment especially they're trying to capture as wide an audience as possible…Tom Waterhouse talks about punters…if you're a smart gambler you'll gamble with me….Bet365 is we're the world's biggest betting side; you should bet with us. I don't think they're targeting stereotypes/demographics anymore'. (Other Gambler, Melbourne)

'Now it's female friendly. It's changed definitely the marketing'. (Regular Sports Bettor, Melbourne)

On the other hand, participants commented that different forms of sports and race betting marketing and its content/style/design targets specific audiences based on a variety of characteristics and behaviours, as described below.

Young people as future customers

Both adolescent male (aged 13-17) and adult participants considered that young people were targeted by sports and race betting marketing, and speculated that it was designed to engage them as 'future customers'.

'I don't think they're targeting [children] for their specific age; I think they're targeting them for when they're older. They've been influenced at a young age so they're more inclined to go and bet on things'. (Adolescent Male, Sydney)

'Children are going to the games and watching it on TV and drawing the lines so when they're old enough to make a bet they can.' (Non-Regular Sports Bettor, Sydney) (Stimulus #2)

'It's designed to hook them at a younger age.' (Problem gambler, Parramatta)

'Yeah, they want to get the hooks into the punters at an early age and carry them through to the grave.' (Problem gambler, Parramatta)

'Kids, younger people are being set up for later, there's already that layer of availability there so when the time comes amongst their range of options there's gonna be something they're already familiar with'. (Non-Regular Racing Bettor, Melbourne) (Stimulus #2)

People aged 18 or older

Sports and race betting marketing was also perceived to target people aged 18 years and older.

'Someone above 18 I'm guessing. I don't think they're aiming for those who don't have money or most likely won't have money which is people under 18. I guess someone who's not very old I guess…so maybe an 18 to mid 30s or 40s'. (Adolescent Male, Sydney

'They're aiming for a younger audience when in the past where they would just watch the game without having a bet, but now they're being enticed to having a bet.' (Non-Regular Sports Bettor, Sydney)

'The generation we are now. Gen Y types. It's more digital'. (Regular Sports Bettor, Melbourne)

'I really feel it's just younger…young…that non-traditional. Do it for the enjoyment rather than the habit perhaps'. (Regular Sports Bettor, Melbourne)

Mainly men

Different examples of sports and race betting marketing were perceived to be gender-specific, with most being targeted at males.

> *'Young males'. (Non-Regular Sports Bettor, Sydney)*

> *'Men. I think the online gambler sports ones. The one I joined…it said bets for men'. (Other Gambler, Melbourne)*

> *'Maybe the Spring Racing Carnival its more women because they show women getting dressed up and having a good time but the rest of the time it's more men'. (Other Gambler, Melbourne)*

Targeting based on level of experience with gambling products

Other forms of sports and race betting marketing were felt to be tailored to people's level of experience/knowledge in betting on sports and racing events.

For example, some marketing was perceived to be directed at more experienced sports and racing bettors.

> *'More experienced gamblers…people who are very into gambling'. (Adolescent Male, Sydney) (Stimulus #8)*

> *'Encouraging for people who know how to place bets but wouldn't be effective for those that don't know' (Non-Regular Sports Bettor, Sydney) (Stimulus #1)*

> *'It's meant for people who already [are] engaged in betting rather than getting new people' (Non-Regular Sports Bettor, Sydney) (Stimulus #1)*

> *'So the people who gamble they know what they're doing, whether you know just the hot headed and one day for fun but this is more like for educated people'. (Non-Gambler, Melbourne)(Stimulus #3)*

In contrast, other forms of marketing were seen to be directed at people with limited sports and race betting experience.

> *'I think it's the people betting for fun. It's not the people who sit there and strategically work stuff out, it's for people who go okay I've got money to waste, where am I going to put it'. (Regular Racing Bettor, Parramatta)*

> *'The general population don't have the interest to follow it up professionally. They don't see it as a problem to lose 20, 50, 100 dollars whatever their gambling stake is'. (Regular Racing Bettor, Parramatta)*

People 'of a more refined class'

Another view that emerged was that this marketing was targeting people from a particular social milieu.

> *'Sportsbet and the Waterhouse is more of a refined class' (Non-Regular Sports Bettor, Sydney)*

'Middle class Australia'. (Regular Racing Bettor, Parramatta)

'More or less at the sort of the upper middle...class… not the working class goose...'. (Non-Regular Racing Bettor, Melbourne) (Stimulus #7)

People with specific characteristics/ behaviours, for example, people who watch sport/people who go to pubs

Some participants also identified that the marketing examples targeted people with particular behaviours, for example, people who are fans of a particular sport or people who like to frequent pubs and place bets.

'Whoever is into that particular sport' (Non-Regular Sports Bettor, Sydney)

'People who like to go to pubs and bet.' (Non-Regular Sports Bettor, Sydney)

The impacts of sports and race betting marketing

Marketing affects others (but not me)

Overall, participants felt that many forms of marketing they observed during the groups or more generally would not necessarily influence them personally, but may affect the intention and behaviour of others to engage in sports and race betting.

'It might put the idea in their head. Oh, I might try TAB because I might win my money back'. (Regular Sports Bettor, Melbourne)

'It's smart advertising but is it gonna make us join their account? Not me, but it might make someone else that is looking at an account.' (Non-Regular Racing Bettor, Melbourne) (Stimulus #7)

'I think it encourages them…it says easy money and they give you all these easier options and second chances…it doesn't phase me...I have my way of gambling; that's what I do.' (Regular Racing Bettor, Parramatta)

Other than reporting they would be unaffected because their betting behaviour was set, or the marketing was not designed to impact betting behaviour (i.e. focused on 'brand awareness') or they were 'immune' to it, participants reported their intention and behaviour would be unaffected for a variety of reasons. The main reason was that they felt that the marketing was not targeted at them. Instead, they saw it as targeted at people with specific behaviours/characteristics, such as supporters of a particular sports team, people who are inclined to download apps, people consuming alcohol in a pub and people with a particular type/level of knowledge about sports/race betting.

'If someone is really passionate about a particular team and looks up to them and sees a particular gambling operator on their back it might make people want to bet with them'. (Adolescent Male, Sydney) (Stimulus #2)

'It makes it easier, but if you're inclined to download the app, it could lead to more bets' (Non-Regular Sports Bettor, Sydney) (Stimulus #7)

'They're trying to push free bets…personally, when it comes to that big number unless it's a ridiculously big number I know what my odds of winning are…the odds are the same, it doesn't matter to me'. (Other Gambler, Melbourne) (Stimulus #8)

Participants also commented that the timing of marketing, as well as its content, may impact on intention to engage in sports and race betting.

'Yeah it definitely encourages. If someone hasn't bet before the game and they see it at half time and they know a team is going to win… they're reminding you you can win this much money they're going to be more inclined [to bet] in a way'. (Adolescent Male, Sydney)

'It encourages to bet during the game. Oh, this team is up by 20 points now….so…I think it helps them make other people bet on games '. (Adolescent Male, Sydney)

'For me that would do more, like that's clearly before a game like that would be the most powerful kind of ad'. (Regular Sports Bettor, Sydney) (Stimulus #1)

'I like footy gambling, if I saw there was great odds just before the game, if I did have an online account it would probably make me wanna put a bet on right there and then, knowing the odds, straight away.' (Problem Gambler, Parramatta) (Stimulus #1)

One participant raised the issue that the immediate impact on intention and behaviour may not be the most important aspect to focus on in examining the impact of sports and race betting marketing. This participant suggested that marketing which focuses on normalising gambling/changing attitudes towards it, and creating positive associations with a particular brand, could have a greater impact on gambling behaviour over the longer term, particularly on young people.

'…the ones that don't have any promotion or information are kind of more damaging in getting more because it's normalising and just changing attitudes. It's the only point of the ad and why you should gamble with them. It's just associating their brand with good intentions associating with power and prestige influencing young people in the long run'. (Non-Regular Sports Bettor, Sydney)

Impact on brand awareness

Whilst participants felt that they themselves were not consciously influenced by such marketing, they nevertheless acknowledged that they may personally be affected at a subconscious level.

'I think there's more there now than there used to be, and I think a lot of it's now they fly below the conscious mind. You're not aware of it sometimes'. (Problem Gambler, Parramatta).

'I don't think they'd [young people] be directly affected but I think there's a subliminal message in there so they just remember in their mind'. (Problem gambler, Parramatta)

'It's all still there…you might not notice it but it's always in the background, your brain's probably picking up something'. (Problem gambler, Parramatta)

'Surely advertising's about repetition …you'll see the Sportingbet logo and maybe one day down the track when you want to place a bet you'll go to their website just because you

remember it but yeah, on a lot of levels it could work'. (Non-Regular Racing Bettor, Melbourne) (Stimulus #2)

Participants commented that much of the marketing was designed to create brand awareness, and trust in the brand. Awareness of the gambling operator's brand could be associated with positive emotions. For some participants, brand awareness could be generated or furthered through word of mouth (i.e. people discussing a piece of marketing itself).

'It didn't [impact my intention to gamble] but just brought up brand awareness'. (Non-Regular Sports Bettor, Sydney) (Stimulus #5)

'It's a brand awareness or giving them an identity which was effective'. (Regular Sports Bettor, Melbourne) (Stimulus #4)

'…it's just brand awareness and you'll see that every game you'll see those players whether the opposition or your team, you don't really care, but you just see that brand name and it gets in the consciousness'. (Non-Gambler, Melbourne) (Stimulus #2)

'The first thing you think of when you go to bet is what you've previously seen. As you said, brand awareness…you may just make a connection in your brain and you may not know how it got drilled into your brain when you were most happy and most into it'. (Regular Sports Bettor, Melbourne) (Stimulus #2)

'I think it's more about the word of mouth... You might go to your group of friends and say did you see that ad from [Gambling Operator] with the […] guy just stuff like that'. (Adolescent Male, Sydney) (Stimulus #5)

Impact on gambling intention and behaviour

Participants discussed, in detail, the impact of promoting the accessibility of sports and race betting products on intention to bet and betting behaviour. They pointed out that this may be linked to a number of factors, including the fact that the marketing examples commonly portrayed the accessibility of gambling products, and accessibility is strongly related to a number of other themes, such as the extent to which sports and race betting has become normalised.

Both adolescent males and adults indicated that marketing sports and race betting as easily accessible could impact intentions and behaviour. Participants in the adolescent male group commented that making people more aware of how accessible the products are might encourage people to gamble. In addition, there was a discussion about the fact that this awareness, when coupled with access to debit/credit cards (with or without parental consent), digital gambling platforms and digital literacy, could facilitate gambling.

'There will always be a market but the ads bring more towards the market, makes people more aware of it and how accessible it is'. (Adolescent Male, Sydney)

'Yeah, they try and encourage how simple and easy it is and its effectiveness so I guess it does help [people to gamble] in general'. (Adolescent Male, Sydney)

'…it's not very hard to go on your mobile phone and click yeah I'm 18. They know lots of kids or teenagers are watching Friday night footy; that's probably why they target it'. (Adolescent Male, Sydney)

'Say people our age, 16, some don't really have a job. If I really wanted to, I could easily go to a drawer, get my dad's credit card and spend his money…you could just not even be spending your money on it which would be a real problem'. (Adolescent Male, Sydney)

'I don't think before technology you would have had 16 year olds maybe betting because with technology there's more access to teens because we're generally better with technology, it's easier for us'. (Adolescent Male, Sydney)

Impact on young people

Although only a minority of adults could comment directly on the gambling behaviour of young people (under the age of 18), the discussion below illustrates that, even though underage gambling was not perceived to be a new phenomenon, accessibility to gambling products through digital platforms (on smartphones in this instance) was perceived to facilitate, and potentially increase, the number of young people gambling. Parents in the groups were unaware of any gambling behaviour in their own children, and were speaking about what they had observed in their workplace or heard anecdotally. Young males themselves did not self-report any gambling behaviour.

'I know 13 year olds at school and they're all online gambling…like they've got their iPhone, they're betting. You walk past and say 'What are you doing?'…non-stop…on races, everything. They just fake it….they carry around online betting. 'I just won like $800 bucks'. 'Are you serious?''. (Regular Sports bettor, Melbourne)

'I don't think that underage gambling is anything new. When I was young we used to duck out with the form guide and go up to the TAB at lunch time; that sort of thing'. (Regular Sports Bettor, Melbourne)

'It was a minority though'. (Regular Sports Bettor, Melbourne)

'Yeah but in the class room or in the footy oval at lunch time; that's a bit wrong'. (Regular Sports Bettor, Melbourne)

Participants perceived that the extent to which sports and race betting marketing emphasises accessibility to gambling products online rather than in venues may be dangerous for adults, as well young people, as they felt that it is easier for problems with gambling to go unnoticed.

'It's nice physically walking down to a shop and instead of like being in front of a computer or something, like that's, I dunno if it's a safety thing because it gives you, it's not as easy to go for a walk and but just I prefer that'. (Problem Gambler, Parramatta)

'If you go to a pub or a club somewhere you can ask to be excluded, with online products that doesn't happen'. (Problem Gambler, Parramatta)

'I think it becomes like a less social, like an underground...'. (Problem Gambler, Parramatta)

'...like, no-one knows. Like I don't have to go out in public, I could have a gambling problem but I don't have to actually go out in public to do it, so who would know…'. (Problem Gambler, Parramatta)

The comment directly below illustrates that the anonymity offered by online betting allows one participant to avoid being embarrassed when putting small bets on races, i.e. the anonymity of betting online can also be appealing to young and/or infrequent/novice gamblers.

'I have one online account that only has a little bit of money and I like it because I forget what to say at the races when I'm putting my bets on and because they're so small I'm embarrassed. At least online I have that anonymity so it makes it easier and I don't have to feel like such a goose'. (Non-Regular Racing Bettor, Melbourne)

Impact of promotions

One type of sports and race betting marketing which was perceived to directly impact participants' own gambling behaviour and potentially that of others was promotions.

'For me it's the promos. If you bet $50 then you get $50 bucks – I'm like, sweet!'. (Regular Sports Bettor, Melbourne)

'Some of the promotions get you in. You get like 25% back'. (Regular Sports Bettor, Melbourne)

'What I see is they're putting a carrot in front of people and if you invest 10-20 we will give you these extravagant odds to entice people and once they get the hook with an account it will lead to more and more betting.' (Non-Regular Sports Bettor, Sydney)

A number of participants described the promotions as 'free' bets which had encouraged them to open accounts. After opening a new account with a gambling operator, some participants indicated that they then did not proceed to gamble regularly with them or gamble more often than they would have done otherwise.

'The free betting has, I never had an online account before so that definitely got me into that…I took their free money, made sure I made enough money then always had a point where I stopped and then waited for them to offer another free bet'. (Non-Regular Racing Bettor, Melbourne)

'Well I have four online accounts and I obviously like to be able to look for the better odds and primarily I enjoy them because they gave me a free bet each time, I think one of them was $100 and they put in $100. …that bet that I've got on the World Cup is a free bet from a bookie, I had to only put $50 in my account to spend whatever I like and he gave me a $100 free bet, so if I lose that I'm not really fussed and if I win he takes the stake back and I keep the winnings'. (Non-Regular Racing Bettor, Melbourne)

Most effective marketing techniques

Feedback on a specific piece of marketing that focused on presenting sports betting odds in newscast form, showcases how presenting a gambling product in this manner while incorporating some information about the product offer, may be particularly effective in impacting on gambling behaviour. This 'newscast' style involves the use of a presenter speaking directly to the viewer, while presenting information (as with a news segment). The advertisement in question also borrows elements for the background set from a news broadcasting environment, i.e. the presenter is filmed against a background of television sets which showcase different forms of sport/racing events.

> *'I was having the same thought…it's quite directed at your intellect and if I was interested in the particular game [they were] talking about it'd make me think about taking it a step further'. (Other Gambler, Melbourne)(Stimulus #1)*

> *'Well that's more interesting, that held my interest more in that they're actually telling you something about the sport, again that's central to their whole message, they're giving you a bit of interest about the game, giving you a few facts and figures, naming a few names, so that's gonna hook your attention more as someone who's not interested in gambling'. (Non-Gambler, Melbourne) (Stimulus #1)*

Of the examples shown during the focus groups, the marketing example which was felt to be most likely to impact participants' intention to gamble was marketing that appealed to and applied a specific combination of emotions/beliefs and tactics. Stimulus #3 employed a number to tactics including humour, avoidance of pain and presenting odds using a chart while emphasising that their odds were the best relative to competitors. The combination appealed to the audience emotionally, and had a legitimising effect, which impacted intention to gamble among a range of adult bettors (from low through to high levels of gambling experience). The legitimising effect was largely communicated using similar tactics to the newscast form of marketing described above, as well as other tactics (for example, avoidance of pain, humour), to create an approach which appealed to both non-regular and regular bettors in the groups.

> *'For me it's emotive, it reminds me of the time when I've looked at someone elses' odds and gone to collect it and the odds have paid out. That gave me a very emotive response when I saw that ad'. (Regular Racing Bettor, Parramatta) (Stimulus #3)*

> *'On the left hand it was light-hearted and on the right hand it's factual'. (Regular Racing Bettors, Parramatta) (Stimulus #3)*

> *'I prefer an ad like that…it's a little bit humorous but it gives you information, whereas a lot of the others you know, you don't know what it's about until the last second, so...'. (Non-Regular Racing Bettor, Melbourne) (Stimulus #3)*

> *'I don't bet very much and when I do I want to get the most back I can get so saying that in that ad would make me go that's right, they say they've got the bet odds I'll look into it a bit more, I wouldn't necessarily go and do it but I would look into it. If they get me to look into it there's a good chance they'll get me, so for me that sort of ad would work'. (Non-regular racing bettor, Melbourne) (Stimulus #3)*

'I had seen it before…of course it would. There's nothing more enticing than making sure that a gambler can make sure they can make the best odds…absolutely'. (Regular Racing Bettor, Parramatta) (Stimulus #3)

This marketing technique represented a departure from what was perceived to be more traditional forms of marketing focusing primarily on odds ('stats'). It engaged participants by appealing to specific emotions/beliefs and presented the betting offer in a way that was easy to interpret for all participants, irrespective of their knowledge base (about betting). Although there was little concrete information about odds in this (particularly effective) piece of marketing, this was outweighed (for more regular sports/race bettors) by the fact that this gambling operator claimed to offer better odds than other providers.

Responsible gambling messaging

Problem gambling as a public health issue

Both young males and adults discussed the potential impacts of problem gambling, not just on the individual but on families and society as a whole. Given these implications, participants felt that the promotion of responsible gambling is important and warranted. They also acknowledged that problem gamblers may have co-morbidities and that gambling problems may co-occur with other serious social and financial issues.

'Some people's lives have been ruined by betting because some adults go too far and spend every last cent that they have and I think that that's quite a big impact'. (Adolescent Male, Sydney)

'It's bad because some people get very aggressive as well if they lose all the time. They don't know when to stop'. (Adolescent Male, Sydney)

'It impacts the family as well'. (Adolescent Male, Sydney)

'With the real problem gamblers that there's going to be huge social and other costs that flow through such as perhaps forced sales, spilt families, divided families...' (Regular Sports Bettor, Sydney)

'You may find that problem drinkers are also problem gamblers…also have family problems at home, are also more likely to have abused their husbands or wives.' (Regular Sports Bettor, Sydney)

Respnsible gambling messaging is not effective

Overall, participants felt that gambling operators only promote responsible gambling because they are obliged to do so through regulation or that the effort to do so does not appear genuine.

'I think they wouldn't do it if they didn't have to…not because they're looking after us'. (Regular Racing Bettor, Parramatta)

'It's something that the company has to do to cover themselves. Like with alcohol they always say drink responsibly. I think they've got to say that…it doesn't really seem like they care…well they probably do but it just comes across as something they have to do'. (Adolescent Male, Sydney)

Participants were asked the extent to which they believed the promotion of responsible gambling messages and help services in sports and race betting marketing is effective. The consensus in all groups was that its effect is limited and the promotion of this message is at odds with the business interests of gambling operators.

'It's almost like they say it because they have to. It's not like they really care'. (Adolescent Male, Sydney)

'It's not effective at all.' (Non-Gambler, Melbourne)

'If everyone did gamble responsibly it wouldn't be better to the company…it's something that they're forced to say and if they had the chance to not say it they'd probably prefer that because they'd make more money'. (Adolescent Male, Sydney)

'They'll always be dragged kicking and screaming because it's potentially gonna harm the business so, it's like anything, it's like putting clocks in…putting clocks in pokies venues to show people what the time is, something like that had to be brought in by legislation'. (Non-Regular Racing Bettor, Melbourne)

In providing comment on why they thought the promotion of responsible gambling in sports and race betting marketing was not effective, participants provided a broad range of reasons. Overall, they indicated that the message was not presented as a warning.

'In no way does it present as a warning. For people who aren't or are considering it…everything in there says that I should'. (Regular Sports Bettor, Melbourne)

It was also difficult for participants to read the responsible gambling messages due to font size, colour contrast and the short duration it is shown, placement of the message and production (for example, the voice over not referring to responsible gambling while the message is being shown).

'It's not a high enough impact. It doesn't have to have like big red writing on a black background at the end of the ad saying gamble responsible, don't do it excessively. Maybe a little bigger than font size 1'. (Adolescent Male, Sydney)

'One of those people on television they always say gamble responsibly once it's cut away from them so you're already not paying attention to their voice'. (Adolescent Male, Sydney)

'There was white writing at the bottom but your eye wasn't drawn to it'. (Adolescent Male, Sydney)

'Companies do whatever they can to make the message minimal because they are obligated to put on the ad and the colours that blend into it.' (Non-Regular Sports Bettor, Sydney)

'As if you're eyes are going to be on the small font…they divert your attention'. (Regular Racing Bettor, Parramatta)

'It was small and it was changing scene a lot and you were looking at what that was (the scene and not the writing)'. (Adolescent Male, Sydney)

'But it certainly isn't as loud or as bright or large as the advertising for gambling'. (Non-Gambler, Melbourne)

One participant indicated that the term 'responsible' did not speak to them because they did not feel that they had to be responsible for anything, due to more limited financial obligations and lack of parental responsibilities. They believed that this lack of relevance of the term 'responsible' could extend to younger people.

'I think a problem that has just become apparent to me is when I think about responsible I think: Why do I have to be responsible? I don't have children or a mortgage. I have a partner but she earns her money. Why would I need to gamble responsibly? All I'm responsible for is my credit card bills, my rent…if you're talking about teenage or young adult gambling, responsible gambling isn't going to mean anything to them because they're gambling for fun. So if I go to gamble I go because I want to gamble and I usually go with a goal…when I go the casino I at least want to break even or go completely bust so responsible gambling doesn't mean a lot to me'. (Other Gambler, Melbourne)

Ultimately, many participants felt that the effectiveness of responsible gambling messages and the provision of contact information for help services was limited because people actively have to seek out help, which may be hindered by the fact that they are not aware (or do not acknowledge) that they have a gambling problem.

'It's almost like an apology where you're in the wrong and you took offence at someone's comment…you know it's there, you know it's information but you have to do all the work to a) read it and b) obtain it…'. (Other Gambler, Melbourne)

'Apart from the fact that it's small I don't think the message is very effective. It's telling me that there is information available if you want to seek it out. It's telling you to gamble responsibly; I'm not going to do what it's telling me to do… unless they realise they have a gambling problem they're not going to go and research it'. (Other Gambler, Melbourne)

Whose responsibility?

When discussing other approaches to promoting responsible gambling and minimising risk, participants debated who should be responsible for dealing with this issue. For some participants, responsibility did not lie solely with individuals but with families and society more broadly. Parents felt that they could not be solely responsible.

'…the individual first, the family second and their friends and associates third, perhaps the local community fourth.' (Regular Sports Bettor, Sydney)

'I think responsibility exists across every level of society, whether, certainly you know parents have a responsibility to make, at least make their kids aware of the dangers.' (Parent, Sydney)

'The world has changed you know since we were young and there have to be controls I think, we're losing touch with our kids.' (Parent, Sydney)

'I just think parents can't do it all alone, I mean you need help.' (Parent, Sydney)

Some participants also felt that the government has a role in addressing the public health issues associated with gambling.

'I think it's the government has to purchase space them self, if they think they're going to be able to regulate the betting agencies to put responsible gambling on their own adverts they're pulling everyone's leg, they have to put, have to invest their own money, well their own money, tax payers' money to do their own stuff, this is just, it's just a joke really.' (Regular Sports Bettor, Sydney)

Education and social marketing

Participants also felt that preventative measures such as further education and awareness raising should be undertaken. An adolescent male suggested that education at school about the dangers of problem gambling would be useful. Parents indicated that education needs to be provided to children which emphasises the negative consequences associated with problem gambling.

'I'm going to say school. Through education. I think the idea a) teaching about gambling. I don't think we've ever been taught about the effects of gambling. We've been taught about the effects of drugs, smoking and gambling which I think would be a very serious'. (Adolescent Male, Sydney)

'[young people] have no idea of the consequences, really' (Parent, Sydney)

'The only thing that will discourage them is a conversation or seeing someone who's lost a lot.' (Parent, Sydney)

Participants also felt that government social marketing campaigns had a role in raising awareness around the risks and consequences of problem gambling. As discussed earlier, participants found the promotion of these messages by gambling operators to be ineffective in their current form. Given that the promotion of the responsible gambling message is felt to be at odds with their business interests and that there is very limited perceived impact from it, participants felt that the placement of this message would be more effective in separate government-funded social marketing campaigns. Although participants recognised these already exist, they indicated that this social marketing should follow immediately after sports and race betting advertising. Some participants felt that a new approach should be taken to this government advertising.

'You could put an ad on TV telling people that they should gamble responsibly. Even if it's not included in an ad they should just have a separate ad for it'. (Adolescent Male, Sydney)

'They're making a profit on it so [the government] should be the ones making people aware' (Non-Regular Sports Bettor, Sydney)

'It's important to have government and separate ones attached to the current ones [by gambling operators as the messages are] clashing' (Non-Regular Sports Bettor, Sydney)

'I think it's time for a fresh slogan and a fresh approach'. (Other Gambler, Melbourne)

'It's not their responsibility to say be careful; it's the other. The ads you see of the person who's lost their family. They need to follow up the gambling ad with that kind of ad'. (Regular Sports Bettor, Melbourne)

Although education and social marketing campaigns were seen to be valuable tools for promoting responsible gambling, participants felt that their impact will be limited in that such initiatives will have to compete with ubiquitous sports and race betting marketing.

'There seems to be an awful lot of betting ads, like an awful lot and not many I can recall at the moment are anti-gambling ads or showing the negative aspects of it.' (Regular Sports Bettor, Sydney)

Chapter conclusion

This chapter has analysed the findings from ten focus groups conducted with different research audiences: two with regular sports bettors, and one each with non-regular sports bettors, regular racing bettors, non-regular racing bettors, other gamblers, non-gamblers, adolescent males (aged 13-17), parents of those adolescents, and problem gamblers. The limitations of the qualitative approach, and the caveat that it may tend to emphasise more strongly held views, are outlined in Section 4.1. These limitations should be considered when interpreting the findings.

The overarching aim of the qualitative research was to gain a detailed understanding of the way in which different audiences interact with sports betting and race betting marketing in terms of their perceptions, recall, their affective responses and self-reported likely impact on their gambling behaviour.

Overall, participants perceived that sports and race betting marketing is becoming increasingly ubiquitous and seeks to normalise gambling. Participants felt that such marketing has a normalising effect which is reflected in the notion that gambling is increasingly socially acceptable, and that even children are now more knowledgeable about gambling/gambling operators.

Participants indicated that attitudes may be changing regarding the extent to which gambling is socially acceptable, and some felt that it was becoming an increasingly important public health issue. There was consensus that sports and race betting marketing should not be televised at particular times in order to protect children. Both the perceived ubiquity and seamless integration of this marketing (with sports in particular) was seen to be potentially harmful to vulnerable groups, particularly children. A number of participants called for an outright ban of this marketing for this reason, and there was agreement that it could be a nuisance/and or intrusive.

Participants identified a wide range of emotions and cognitions incorporated in sports and race betting marketing, as well as techniques such as presenting odds as news/information, using promotions and integrating the marketing with sports and racing coverage. Both adults and adolescent males considered that a range of adult audiences were targeted, including young people as potential 'future customers'.

The impacts of various forms of race and sports betting marketing were felt to be wide ranging, from impacting people subconsciously to encouraging them directly, and/or others to bet. Most people reported that marketing would affect others, although few reported direct impacts of marketing on their own betting behaviour. Although young male participants did not self-report gambling behaviour, they commented that making people more aware of how accessible gambling products are would encourage people to gamble. They discussed their view that this awareness, when coupled with access to debit/credit cards (with or without parental consent), digital gambling platforms and digital literacy, could facilitate gambling.

Participants felt that the promotion of responsible gambling in sports and race betting marketing was ineffective, and some felt that education in schools and social marketing campaigns should be expanded. They acknowledged, however, that the success of such campaigns would be limited in the face of what they perceived to be pervasive sports and race betting marketing.

With respect to the impact on young people specifically, this research suggests that sports and race betting marketing:

- Provides a relationship with, and impacts upon, adolescent males' awareness of gambling, as evidenced by their awareness of brands and operators, and levels of knowledge about sports betting;
- Communicates excitement about gambling, and a range of other emotions/cognitions such as fun, that it is low risk, a sense of individual control, and passion.
- Is raising awareness levels of gambling, gambling operators, the accessibility of gambling and also around the process of betting.
- In terms of impact on young people's intention to gamble, adolescent males reported that sports and race betting marketing is likely to impact other's intention to gamble but not necessarily their own as they did not gamble.

Online survey

Introduction

An online survey was conducted with *n=3200* members of an online panel, hosted by CanvasU. Six research segments were specifically sampled to reflect the research objectives, and the particular research audiences of interest. These six research segments were similar, but not identical, to those used for the qualitative study (which used nine segments). Points of difference were that the online survey did not include a segment of problem gamblers, due to the very low prevalence in the population. Similarly, the definition of 'regular gambler' was relaxed slightly from at least twice a month for the qualitative study, to at least once a month for the online survey, in order to ensure sufficient numbers in the survey segment. This means that the groups are not directly comparable. Parents of adolescents were included in the qualitative study, but viewed as a 'secondary' research audience; and so resources were allocated to obtaining a survey sample of adolescents (themselves) rather than their parents. Finally, the 'comparison group' for the survey sample included both 'other gamblers' as well as non-gamblers (the two groups were separated out in the qualitative study).

All respondents, except those in the adolescent sample, were aged 18 years or over. The segments are outlined below. For more detail on see Section 5.33:

- Adolescents;
- Non-regular sports bettors;
- Regular sports bettors;
- Non-regular race bettors;
- Regular race bettors;
- Comparison group

The objectives of the survey were to explore the relationship between sports and race betting marketing and gambling intention and behaviour. The survey questionnaire (see Appendix K) was developed to examine this relationship, and to explore associated factors. The questionnaire content was informed by the literature review; existing instruments were used where possible and appropriate. Development and refinement of the questionnaire were also shaped by the findings from the qualitative study, with survey questions being modified and attitude statements added to cover themes that emerged.

Specifically, the online survey aimed to investigate:

- Exposure to sports and betting marketing;
- Perceptions of the mood, meaning and target audience of the marketing;
- Attention to, and perceived effectiveness of, responsible gambling messages;
- Cognitive and emotional responses to the marketing;
- Whether sports and race betting marketing plays a role in normalising gambling;
- Whether there is an association between exposure to marketing and gambling behaviour and whether there are 'mediating' factors that influence this association;
- Whether there is a progression from occasional gambling on sports or racing to regular and/or problem betting behaviour on sports or racing.

Analysis Model

The survey analyses included descriptive statistics (cross-tabulations) as well as multivariate analysis in the form of logistic regression.

The first stage of analysis of the quantitative data involved cross-tabulations for each of the survey variables by sample segment. Statistical significance has been tested by comparing the results for each survey subgroup with the overall sample. This approach was adopted because it is more efficient and parsimonious than the alternative method, which involves comparison of every subgroup with every other subgroup in the analysis. Significant differences, at $p<0.05$, are highlighted throughout this chapter, both in the text and the associated charts and tables. It is important to note that such analysis inevitably results in a high number of statistical tests, 5% of which would be significantly different purely by chance; and this should be borne in mind when interpreting the cross-tabulation results in this report.

To answer the research questions outlined above, the research team developed an analysis model (Figure 31), which looked primarily at the association between level of exposure to marketing (independent variable) and gambling intention/behaviour (dependent variable). Among adults, the analysis examined both actual gambling behaviour over the last 12 months, as well as intention to gamble in the future. Among adolescents, the survey asked only about intention to gamble in the future (once 18 years old) as a proxy for gambling behaviour.

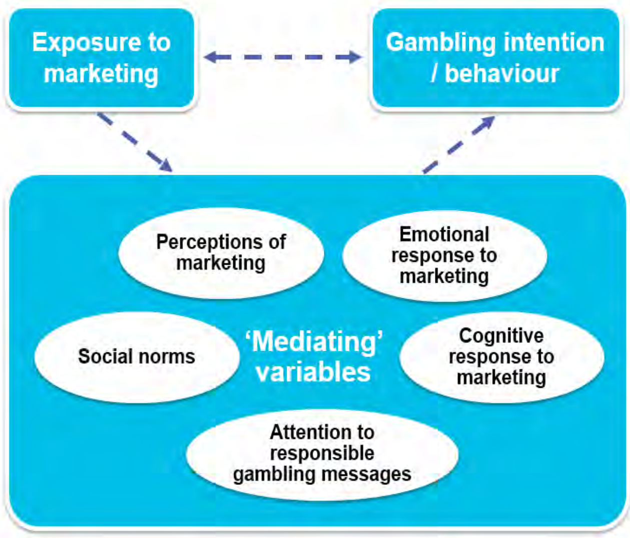
The research hypothesis was that a higher level of exposure to marketing would be associated with a greater desire to gamble/more frequent gambling behaviour. This is also known as a 'dose effect' or an 'exposure-response effect'. It is important to note, however, that in a cross-sectional survey such as this, the direction of causality cannot be determined. For instance, if respondents who have experienced more sports betting marketing are found to be more likely to intend to gamble, this could be because exposure to marketing leads to gambling behaviour. However, it could equally be that having gambled more in the past means that they have been more exposed to marketing. The relationship between marketing and gambling is, to some extent, circular.

Nevertheless, providing evidence of an association between marketing exposure and gambling is an interesting research finding in itself; and the analysis model is strengthened by inclusion of 'mediating variables' (which are also classified as 'independent' variables). These mediating variables, such as social norms and emotional and cognitive response to marketing, were included in the model in order to examine *how* exposure to marketing might impact gambling behaviour; i.e. what are the factors that affect this association.

The 'exposure to marketing' variable was cross-tabulated with each 'mediating variable' in turn, to see whether there was an association between the two constructs. The results of these analyses are described, separately, in each of the sections (5.5 through to 5.11).

The logistic regression (multivariate) models examined the association between the 'predictor' variables (exposure to marketing and the 'mediating' variables) and the dependent variable (gambling intention/behaviour) after controlling for all of the other factors in the equation. The results of these models are reported in Section 5.12: How does marketing affect gambling intention and behaviour.

Figure 31: Analysis model



Methodology

Conduct of online survey

An online survey was chosen as the most efficient method of obtaining sufficient sample sizes for each survey segment to enable separate analysis. Some of the segments, particularly those comprising regular gamblers, have low prevalence in the population and therefore would require an extremely large random probability survey in order to obtain equivalent segment sizes; which was not feasible within the study budget. It is important to note that online survey panels are not as robust as random probability samples, in that panel members are self-selecting, and may not be representative of the wider population from which they are drawn.

Fieldwork was conducted between Wednesday the 17th of September and October the 1st 2014. This included a pilot with n=37 respondents. It is noteworthy that fieldwork took place when there is traditionally intensive sports betting marketing due the AFL and NRL grand finals at the end of September/beginning of October. Race betting marketing also begins to intensify at this time due to the impending Melbourne Spring Racing Carnival season at the end of October/beginning of November.

The survey was hosted by CanvasU and respondents were recruited among members of their online panel. Respondents were provided a Participant Information Form (PIF) as part of the introduction to the survey (see Appendix K). Adolescents were invited to take part in the survey through their parents in accordance with the AMSRS Guideline on Interviewing Children and Young People. Parents were asked to be present while the survey was being completed by their child, due to the sensitive nature of a number of the questions. It was a requirement that the responses provided represented the views of the adolescent and not the parent, but it is important to bear in mind parents were present while the survey was being completed.

Measures

The measures included in the online survey questionnaire are described below. The questionnaire can be found at Appendix K. Whilst, ideally, all measures would have been asked in relation to both race and sports betting marketing; to do so would have been overly burdensome for respondents and would have impacted negatively on survey response rates. Given the particular policy, and public, interest in sports betting, the decision was made to include the full range of measures for sports betting marketing, but not for race betting marketing. Some questions, such as brand awareness and association, were not repeated in the racing section as the same brands apply to both sports and race wagering.

- **Gambling behaviour over the last 12 months**: this was asked of those aged 18 and over, and included lottery and scratch tickets, EGMs, betting on horse or dog races, betting on sporting events, casino table games, Keno, Bingo and private games for money.
- **Sports events**: this was asked of all respondents and covered the frequency of watching, either on TV or live at the venue, eight sporting codes plus one ‘other’ category.
- **Awareness of sports/race betting companies (unprompted)**: all respondents were asked to list all of the sports or race betting companies that they were aware of in Australia.
- **Awareness of sports/race betting companies (prompted)**: this followed on from the unprompted question and asked all respondents to indicate which companies they had heard of from a list of 15 Australian gambling operators.
- **Favourite sports/race betting company**: this was asked of those aged under 18 only (since they were not asked which operators they had used).

- **Exposure to sports betting marketing through traditional media**: all respondents were presented with a list of different types of marketing via print, TV and radio. The list included 11 types of marketing. A summary variable was derived to classify respondents into 'high', 'moderate' and 'no' exposure, depending on their responses to these 11 items. This summary variable 'exposure to traditional marketing' is a key analysis variable throughout this chapter.
- **Exposure to sports betting marketing through digital media:** all respondents were presented with a list of different types of marketing via the internet, social media and mobile messaging. The list included seven marketing types or channels. A summary variable was derived to classify respondents into 'high', 'moderate' and 'no' exposure, depending on their responses to these seven items. This summary variable 'exposure to digital marketing' is a key analysis variable throughout this chapter.
- **Perceptions of sports betting marketing:** this measure included 14 statements, with all respondents being asked to indicate to what extent they agree or disagree with each statement on a four point Likert scale 'strongly disagree', 'disagree', 'agree', and 'strongly agree'. This question was based on Derevensky, et al.'s 2007 questionnaire, but was modified based on the qualitative findings. The equivalent question for race betting marketing was not included, due to restrictions on interview length.
- **Effectiveness of responsible gambling messaging in sports betting marketing**: a single question asked all respondents to indicate whether they think responsible gambling messages in sports betting marketing are 'not at all effective', 'not very effective', 'quite effective', or 'extremely effective'.
- **Perceived target audience of sports betting marketing:** all respondents were asked to what extent they agreed or disagreed that sports betting marketing is aimed at each target audience. The same four point Likert response scale was used. A list of 17 segments was included. The equivalent question for race betting marketing was not included, due to restrictions on interview length. This question was based on Derevensky et al.'s (2007) questionnaire, but was modified based on the qualitative findings.
- **Emotional response to sports betting marketing:** all respondents were asked to indicate the extent to which they felt a range of emotions, through a four point Likert scale ranging from 'agree strongly to 'disagree strongly'. The list included seven items, both positive and negative emotions, such as 'excited' and 'skeptical'. This question was based on Derevensky et al.'s (2007) questionnaire, but was modified based on the qualitative findings.. A summary variable was created which classified respondents into two categories: 'positive emotional response' and 'not positive', based on their responses to these questions.
- **Cognitive response to sports betting marketing:** all respondents were asked to indicate the extent to which they felt a range of thoughts or cognitions, through a four point Likert scale ranging from 'agree strongly to 'disagree strongly'. The list included 18 items, both positive and negative emotions, such as 'winning is easy', 'sports betting is glamorous' and 'sports betting is fun'. This question was based on Derevensky et al.'s (2007) questionnaire, but was modified based on the qualitative findings. A summary variable was created which classified respondents into two categories: 'positive cognitive response' and 'not positive', based on their responses to these questions.
- **Impact of sports betting marketing on intention/desire to gamble**: this measure consisted of eight statements, two of which were worded slightly differently for adults (aged 18+) and those aged 13-17. Respondents were asked the extent to which they agreed or disagreed with each statement, on the same four point Likert scale. The statements covered the self-reported impact of sports betting marketing on intention to gamble, awareness of other types of gambling and

awareness of responsible gambling. This question was based on Derevensky et al.'s (2007) questionnaire, but was modified based on the qualitative findings.

- **Social norms (sports betting marketing):** all respondents were provided with a list of four statements pertaining to the influence of sports betting marketing on their family and friends, with a four point Likert response scale, ranging from 'agree strongly' to 'disagree strongly'. The statements intended to measure the extent to which such marketing affects social norms and included statements such as '{sports betting marketing has} increased how much my friends or family talk about sports betting'. The question was developed by the research team. An equivalent question for race betting marketing was not included, due to restrictions on interview length.
- **Racing events**: this was asked of all respondents and covered the frequency of watching horse or dog races, either live at the track or on TV.
- **Exposure to race betting marketing through traditional marketing**: all respondents were presented with a list of different types of marketing via print, TV and radio. The list included 11 types of marketing. A summary variable was derived to classify respondents into 'high', 'moderate' and 'no' exposure, depending on their responses to these 11 items. This summary variable 'exposure to traditional marketing' is a key analysis variable throughout this chapter.
- **Exposure to race betting marketing through digital marketing:** all respondents were presented with a list of different types of marketing via the internet, social media and mobile messaging. The list included seven marketing types or channels. A summary variable was derived to classify respondents into 'high', 'moderate' and 'no' exposure, depending on their responses to these seven items. This summary variable 'exposure to digital marketing' is a key analysis variable throughout this chapter.
- **Effectiveness of responsible gambling messaging in race betting marketing**: a single question asked all respondent to indicate whether they think responsible gambling messages in race betting marketing are 'not at all effective', 'not very effective', 'quite effective', or 'extremely effective'.
- **Emotional response to race betting marketing:** all respondents were asked to indicate the extent to which they felt a range of emotions, through a four point Likert scale ranging from 'agree strongly to 'disagree strongly'. The list included seven items, both positive and negative emotions, such as 'excited', 'skeptical'. This question was based on Derevensky et al.'s (2007) questionnaire, but was modified based on the qualitative findings. A summary variable was created which classified respondents into two categories: 'positive emotional response' and 'not positive', based on their responses to these questions.
- **Cognitive response to race betting marketing:** all respondents were asked to indicate the extent to which they felt a range of thoughts or cognitions, through a four point Likert scale ranging from 'agree strongly to 'disagree strongly'. The list included 18 items, both positive and negative emotions, such as 'winning is easy', 'sports betting is glamorous' and 'sports betting is fun'. This question was based on Derevensky et al.'s (2007) questionnaire, but was modified based on the qualitative findings. A summary variable was created which classified respondents into two categories: 'positive cognitive response' and 'not positive', based on their responses to these questions.
- **Impact of race betting marketing on intention/desire to gamble**: this measure consisted of eight statements, two of which were worded slightly differently for adults (aged 18+) and those aged 13-17. Respondents were asked the extent to which they agreed or disagreed with each statement, on the same four point Likert scale. The statements covered the self-reported impact of race marketing on intention to gamble, awareness of other types of gambling and awareness

of responsible gambling. This question was based on Derevensky et al.'s (2007) questionnaire, but was modified based on the qualitative findings.

- **Gambling intentions**: this question asked about intention to gamble in the next 12 months (for adults) or once 18 (for those aged 13-17) on sports, horse/greyhound races, poker machines or other gambling activity. A four point Likert scale was used, ranging from 'very likely' through to 'very unlikely'. This measure was used as the key dependent variable in the analysis.
- **Problem Gambling Severity Index (PGSI)**: was used to measure problem gambling in adults. Adults were classified into the following categories based on their score: 0 = non-problem gambler, 1-2=low risk gambler, 3-7=moderate risk gambler, 8-27=problem gambler (Ferris & Wynne, 2001).
- **DSM-IV-MR-J**: was used to measure problem gambling among adolescents. An adolescent was classified as a problem gambler if they score at least four 'Yes' answers across nine criteria.
- **Percentage of sports/race betting done via different channels:** this was asked (separately for each form) of sports/race bettors only and covered 'via the internet', 'telephone' and 'at a land-based venue'.
- **Percentage of sports/race betting done with different gambling operators:** this was asked (separately for each form) of sports/race bettors only and covered the six operators from the case studies, plus 'other'.
- **Year began sports/race betting:** this question (asked separately for each form) was asked of sports/race bettors only and asked which year they first bet on sports/races through a gambling operator.
- **Whether extent of betting has changed:** this question (asked separately for each activity) was asked of sports/race bettors only and asked whether their betting has decreased or increased or stayed the same.
- **Whether ever had a problem in relation to sports/race betting:** this was asked (separately for each activity) of sports/race bettors only. Respondents were asked to indicate whether they had ever had a problem and the extent of that problem.
- **Gender**
- **Age**
- **Country of birth**
- **Educational attainment**
- **Language spoken at home**
- **Personal income.**

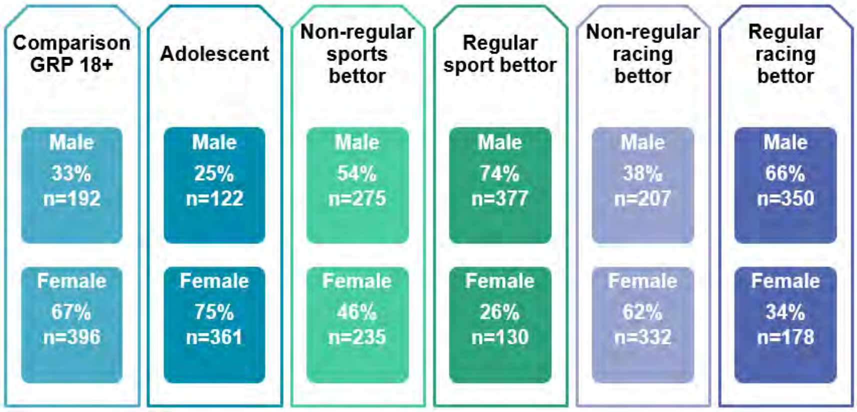
Overview of sample

As described earlier, the online sample was made up of six segments:

- Adolescents (*n=519*): aged 13 to 17;
- Non-regular sports bettors (*n=511*): gambled for money on sporting events at least once, but less than once a month, during the past 12 months;
- Regular sports bettors (*n=509):* gambled for money on sporting events at least once a month during the past 12 months;
- Non-regular race bettors (*n=541*): gambled for money on horse or dog races at least once, but less than once a month, during the past 12 months;
- Regular race bettors (*n=529*): gambled for money on horse or dog races at least once a month over the past 12 months; and

•	Comparison group (*n=591*): adults were recruited to this segment irrespective of gambling behaviour, once the above quotas had been filled. This segment, therefore, covers a cross-section of the population, including sports and racing bettors.

Figure 32: Segments



Since panel members are self-selecting, the concept of response rates is not a valid one in the context of an online survey. Moreover, since each segment differs markedly in its sociodemographic profile, it is not appropriate to provide a detailed profile of the overall survey sample.

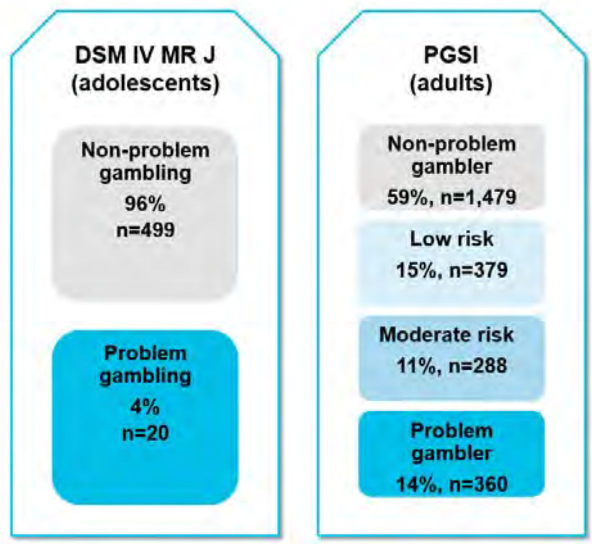
Given the sampling criteria in question, the gender imbalance in the regular sports and racing bettor segments is not surprising. However, it is important to note that the adolescent sample is predominantly female (75%). This is because within this age group, females are more likely to be represented on panels, and more likely to respond to panel surveys (once registered). The survey results for this segment are likely to differ from a sample with a higher proportion of young males, and this should be borne in mind in interpreting the results for this group.

Since the online survey deliberately over-sampled regular gamblers to fill the segments required, it is not surprising that the prevalence of problem gambling in the resulting overall sample was considerably higher than a general population survey. Over half (59%) of adult respondents were in the non-problem gambler category, 15% in the low risk, 11% in the moderate risk and 14% in the problem gambler category (Figure 33 below). Comparative results from the most recent report on the prevalence of gambling and problem gambling in NSW classified 0.8% of adults as problem gamblers, 2.9% as moderate risk gamblers and 8.4% as low risk gamblers (Sproston, Hing, & Palankay, 2012).

Throughout this report, results are compared between the different research segments and also, across the entire adult sample, by PGSI status.

Four per cent, or *n=20* adolescents experienced problem gambling. The number in this category was too small to compare results for adolescents who did experience problem gambling against those who did not. Therefore, analysis by problem gambling status was confined to the adult sample.

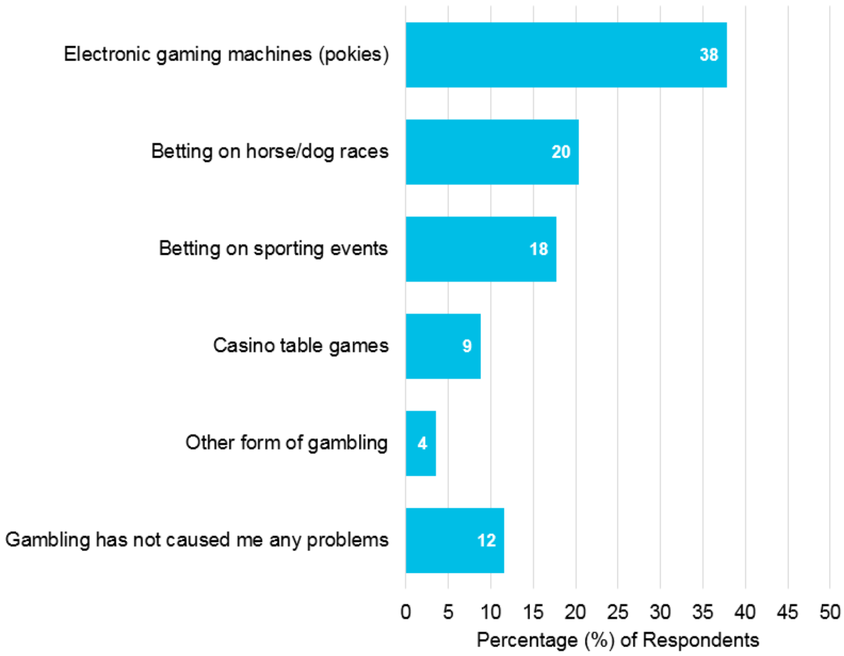
Figure 33:Problem Gambling Severity Index (adults) and DSM IV MR J (adolescents)



PGSI (base n=2,506); DSM-IV-MR-J (base n=519)

Adults who scored 3 or more on the PGSI (i.e. they were classified as being 'moderate risk' or as a 'problem gambler), were asked which form of gambling, if any, had caused them the most problems over the past 12 months. The highest proportion experienced difficulties with 'electronic gaming machines' (38%), followed by 'betting on horse/dog races' (20%) and 'betting on sporting events (18%) (see Figure 34 below). One in ten (12%) answered that 'gambling had not caused them any problems' over the past 12 months.

Figure 34: Form of gambling which caused the most problems in the last 12 months (adults scoring 3 or more on the PGSI)



Base n=568. Respondents with a PGSI score of 3 or higher. R2. In the last 12 months, which if any of these forms of gambling has caused you the most problems? SINGLE RESPONSE], ['DK' responses removed]

Conventions used in this chapter

In reporting of percentages, where proportions do not add up to 100%, this is due to rounding or a multiple choice question. This rounding effect also means that where proportions are summed (for example 'agree' and 'strongly agree'), the summed proportion may not exactly match the sum of the proportions shown in the chart.

Those responses recording 'don't know/N/A' and 'prefer not to say' have been removed, on an item by item basis, to obtain a more accurate reading on responses where respondents were able to provide an answer, meaning that the base size varies across questions. The base sizes also vary due to skips and logics in the questionnaire (for example, only sports and race bettors were asked questions about gambling behaviour while adolescents were excluded).

Where there are statistical differences, these are statistically significant at $p<0.05$ and are represented by ▲ or in **green** if the response is significantly higher than the overall sample and ▼ or in **red** if the response is significantly lower than the overall sample. Where statistical differences are reported between the different segments, the overall sample includes all adult segments (those in the comparison group, regular and non-regular sports and racing bettors) as well as all adolescents.

The report focuses on statistically significant differences between research segments and, among the adult sample, by PGSI status. Other significant differences, for example between males and females, or by education level, are not highlighted in this report.

Most questions were repeated for sports and race betting, to allow comparisons to be made between the two gambling forms. However, due to time constraints within the questionnaire, some questions were asked in relation to sports betting only.

The survey questionnaire included several attitude statements, with response categories on a four point Likert scale ranging from 'strongly disagree' through to 'strongly agree' (see 5.3.2 Measures section). The results from these attitudinal statements tend to be reported in this chapter in the form of the percentage who strongly agree/agree (combined). This allows for differences between groups to be highlighted, and for the extent of agreement to be more easily compared across the different statements. However, it is important to bear in mind that the percentage agreeing might not represent the majority view; in other words the percentage disagreeing might be larger than the percentage who agree.

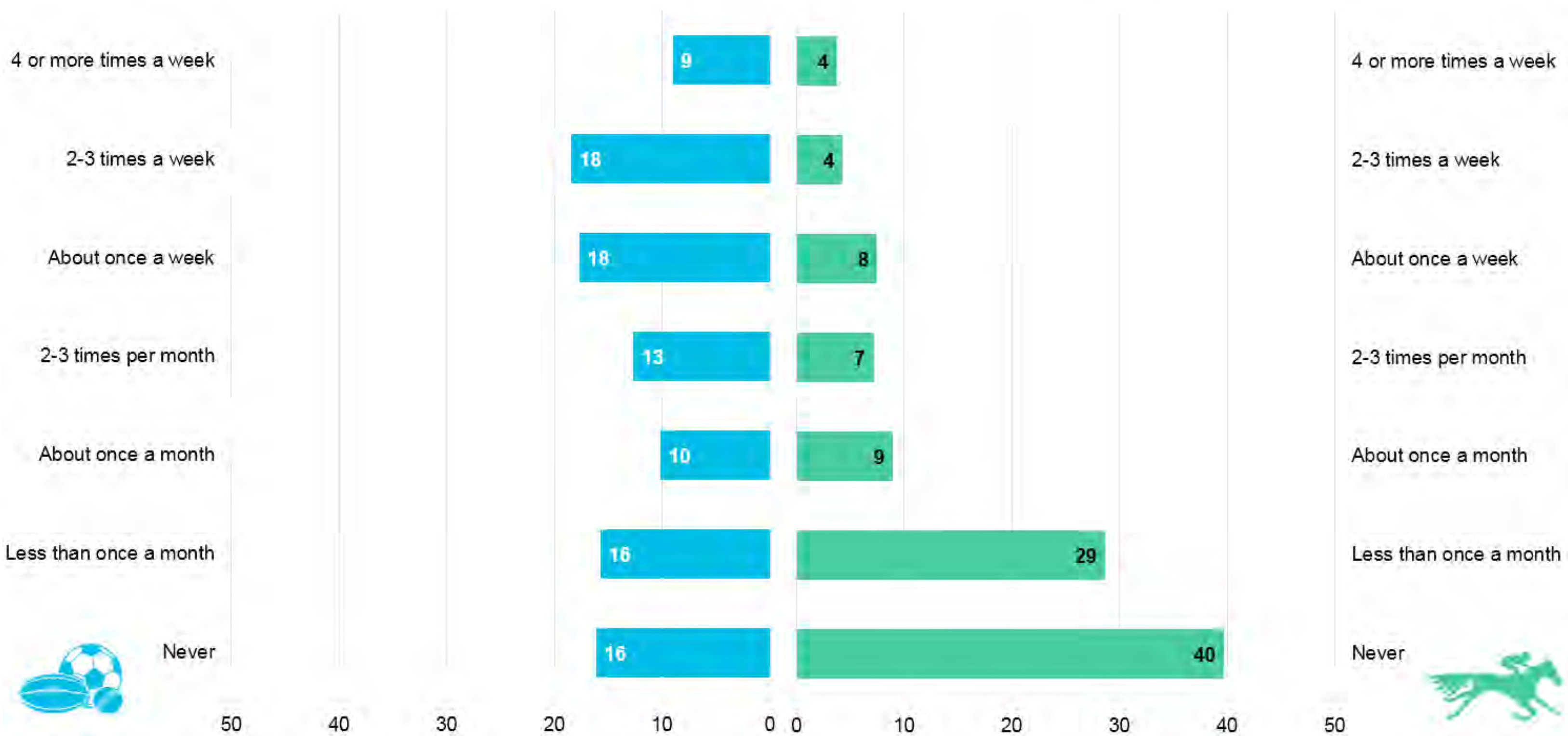
Supplementary tables referred to throughout this chapter have been provided under separate cover.

Exposure to sports/race betting marketing

This section examines the frequency of watching sports and racing events, and at self-reported exposure to associated marketing by gambling companies, during the last 12 months.

Over four in five respondents overall (84%) had watched professional sporting events in the last 12 months, while three in five had watched horse or dog racing events (60%). Professional sporting events were watched more frequently than horse or dog racing events: 45% of respondents had watched sporting events about once a week or more frequently compared with 16% who had watched horse or dog racing events (see below).

Figure 35: Frequency watched sports vs. racing in the last 12 months – overall sample



A1. In the last 12 months, about how often have you watched professional sporting events either live at the sports ground or on free or Pay TV. I1. In the last 12 months, about how often have you watched horse or dog racing events (either at the track or on free or Pay TV)? [SINGLE RESPONSE].

Like adults, the majority of adolescents (84%) had watched professional sporting events over the last 12 months. Adolescents were less likely to have watched horse or dog racing events (37% compared to 60% overall).

Those more likely to have watched professional sporting events frequently (about once a week or more) over the last 12 months included:

- respondents aged '45-54' (51%) and '65-74' (59%) compared to 45% overall;
- males (59% compared to 33% of females);
- non-regular sports bettors (50%), regular sports bettors (67%) and regular racing bettors (68%) (compared to 45% overall); and

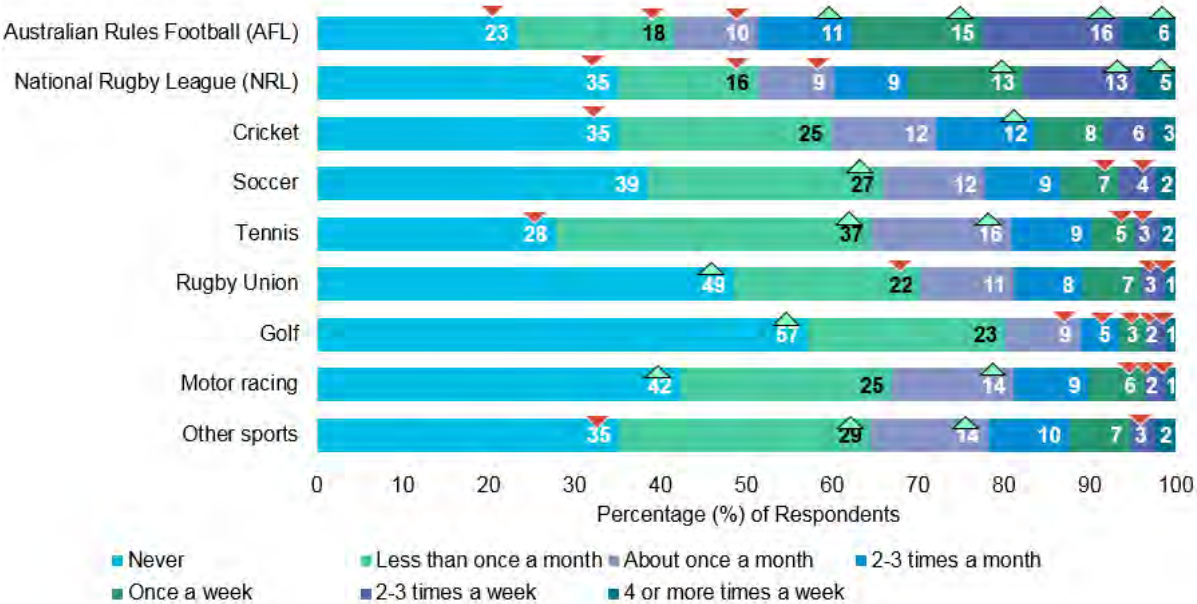
Those more likely to have watched horse or dog racing frequently (i.e. about once a week or more) included:

- respondents aged '45-54', '55-64' and '65-74' (20%,19% and 27% respectively compared to 16% overall);
- males (24% compared to 8% of females);
- regular sports bettors and regular racing bettors (33% and 46% respectively compared to 16% overall); and
- moderate risk and problem gamblers (29% and 36% compared to 20% overall).

Respondents were asked which professional sporting events they had watched over the past 12 months (Figure 36). AFL (58%), NRL (49%) and cricket (40%) were the codes most likely to have been watched at least monthly. Regular sports and racing bettors were more likely to have watched nearly all sports than other respondents (Table 1).

As explained in Section 5.3.4, the chart below (and all other charts in this chapter) highlights statistically significant differences ($p<0.05$) by ▲ or in **green** if the response is significantly higher than the overall sample and ▼ or in **red** if the response is significantly lower than the overall sample.

Figure 36: Sports watched in the last 12 months – overall sample



Base n=2,683. Those who watched professional sporting events. A2. In the last 12 months, about how often have you watched the following professional sporting events either live at the ground or on free or Pay TV? [SINGLE RESPONSE].

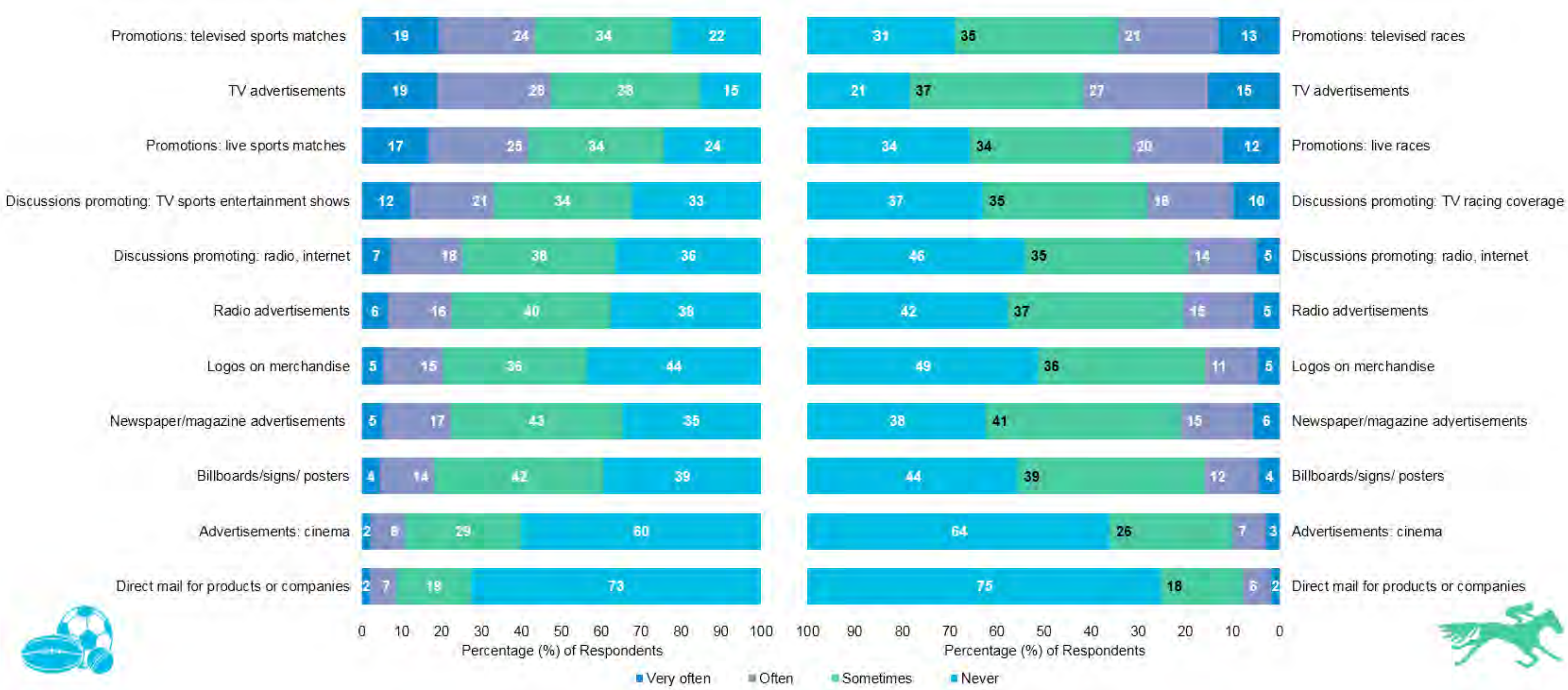
Respondents were asked about their exposure to sports and race betting marketing through traditional and digital media separately. The questions for traditional media included TV, radio and print while digital media included online, mobile and social media channels. These data on exposure to marketing represent the key analysis variables to address the research questions of the study (see Figure 31).

Exposure to sports and race betting marketing through traditional media

Figure 37 shows the frequency with which respondents had seen or heard different types of sports and race betting marketing through traditional media. The top three types of sports betting marketing that respondents had been exposed to 'very often' over the past 12 months were 'promotions for sports betting companies during televised matches', 'TV advertisements for sports betting companies' (both 19%) and 'promotions for sports betting companies during live sports matches' (17%).

When asked about exposure to the same forms of marketing for race betting, the top two most frequently watched (i.e. 'very often') were the same as for sports betting: 'TV advertisements for race betting companies' (15%) and 'promotions for race betting companies during televised races (13%).

Figure 37: Frequency of exposure to forms of sports/race betting marketing through traditional media in the last 12 months – overall sample



Base n=3,058-2,748. C1a)-k). In the last 12 months, how often have you seen or heard the following types of sports betting marketing? Base n=3,006-2,743. In the last 12 months, how often have you seen or heard the following types of race betting marketing? [SINGLE RESPONSE PER QUESTION] [DK responses excluded]

Adolescents experienced similar levels of exposure to traditional marketing as respondents in the regular sports and racing bettor segments. These three segments were more likely to have been exposed to a number of individual forms of sports/race betting marketing, compared with the overall sample.

Adolescents (29%), regular sports bettors (23%) and regular racing bettors (23%) were more likely than the overall sample (17%) to have been frequently exposed (i.e. 'very often') to 'TV advertisements for sports betting companies'.

A similar pattern was true for 'promotions for sports betting companies during televised sports matches' (27% for adolescents, 25% for regular sports bettors, 23% for regular racing bettors and 18% overall). These three segments were also more likely to have been exposed to 'promotions for race betting companies during televised races' (21% among adolescents, 22% among regular sports bettors, 27% among regular racing bettors vs.15% overall).

To explore the relationship between exposure to marketing and gambling behaviour, two summary variables were derived, one for traditional marketing channels (labelled traditional media) and one for online and social media channels (labelled digital media). The two variables were kept separate as it was hypothesised that the target audience for the two categories would be somewhat different.

Both summary variables combined all of the constituent marketing types into a single measure, categorising the sample as having experienced either 'high', 'moderate' or 'no' exposure to marketing (separately for sports and race betting marketing) over the last 12 months.

For both traditional and digital media, respondents' level of exposure was classified as follows: those who had been exposed to at least one form of such marketing 'very often' were classified as having experienced 'high' exposure; those who were exposed to a form of marketing 'sometimes' or 'often' (i.e. their highest level of exposure to any form was 'often') were classified as 'moderate'; and those who were 'never' exposed to all forms of marketing were classified as having had 'no' exposure.

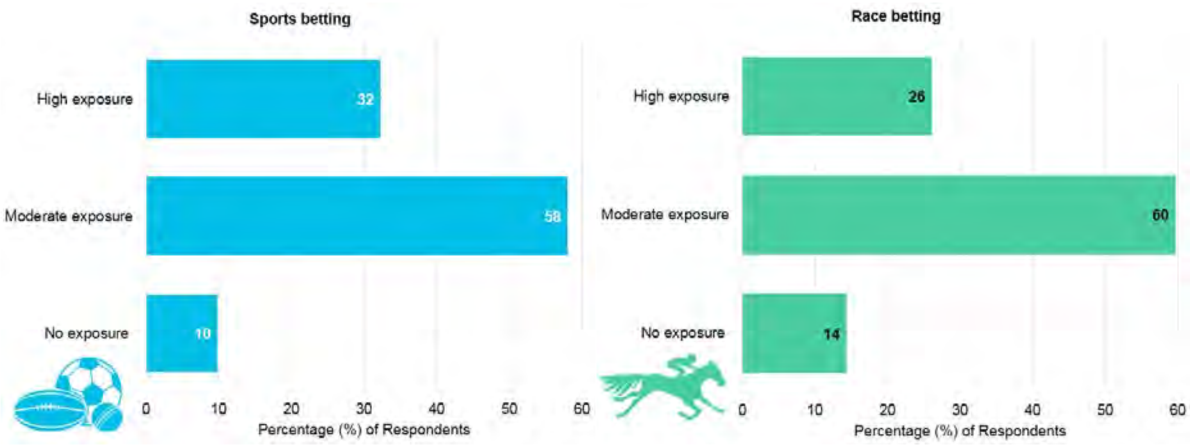
These summary variables relating to exposure to marketing are a key component of the analysis model (see Figure 31), in terms of exploring the association between level of exposure to marketing and gambling intention/behaviour.

The model hypothesises that exposure to marketing (an independent variable) is associated with gambling intention (the dependent variable). It also explores the influence of 'mediating variables' (independent variables) which are constructs related to an individual's response to that marketing (for example, cognitive and emotional response). Each of these mediating variables has been cross-tabulated with the 'exposure to marketing' summary variable. The results of these analyses are described in sections 5.5 through to 5.11.

Figure 38 shows the categories for the 'level of traditional marketing exposure' variable for sports and race betting for the overall sample. For sports betting marketing, just under one third (32%) of respondents were classified in the 'high' exposure category, over half (58%) had experienced a 'moderate' level and one in ten (10%) experienced 'no' exposure in the last 12 months.

For race betting marketing, just over one quarter (26%) of respondents experienced 'high' exposure, three in five (60%) experienced 'moderate' exposure and over one in ten (14%) had experienced 'no' exposure in the last 12 months.

Figure 38: Level of exposure to forms of sports/race betting marketing through traditional media in the last 12 months - overall sample



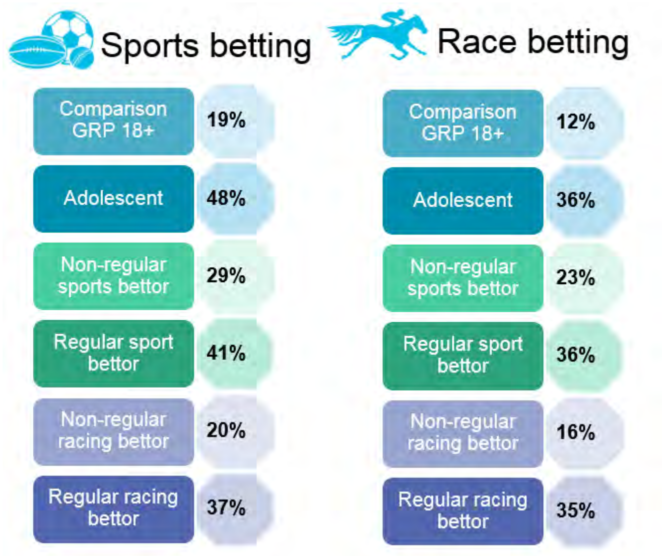
Base n=3,088. C1_A Level of exposure to sports betting marketing over the last 12 months through traditional media. Base n=3,057 J1_A Level of exposure to race betting marketing over the last 12 months through traditional media [SINGLE RESPONSE] [DK responses excluded]

Adolescents (48%), regular sports bettors (41%) and regular racing bettors (37%) were more likely than all respondents (32% overall) to have experienced 'high levels of exposure' to sports betting marketing through traditional media over the past 12 months (Figure 39).

The same pattern was evident for 'high exposure' to race betting marketing: adolescents (36%), regular sports bettors (36%) and regular racing bettors (35%) were more likely than all respondents (26% overall) to be classified in the high exposure category.

Problem gambling status was associated with level of exposure to wagering marketing through traditional media. Problem (43%) and moderate risk gamblers (40%) were more likely compared to low risk (34%) and non-problem gamblers (24%) to have experienced high exposure to sports betting marketing. A similar pattern was evident for exposure to race betting marketing: problem gamblers (43%) and moderate risk (31%) gamblers, and also low risk gamblers (31%), were more likely to be in the high exposure category than non-problem gamblers (18%).

Figure 39: Proportion of respondents with 'high' exposure to sports/race betting marketing via traditional media - by segment

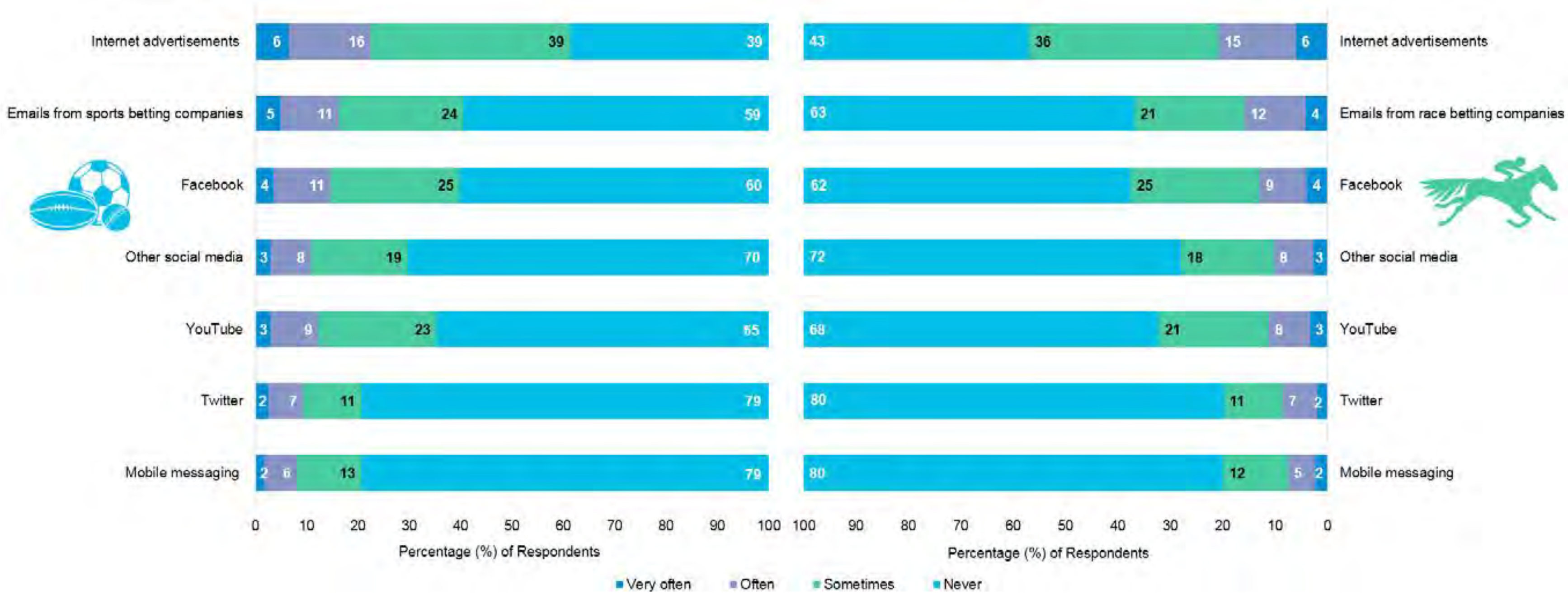


Base n=3,088. C1_A Respondents with 'high' exposure to sports betting marketing over the last 12 months through traditional media x Quota segment. Base n=3,057 J1_A Respondents with 'high' exposure to race betting marketing over the last 12 months through traditional media x Quota segment [SINGLE RESPONSE] [DK responses excluded]

Exposure to sports and race betting marketing through digital media

In addition to asking respondents about the different forms of sports and race betting marketing they had exposure to over the past 12 months through traditional media, respondents were asked the digital channels through which they had been exposed to it. Options were presented in the form of a list of categories, and respondents indicated the frequency for each one. The highest mentions for digital channels through which respondents had seen sports/race betting marketing 'very often' were through 'internet advertisements' (6% for both sports and race betting marketing) followed by 'e-mails from sports betting companies' (5% for sports betting marketing and 4% for race betting marketing).

Figure 40: Frequency of exposure to sports/race betting marketing through digital media in the last 12 months – overall sample



Base n=3,001-2,463 C2a)-g). In the last 12 months, how often have you seen sports betting marketing through the following channels? Base n=2,980-2,472 J2a)-g). In the last 12 months, how often have you seen race betting marketing through the following channels? [SINGLE RESPONSE] [DK responses excluded]

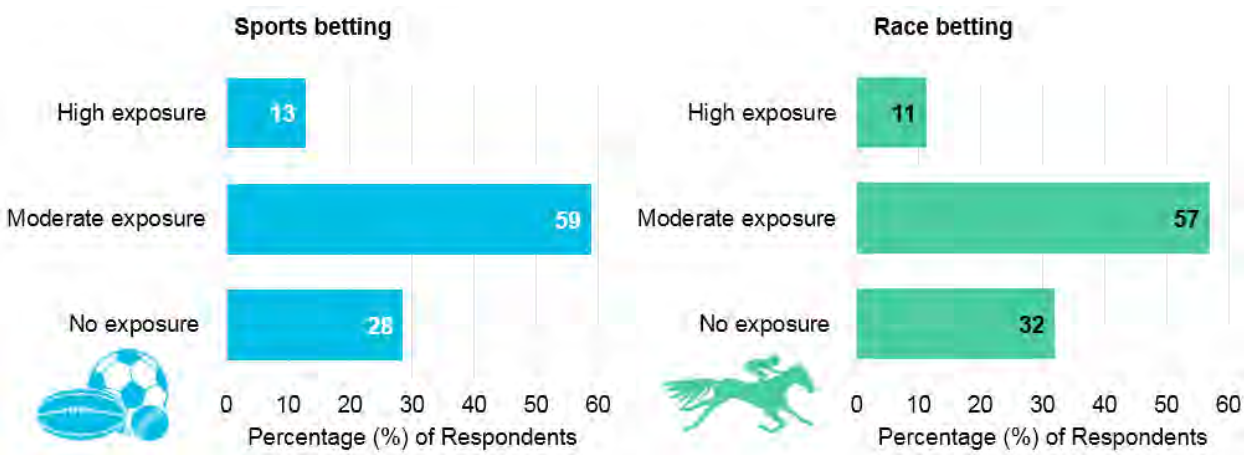
Regular sports bettors and respondents in the problem gambler group were most likely to have experienced sports betting marketing 'very often' across all channels listed in Figure 40 above.

The same was true for race betting marketing, i.e. regular sports bettors and problem gamblers were more likely to have been exposed to all forms of marketing 'very often' (see Tables 2 and 3).

Figure 41 shows the categories for the level of exposure to marketing through digital media' variable for sports and race betting for the overall sample. For sports betting marketing, over one in ten (13%) of respondents were classified in the 'high' exposure category, over half (59%) had experienced a 'moderate' level and under three in ten (28%) experienced 'no' exposure in the last 12 months.

For race betting marketing, just over one in ten (11%) of respondents experienced 'high' exposure, over half (57%) experienced 'moderate' exposure and a third (32%) had experienced 'no' exposure in the last 12 months.

Figure 41: Level of exposure to forms of sports/race betting marketing through digital media in the last 12 months - overall sample



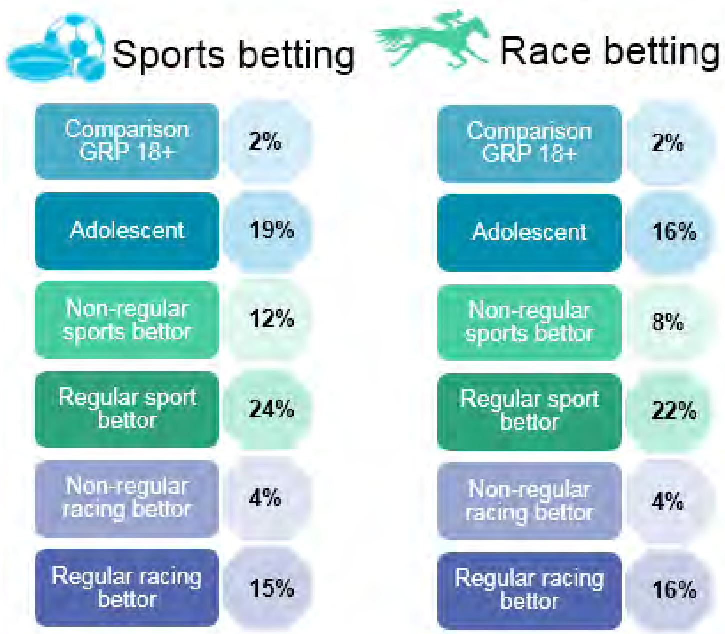
Base n=3,047. C2_A Level of exposure to sports betting marketing over the last 12 months through 'digitall' media. Base n=3,036 J2_A Level of exposure to race betting marketing over the last 12 months through digital media [SINGLE RESPONSE] [DK responses excluded]

Regular sports bettors (24%) and adolescents (19%) were more likely than all respondents (13% overall) to have experienced 'high levels of exposure' to sports betting marketing over the past 12 months through digital media (Figure 42).

A very similar pattern was evident for 'high exposure' to race betting marketing: regular sports bettors (22%), adolescents and regular racing bettors (both 16%) were more likely than all respondents (11% overall) to be classified in the 'high' exposure category.

Problem gambling status was associated with level of exposure to wagering marketing through digital media. Problem (35%) and moderate risk gamblers (17%) were more likely compared to low risk (12%) and non-problem gamblers (5%) to have experienced high exposure to sports betting marketing. A slightly different pattern was evident for exposure to race betting marketing: problem gamblers (38%) were more likely to be in the high exposure category than moderate (13%), low risk gamblers (10%) and non-problem gamblers (4%).

Figure 42: Proportion of respondents with 'high' exposure to sports/race betting marketing via digital media - by segment



Base n=3,047. C2_A Respondents with 'high' exposure to sports betting marketing over the last 12 months through digital media x Segment. Base n=3,036 J2_A Respondents with 'high' exposure to race betting marketing over the last 12 months through digital media x Segment [SINGLE RESPONSE] [DK responses excluded]

Perceptions of sports betting marketing

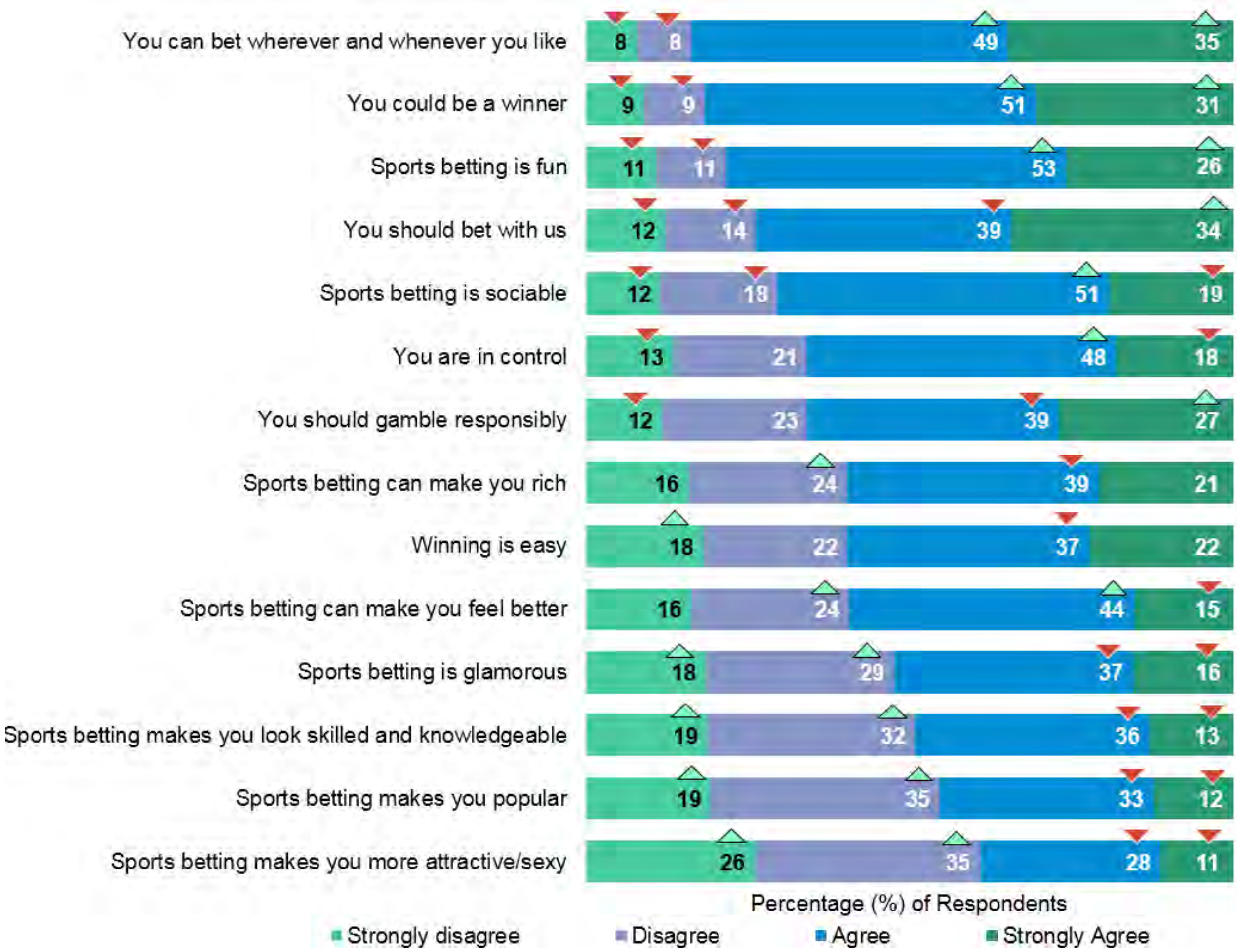
This section examines perceptions of sports betting marketing in terms of the messages it is intended to convey and the perceived target audience. Due to time constraints on survey length, the same questions were not repeated for perceptions of race betting marketing. This survey construct represents one of the 'mediating variables' in the analysis model, i.e. a factor which is hypothesised to influence the association between exposure to marketing and its impact on gambling intention/behaviour.

Perceptions of the messages that marketing intends to convey

In order to gauge perceptions of sports betting marketing, respondents were asked how strongly they agreed or disagreed that there are particular messages embedded in this marketing (listed in Figure 43).

Overall agreement was highest with the statement that sports betting marketing aims to communicate the message that 'you can bet wherever and whenever you like' (84% strongly agree/agree), followed by 'you could be a winner' (82%) and 'sports betting is fun' (78%).

Figure 43: Agreed/disagreed that sports betting marketing is communicating specific messages – overall sample



Base n=2,444-1,105 D1a)-n). How strongly do you agree or disagree that the following statements are messages that the sports betting industry is trying to get through in their marketing? [SINGLE RESPONSE] [DK responses excluded]

Adolescents were more likely to agree that sports betting marketing aims to convey: 'you could be a winner' (39% 'strongly agree' vs. 31% overall), 'you should bet with us' (40% 'strongly agree' vs. 34% overall) and 'sports betting can make you rich' (30% 'strongly agree' vs. 21% overall).

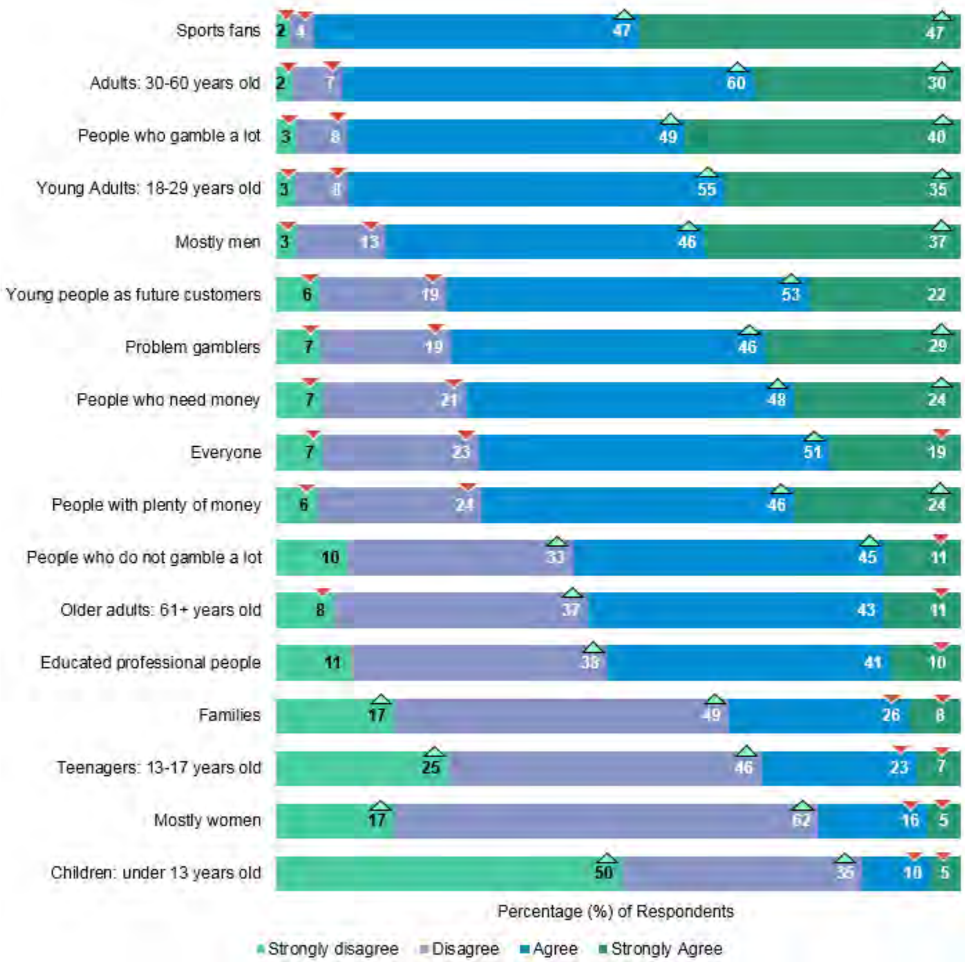
Problem gamblers were more likely to agree/strongly agree that the marketing message is that: 'sports betting can make you feel better' (74% vs. 60% overall) and 'sports betting can make you rich' (73% vs. 58%).

Those who had experienced high exposure to sports betting marketing through traditional media were more likely to agree with all statements (except 'you should gamble responsibly', where the difference was not statistically significant) (Table 4). Those who experienced high exposure to digital media were also more likely to agree with the majority of these statements. In contrast to those who experienced moderate exposure to traditional media, those in the equivalent category for exposure to digital media were also more likely to agree with all statements compared to the overall sample (see Table 5).

Perceived target audience of the marketing

As shown in Figure 44, the vast majority of respondents perceived (i.e. agreed/strongly agreed) that sports betting marketing is aimed at 'sports fans' (94%), at 'adults aged 30-60' (90%), 'people who gamble a lot', 'young adults aged 18-29 years' (both 89%) and 'mostly men' (84%). Three quarters of the sample (75%) considered it was aimed at 'young people as future customers' (a sentiment that had been expressed through the qualitative study), followed by just under three quarters (74%) who nominated 'problem gamblers'.

Figure 44: Target audiences of sports betting marketing (agreed/disagreed) – overall sample



Base n=2,965-2,744 D4a)-q). In general, how strongly do you agree or disagree that sports betting marketing is aimed at the following groups? [SINGLE RESPONSE] [DK responses excluded]

Adolescents were more likely to agree that sports betting marketing is aimed at 'mostly men' compared with the overall sample (91% vs. 84%). On the other hand, adolescents were less likely to agree that such marketing is aimed at 'young people as future customers' (66% vs. 75% overall) (Table 6).

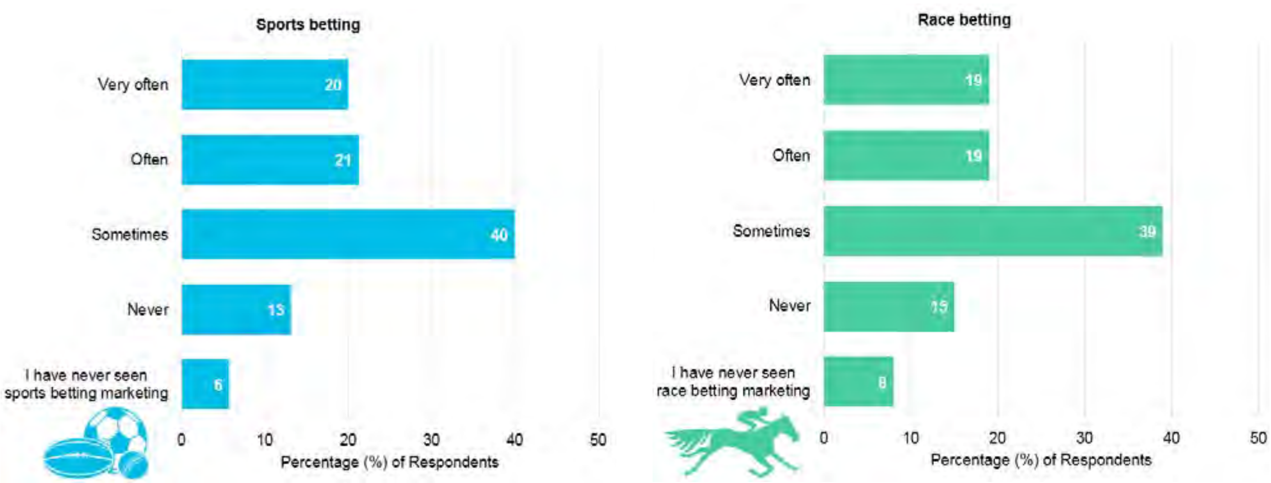
Exposure to and perceived effectiveness of responsible gambling messages

This section reports on the results of a set of survey questions around attention to, and perceived effectiveness of, the responsible gambling messaging embedded in wagering marketing. This survey construct represents one of the 'mediating variables' in the analysis model, i.e. a factor which is hypothesised to influence the association between exposure to marketing and its impact on gambling intention/behaviour.

Respondents were first asked: '*When you see sports/race betting marketing, how often do you see messages about responsible gambling or to gamble responsibly*?'

Around one in ten (13%) had 'never' observed these messages in sports betting marketing, two in five (40%) had 'sometimes' observed them and one in five had observed them either 'often' (21%) or 'very often' (20%). These proportions were closely aligned with the frequency with which these messages were observed in race betting marketing: 15% 'never', 39% 'sometimes', 19% 'often' or 'very often' (Figure 45).

Figure 45: Frequency with which messages about responsible gambling observed in sports/race betting marketing – overall sample



Base n=3,200 D2. When you see sports betting marketing, how often do you see messages about responsible gambling or to gamble responsibly? Base n=3,200. J3. When you see race betting marketing, how often do you see messages about responsible gambling or to gamble responsibly? [SINGLE RESPONSE]

Adolescents were less likely to notice responsible gambling messages in wagering marketing. Nearly one quarter of adolescents (22%) reported that they had 'never' observed responsible gambling messages in sports betting marketing in the past 12 months (compared with 13% overall). This was also true of responsible gambling messages embedded in race betting marketing (23% of adolescents versus 15% overall reported having 'never' seen responsible gambling messages in race betting marketing in the past 12 months).

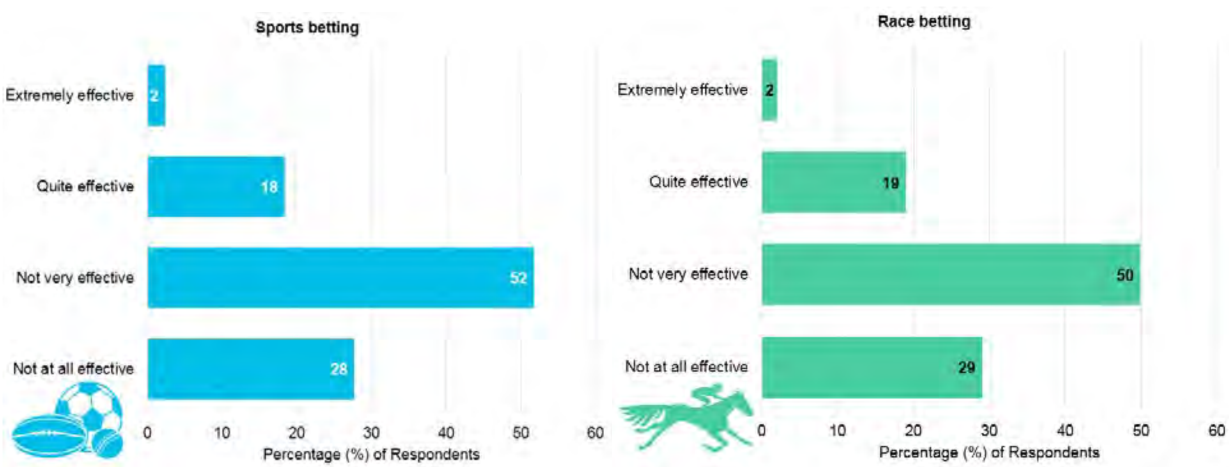
Respondents who had experienced 'high' exposure to traditional media were more likely to have observed responsible gambling messages in both sports and race betting marketing compared to those who had experienced 'moderate' and 'low' exposure. Over a 12 month period, 92% of the high exposure group, and 86% of the moderate exposure group to traditional media, had observed responsible gambling messages in sports betting marketing (compared to 35% of respondents in the 'no exposure' group). Similarly, 91% of those in the high exposure group and 84% in the moderate exposure group had seen these messages in race betting marketing, compared to 38% in the 'no exposure' group. The same pattern was evident for levels of exposure to race betting marketing through digital media: 92% in the 'high' and 87% in the 'moderate ' exposure groups compared to 60% in the 'no' exposure group.

Problem gamblers were also less likely (14% vs. 21% overall) to have seen responsible gambling messages in sports betting marketing 'very often'. In contrast, moderate risk gamblers were more likely (27% vs. 21% overall) to have seen them 'very often'.

Similarly, in race betting marketing, responsible gambling messages were less likely to have been observed 'very often' by problem gamblers (11% vs. 20% overall). Conversely, such messaging was more likely to have been observed very often by those at 'low risk' of problem gambling (25% vs. 20% overall).

As shown in Figure 46, almost four in five (79%) of the overall sample reported that these responsible gambling messages were not effective in both sports and race betting marketing.

Figure 46: Perceived effectiveness of messages about responsible gambling observed in sports/race betting marketing – overall sample



Base n=3,200. D3. How effective do you think these messages about responsible gambling or gambling responsibly in sports betting marketing are? Base n=3,200. J4. How effective do you think these messages about responsible gambling or gambling responsibly in race betting marketing are? [SINGLE RESPONSE]

A similar proportion of adolescents (as adults) reported that responsible gambling messages in sports and race betting marketing were effective (compared to the overall sample). One in five (20%) of adolescents reported these were effective in sports betting marketing (vs. 21% overall) and the same proportion indicated these were effective in race betting marketing (vs. 21% overall).

Respondents who had experienced ‘high’ levels of exposure to both sports and race betting marketing through traditional media were more likely to believe that the responsible gambling messages embedded in this advertising are effective. Nearly one quarter (23%) of those in the high exposure category felt that such messaging is effective in sports betting marketing, compared with 21% in the moderate exposure and 14% in the no exposure (to marketing) groups. A similar pattern of results was evident among respondents with different levels of exposure to digital media: 35% of respondents in the high exposure group reported that these messages are effective in sports betting marketing, compared to 21% in the ‘moderate’ and 13% in the ‘no’ exposure group.

Similarly, sports bettors were more likely to report that responsible gambling messages in sports betting marketing are effective (37% vs. 21% overall). The same was true among respondents classified as problem gamblers: 36% reported that responsible gambling messages are effective in sports betting marketing, compared with 30% of those in the moderate risk category, 21% in the low risk and 17% in the non-problem gambler group.

The same statistically significant differences between segments were apparent with respect to the effectiveness of responsible gambling messages in race betting marketing, with race bettors and respondents in the PGSI ‘at risk’ groups being more likely than the sample overall to believe that responsible gambling messages are effective. Those who had experienced high levels of exposure to such marketing were also more likely to believe that the responsible gambling messages embedded in such marketing are effective.

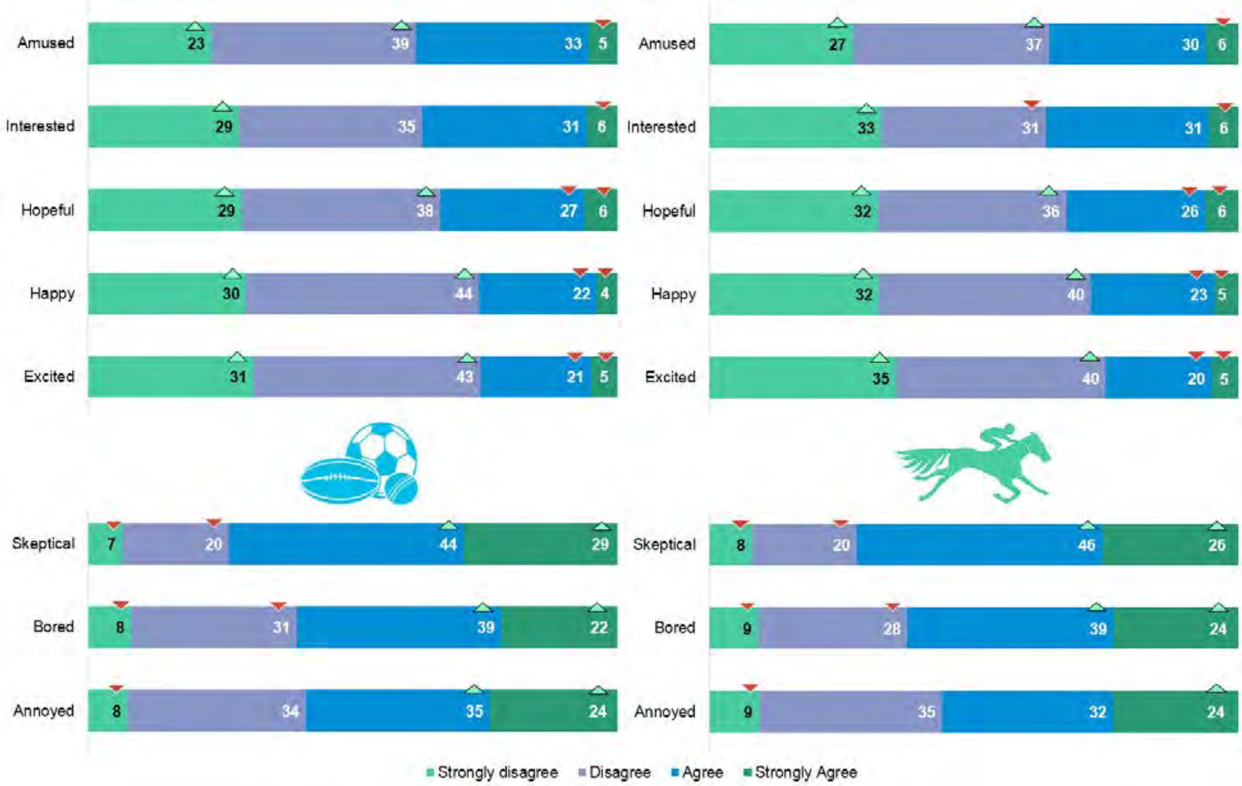
Emotional response to sports/race betting marketing

This section reports on the findings from a set of questions asking respondents the extent to which they felt a range of emotions, both positive and negative, when watching wagering marketing. This survey construct represents one of the ‘mediating variables’ in the analysis model.

To gauge emotional response to sports betting marketing, respondents were asked to indicate whether they agreed or disagreed that they felt a range of emotions in response to this marketing. As shown in Figure 45, overall, respondents reported lower agreement with positive emotions and higher agreement with negative emotions.

Agreement was lowest with the following positive emotions: ‘excitement’ and ‘happiness’ (26% of respondents agreed/strongly agreed). Conversely, agreement was highest with negative emotions such as ‘skeptical’ (73% strongly agreed/agreed) and ‘bored’ (61%). The same pattern was evident when respondents were asked to report their emotional response to race betting marketing (Figure 46).

Figure 47: Agreed/disagreed that sports/race betting marketing evokes emotions – overall sample



Base n=2,883-2,789. E1.a)-h). How strongly do you agree or disagree that when you see or hear sports betting marketing you usually feel. Base n=2,799-2,672. K1.a)-h) How strongly do you agree or disagree that when you see or hear race betting marketing you usually feel? [SINGLE RESPONSE] [D/K responses excluded].

In relation to sports betting marketing, adolescents were less likely to report excitement (12% vs. 26% overall agreed/strongly agreed), happiness (11% vs. 26%), hopefulness (15% vs. 33%), interest (18% vs. 37%) and amusement (30% vs. 38%). Conversely, adolescents were more likely to agree they felt annoyed (72% vs. 59% overall agreed/strongly agreed) and bored (75% vs. 61%) in response to sports betting marketing. This group of respondents were also less likely to report agreement with positive emotions and more likely to agree they felt negative emotions compared to the overall sample in response to race betting marketing (see Table 7).

In contrast to the adolescent segment, at risk gamblers were more likely to report feeling ‘hopeful’ and ‘interested’ in response to sports betting marketing. More than three quarters (77%) of problem gamblers reported (i.e. agreed/strongly agreed with) feeling ‘hopeful’, as did 55% of moderate risk and 45% of low risk gamblers. This compared with less than one quarter (24%) of non-problem gamblers.

Similarly, more than three quarters (78%) of problem gamblers agreed/strongly agreed that sports betting marketing made them feel ‘interested’, as did 65% of moderate risk, and 50% of low risk gamblers. Around one quarter (27% agreed/strongly agreed) of non-problem gamblers reported feeling ‘interested’ in response to sports betting marketing.

A similar association with PGSI status was true for race betting marketing. Over three quarters (76%) of problem gamblers reported feeling ‘interested’, as did 62% of moderate and 50% of low risk gamblers. This compared to just over one quarter (27%) of non-problem gamblers. Around three quarters of problem gamblers (73%) reported feeling ‘hopeful’, compared with 54% of moderate and 45% of low risk gamblers. This compared to under one quarter (22%) of non-problem gamblers. (Percentages shown are for those who agreed/strongly agreed.)

Additionally, at risk gamblers were more likely to report ‘excitement’ (69% problem gambler, 40% moderate risk, 34% low risk and 15% non-problem gambler) and ‘amusement’ (66% problem gambler, 44% moderate risk, 45% low risk and 29% non-problem gambler) in response to race betting marketing.

Respondents who had experienced high levels of exposure to sports betting marketing through traditional media were more likely to report both positive and negative emotions in response to this marketing. It is important to note that this finding might be related to the emotions that are incited in relation to respondents’ own betting behaviour rather than (or in addition to) the marketing itself. Respondents who had experienced high levels of exposure to traditional sports betting marketing were more likely to ‘strongly agree’ they had felt excitement (9% vs. 5% overall); hopefulness (11% vs. 6% overall); happiness (6% vs. 4% overall); and amusement (8% vs. 5% overall). The same trend was evident between respondents with different levels of exposure to sports betting marketing through digital media. Those who had experienced high levels of exposure to digital sports betting marketing were more likely to ‘strongly agree’ they had felt excitement (19% vs. 5% overall); hopefulness (20% vs. 6% overall); happiness (13% vs. 4% overall); and amusement (14% vs. 5% overall).

Those in the ‘high’ exposure group for traditional media were also more likely to strongly agree they felt ‘annoyed’ (29% vs. 24% overall) and ‘skeptical’ (34% vs. 29% overall) (Table 8). The same trend (respondents in the high exposure group being more likely to report both positive and negative emotions) was found for exposure to race betting marketing (Table 9). The results for respondents who had experienced ‘high’ exposure to sports betting marketing through digital media were not statistically significant. For example, 22% strongly agreed they felt ‘bored’ (vs. 22% overall).

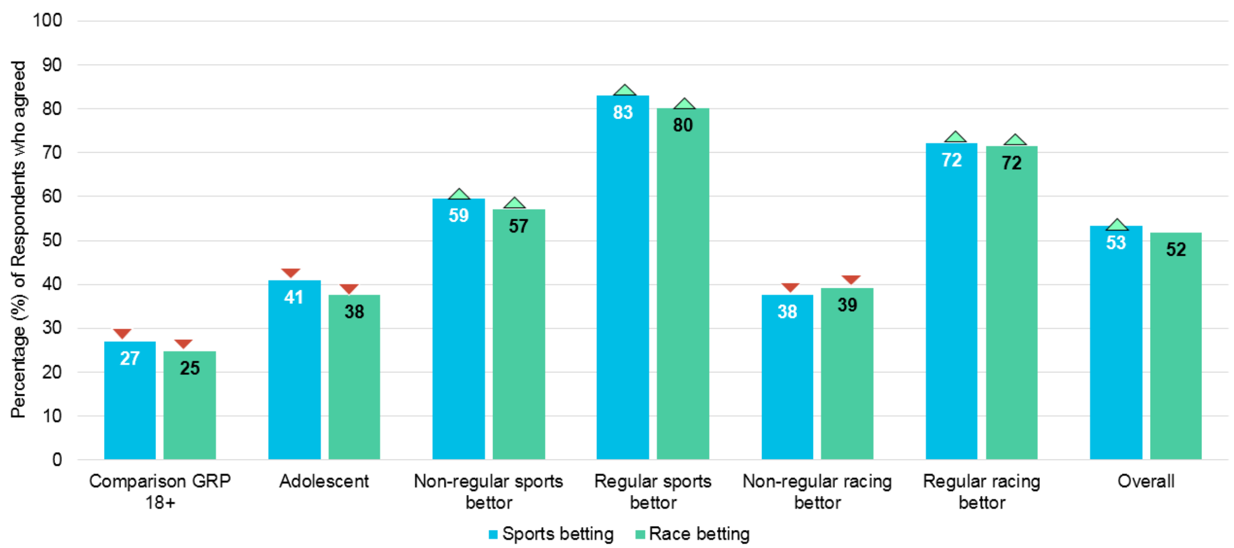
A summary variable was created to classify the sample into two categories indicating emotional response to sports and race betting marketing. All responses to the positive emotion statements[14] were grouped into those who agreed or strongly agreed that they experienced at least one positive emotion (53% of respondents for sports betting, 52% of respondents for race betting) versus those who disagreed with all (i.e. they did not experience any positive emotions): 47% of respondents for sports betting, 48% for race betting.

[14] Positive emotions included in this variables - E1: a) Excited, d) Hopeful, e) Happy, f) Interested, h) Amused.

As shown in Figure 48, those more likely to fall into the ‘positive’ emotional response category included:

- regular sports bettors (83% vs. 53% overall in response to sports betting marketing, 80% vs. 52% overall in response to race betting marketing);
- regular racing bettors (72% vs. 53% overall in response to sports betting marketing, 72% vs. 52% overall in response to race betting marketing).
- non-regular sports bettors (59% vs. 53% overall in response to sports betting marketing, 57% vs. 52% overall in response to race betting marketing)

Figure 48: Agreed/strongly agreed they had a positive emotional response to marketing category – by segment



Base n=2,933. E1_A. Respondents who agreed/strongly agreed they had an emotional response to sports betting marketing x Segment. Base n=2,860. K1_A Respondents who agreed/strongly agreed they had an emotional response to race betting marketing? x Segment

Problem (89%), moderate (77%) and low risk (65%) gamblers were more likely than non-problem gamblers (44%) to be classified in the ‘positive’ emotional response to sports betting marketing category. Similarly, at risk gamblers were more likely to fall into the ‘positive’ category for race betting marketing (88% problem gambler, 74% moderate risk, 66% low risk and 42% non-problem gambler).

Not surprisingly, as with the individual statements, a relationship was evident with this summary variable and level of exposure to marketing. Those who had experienced high exposure to sports betting marketing through traditional media were more likely to fall into the positive emotional response category (65%) compared to those in the moderate (50%) and no exposure groups (28%). Similarly, those who experienced high exposure to race betting marketing through traditional media were more likely to agree they had a positive emotional response compared to respondents in the lower exposure groups. Respondents in the ‘high’ (79%) and ‘moderate’ (57%) exposure groups to digital media, were more likely to fall into the positive emotional response category compared to those who were not exposed (32%). Similarly, respondents in the ‘high’ (81%) and ‘moderate’ exposure categories were more likely to report this response to race betting marketing in digital media compared to those who were not (34%).

Cognitive response to sports/race betting marketing

This section reports on the findings from a set of questions asking respondents the extent to which they felt a range of thoughts or cognitions, both positive and negative, in response to wagering marketing. This survey construct represents one of the 'mediating variables' in the analysis model.

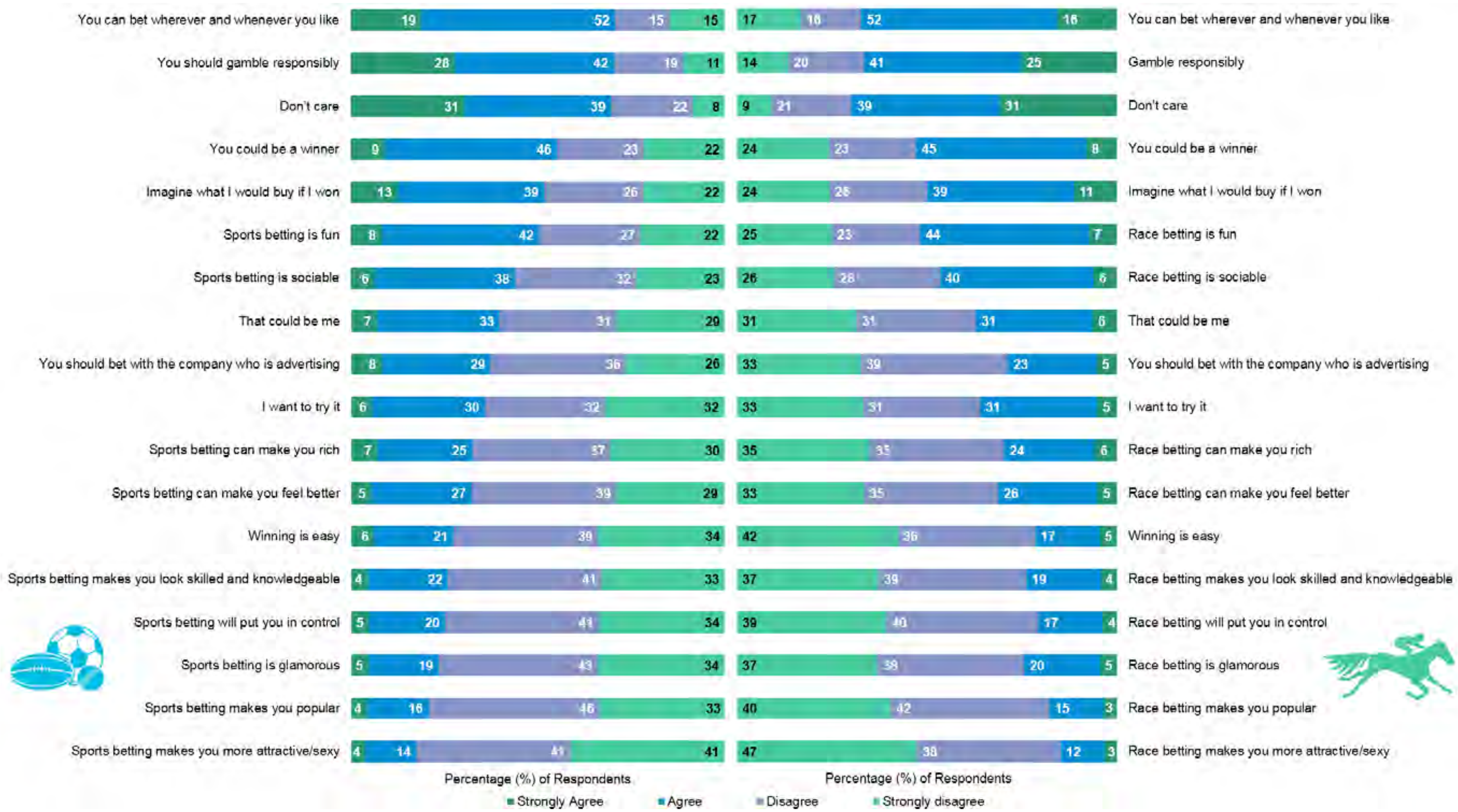
To explore the impact on cognitive responses (i.e. what does the marketing make people think?) respondents were asked the extent to which they agreed that they experienced a number of cognitive responses in response to this kind of marketing (Figure 49).

Agreement was highest with the statement that sports betting marketing makes you think that: 'you can bet wherever and whenever you like' (71%).

The next most commonly endorsed (in terms of the percentage agree/strongly agree) statements were that sports betting marketing makes you think that 'you should gamble responsibly' (70%) 'I don't care' (70%) and 'you could be a winner' (55%).

The top four statements were the same for race betting marketing: 'don't care' (70%), 'you can bet wherever and whenever you like', 'you should gamble responsibly' (both 67%), and 'you could be a winner' (53%). Just under seven in ten (67%) reported that race betting marketing makes them think that they should gamble responsibly.

Figure 49: Levels of agreement with cognitive response to sports and race betting marketing – overall sample



Base n=2,941-2,748. F1a)-r) How strongly do you agree or disagree that when you see or hear sports betting marketing you usually think. Base n=2,897-2,717 L1.a)-r) How strongly do you agree or disagree that when you see or hear race betting marketing you usually think. [SINGLE RESPONSE] [D/K responses excluded]

More than three quarters (78%) of adolescents reported thinking ‘I don’t care’ in response to sports betting marketing (compared with 70% overall strongly agreed/agreed). However, adolescents were more susceptible to the thoughts: ‘imagine what I would buy if I won’ (57% vs. 52% overall) and ‘sports betting makes you rich’ (38% vs. 32% overall).

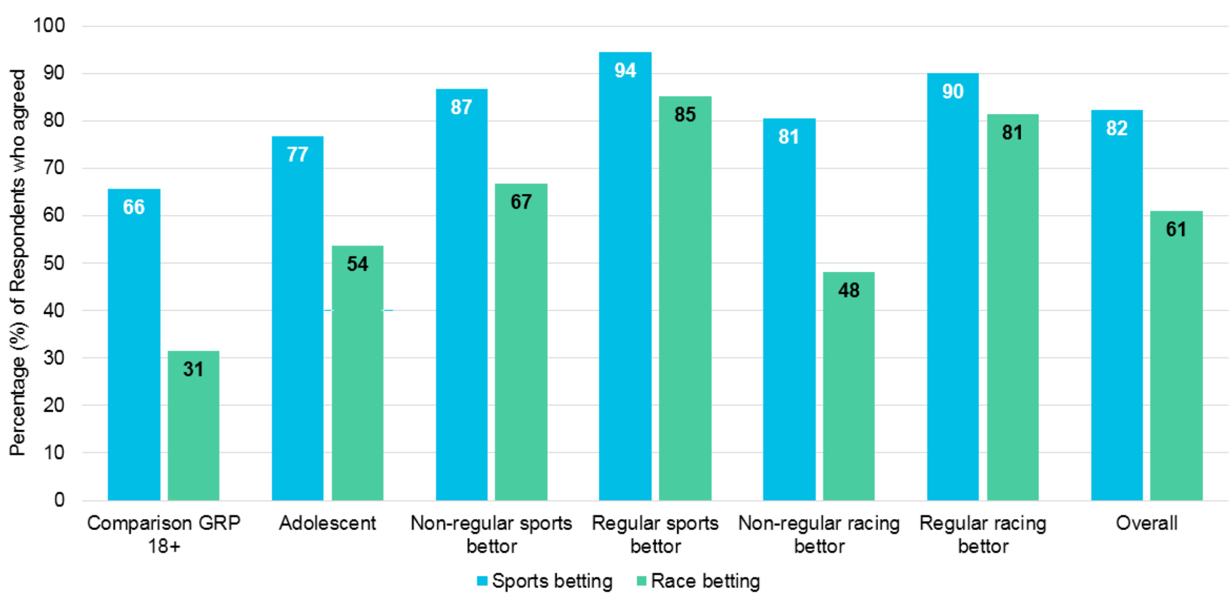
Replicating the findings for positive emotional response to marketing, regular sports and racing bettors were more likely to agree/strongly agree with all of the cognitive responses, except the negative ‘don’t care’ statement, than the sample overall. Again, this association may be because the marketing taps in to existing cognitions about gambling, which are more strongly held by regular gamblers, and serves to confirm these feelings.

A summary variable was created, classifying all those who agreed or strongly agreed with at least three cognitive responses into a ‘positive’ category (82% of respondents for sports betting marketing, 61% for race betting marketing) versus the remainder of the sample (i.e. did not agree or strongly agree with at least three cognitive responses): 18% of respondents for sports betting marketing and 39% for race betting marketing).

As shown in Figure 50 below, the following segments were more likely to be in the ‘positive’ cognitive response category:

- regular sports bettors (94% vs. 82% overall in response to sports betting marketing, 85% vs. 61% overall in response to race betting marketing);
- regular racing bettors (90% vs. 82% in response to sports betting marketing, 81% vs. 61% overall in response to race betting marketing); and
- non-regular sports bettors (87% vs. 82% overall in response to sports betting marketing, 67% vs. 61% overall in response to race betting marketing)

Figure 50: Agreed/strongly agreed they had a positive cognitive response – by segment



Base n=3,005. F1_A Percentage agreed with cognitive response to sports betting marketing x Segment. Base n=2,970. L1_A Percentage agreed with cognitive response to race betting marketing x Segment.

Other subgroups who were more likely to be classified in the 'positive' cognitive response to sports betting marketing included:

- Problem (95%), moderate and low risk gamblers (both 93%) compared to 79% of non-problem gamblers.
- Respondents with high exposure to sports betting marketing through traditional media (88% vs. 83% moderate and 54% no exposure).
- Respondents with high or moderate exposure to sports betting marketing through digital media (93%, 87% vs. 68%).

A similar pattern was found for cognitive response to race betting marketing in both traditional and digital media (Tables 10-12).

Cross tabulation of the variables for the two constructs of emotional and cognitive response to marketing indicated that those who reported a positive emotional response to sports betting marketing were also more likely to report a positive cognitive response to such marketing (95% vs. 83% overall). The same was true for race betting marketing (84% of those reporting an emotional response to such marketing also reported a positive cognitive response, compared to 61% overall).

Social norms: does exposure to sports betting marketing normalise gambling?

This section reports on the findings from a set of questions asking respondents the extent to which they felt that wagering marketing impacts upon their family and friends. A key research question for this study was to explore whether sports/race betting marketing normalises gambling. Respondents were therefore asked the extent to which they agreed or disagreed that sports betting marketing has increased how much their family and friends discuss sports betting, their level of interest in it, and how much it affected their betting intention and behaviour. These questions aimed to measure whether wagering marketing affects 'social norms', a construct which represents one of the 'mediating variables' in the analysis model. These questions were asked for sports betting only (due to survey time constraints, the questions were not repeated for race betting).

Overall, just under one quarter of respondents agreed/strongly agreed that sports betting marketing had:

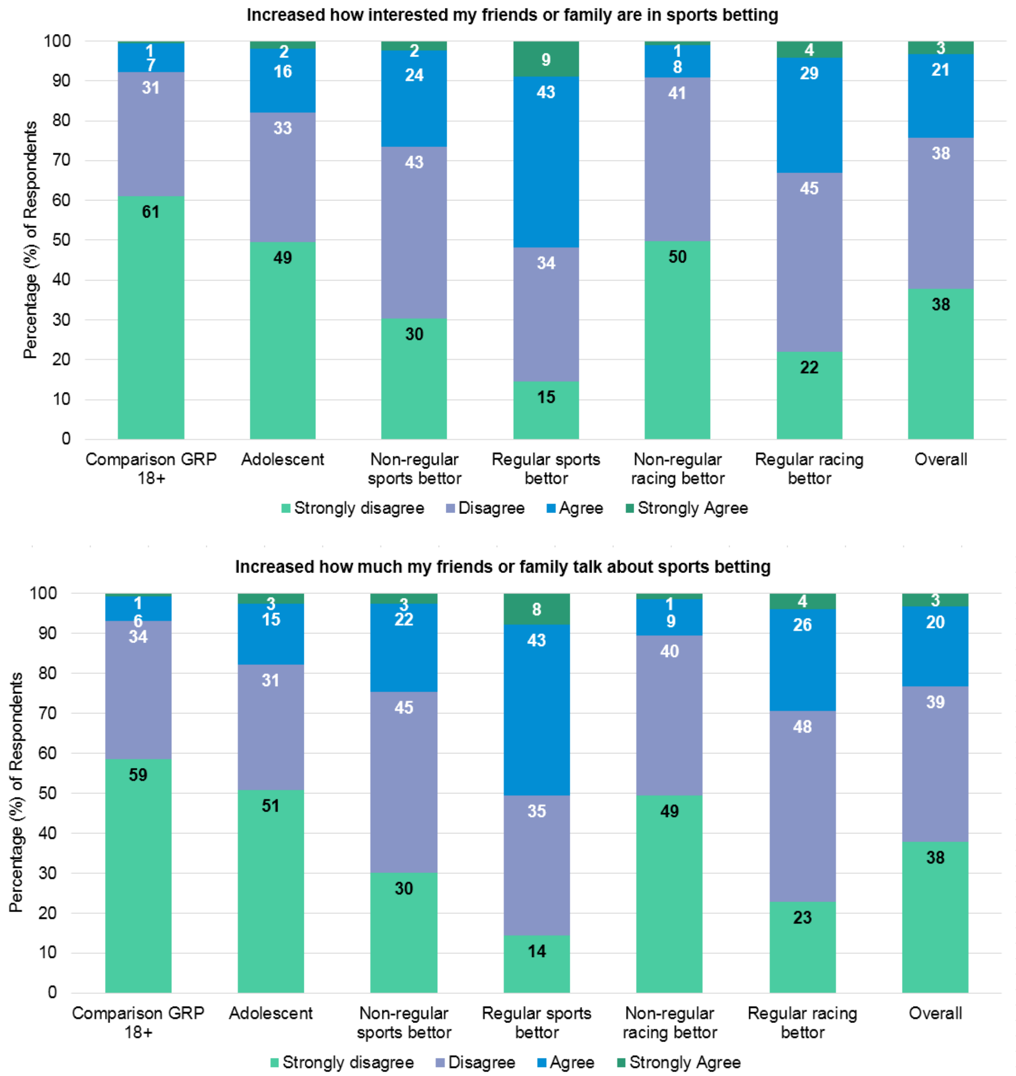
- Increased how much friends and family talk about sports betting (23%);
- Increased how interested my friends or family are in sports betting (24%);
- Increased how much friends and family would like to bet on sports (24%); and
- Increased how much my friends or family actually do bet on sports (24%).

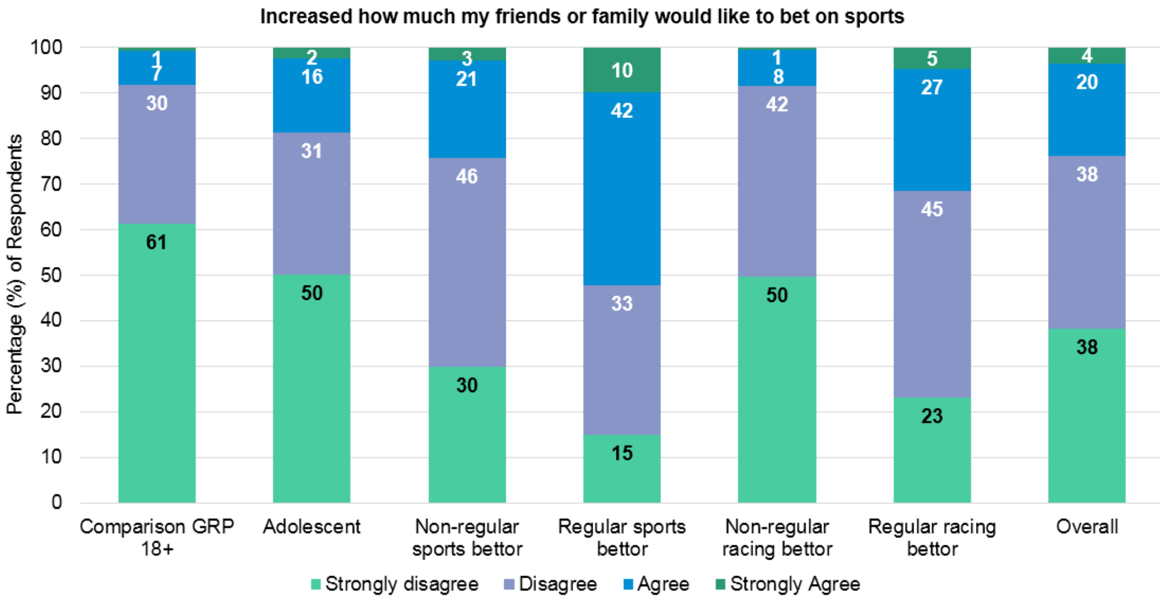
Respondents in the regular sports and regular racing bettor segments were more likely to agree that sports betting marketing impacted social norms (compared with the overall sample) (Figure 51).

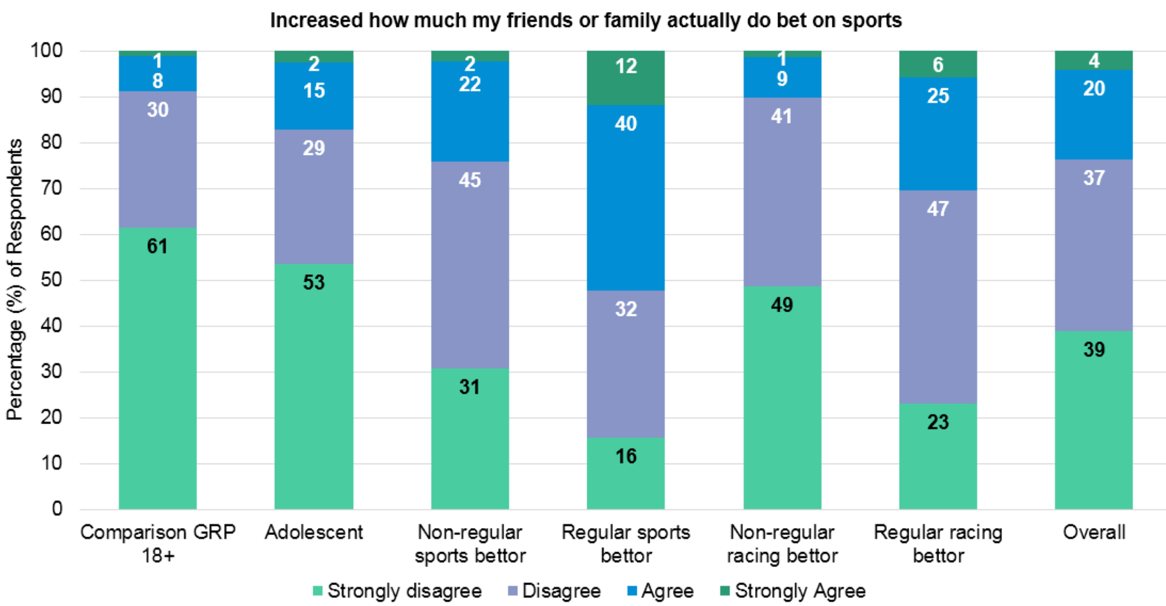
Just over half (52%) of regular sports bettors and three in ten (30%) regular racing bettors agreed/strongly agreed that sports betting marketing has 'increased how much my friends or family actually do bet on sports' (compared to 24% overall).

Problem and moderate risk gamblers were more likely to agree that sports betting marketing had impacted the interest, intention and behaviour of their friends and family compared with non-problem gamblers. For example, 68% of problem and 35% of moderate risk gamblers agreed/strongly agreed that sports betting marketing had 'increased how much friends and family actually do bet on sports' compared with 14% of non-problem gamblers (Table 13).

Figure 51: Level of agreement that sports betting marketing has an influence on family and friends – by segment





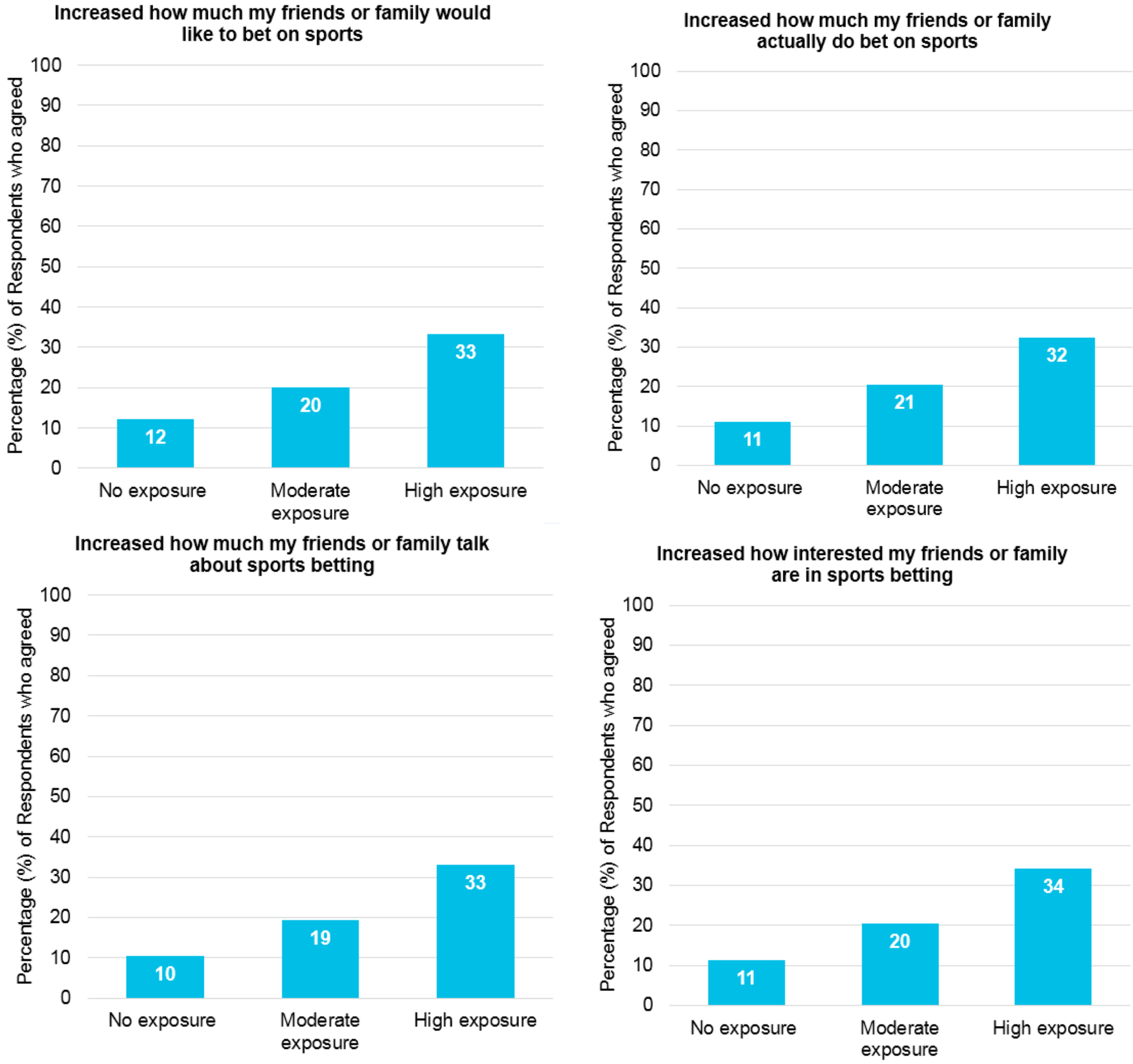


Base n=2,852-2,816. H1a)-d) How strongly do you agree or disagree that sports betting marketing has… x Segment [SINGLE RESPONSE] [DK responses excluded].

A positive association was found between level exposure to marketing through media and perceived impact on social norms; with those experiencing more exposure being more likely to agree that such marketing impacts social norms around gambling. Figure 52 below charts this association between level of exposure to sports betting marketing through traditional media and agreement that sports betting marketing has impacted on social norms. For all statements, respondents who had experienced high exposure to sports and race betting marketing were more likely than the overall sample to agree their friends and family had been impacted. Around one third of respondents in the high exposure category agreed/strongly agreed with each of the statements, compared to around one quarter in the overall sample. For example, one third

(33%) of respondents in the high exposure category agreed/strongly agreed that sports betting marketing 'increased how much my friends or family talk about sports betting' (compared to 23% overall). Those with high exposure to race betting marketing were also more likely to agree with all statements (which related to sports betting marketing) compared with the overall sample (Table 14).

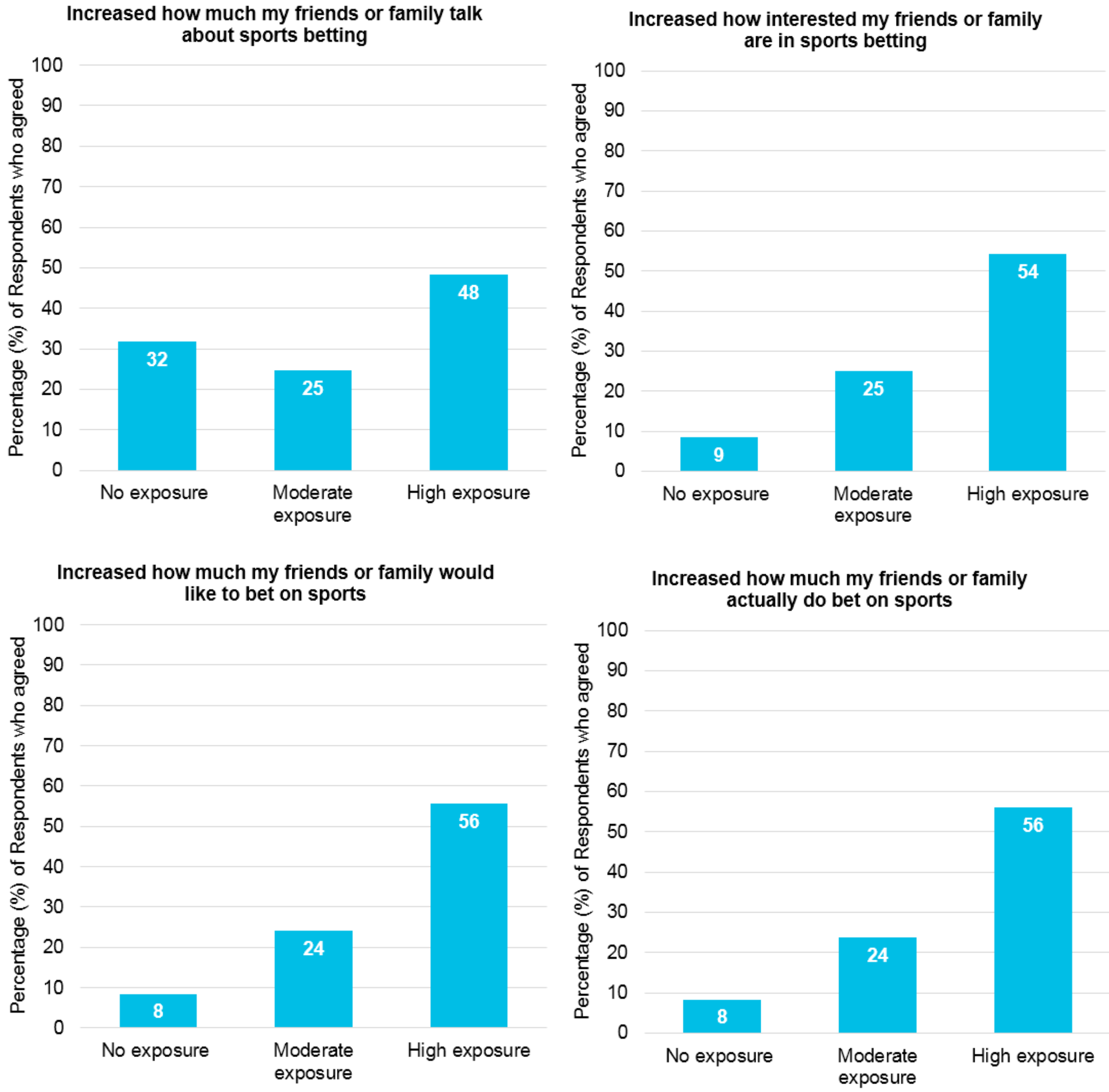
Figure 52: Agreed/strongly agreed that sports betting marketing influences family and friends, by level of exposure to marketing through traditional media – overall sample



Base n=2,820-2,784. H1a)-d Those who agreed/strongly agreed that sports betting marketing impacts behaviour of family and friends (Perceived social norms) x C1_A level of exposure to sports betting marketing

Figure 53 below charts the association between level of exposure to sports betting marketing through digital media and agreement that sports betting marketing has impacted on social norms. For all statements, respondents who had experienced high exposure to sports and race betting marketing were more likely than the overall sample to agree their friends and family had been impacted. Around half of respondents in the high exposure category agreed/strongly agreed with each of the statements, compared to around one quarter in the overall sample. For example, over half (56%) of respondents in the 'high' exposure category agreed/strongly agreed that sports betting marketing 'increased how much my friends or family actually do bet on sports' (compared to 24% overall). Those with high exposure to race betting marketing were also more likely to agree with all statements (which related to sports betting marketing) compared with the overall sample (Table 15).

Figure 53: Agreed/strongly agreed that sports betting marketing influences family and friends, by level of exposure to marketing through digital media – overall sample



Base n=2,785-2,748. H1a)-d Those who agreed/strongly agreed that sports betting marketing impacts behaviour of family and friends (Perceived social norms) x C1_A level of exposure to sports betting marketing

Does exposure to sports/race betting marketing provide a relationship with gambling?

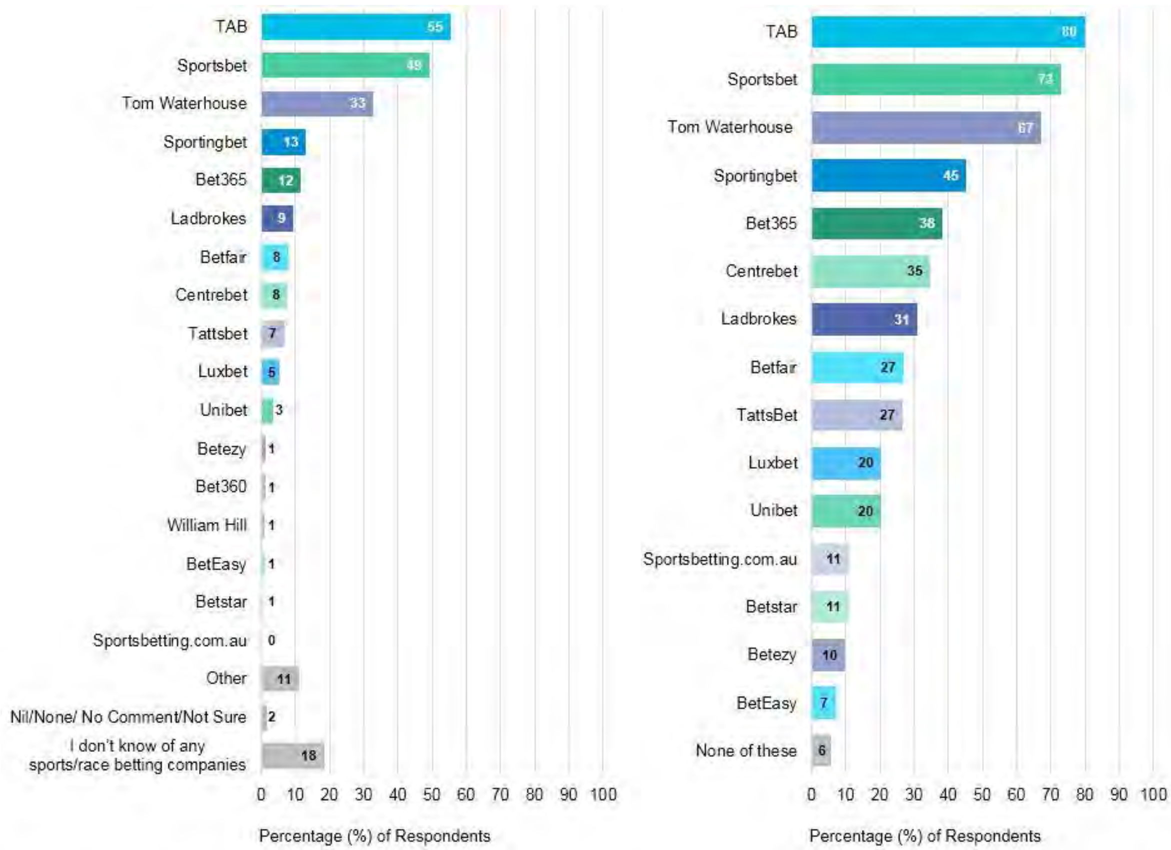
This section reports on the survey questions which aimed to address the research question of whether wagering marketing 'provides a relationship with gambling', in other words whether it influences awareness of, and affiliation with, particular gambling brands. Questions were also asked about whether sports and race betting marketing influences intention to gamble on other types of activity (such as EGMs).

Respondents were first asked to generate the names of sports and race betting companies that they were aware of (unprompted). They were then asked to indicate which companies they were aware of from a list (prompted).

On average, respondents were aware of 2.2 companies (unprompted) and 5 when prompted with the list. Regular racing bettors (3.1), regular sports bettors (2.8) and non-regular sports bettors (2.5) recalled more companies on average than other segments (unprompted).

Unprompted and prompted awareness was highest for TAB (55% and 80% respectively), Sportsbet (49% and 73% respectively) and Tom Waterhouse (33% and 67% respectively) (See Figure 54).

Figure 54: Awareness of sports/race betting companies – overall sample

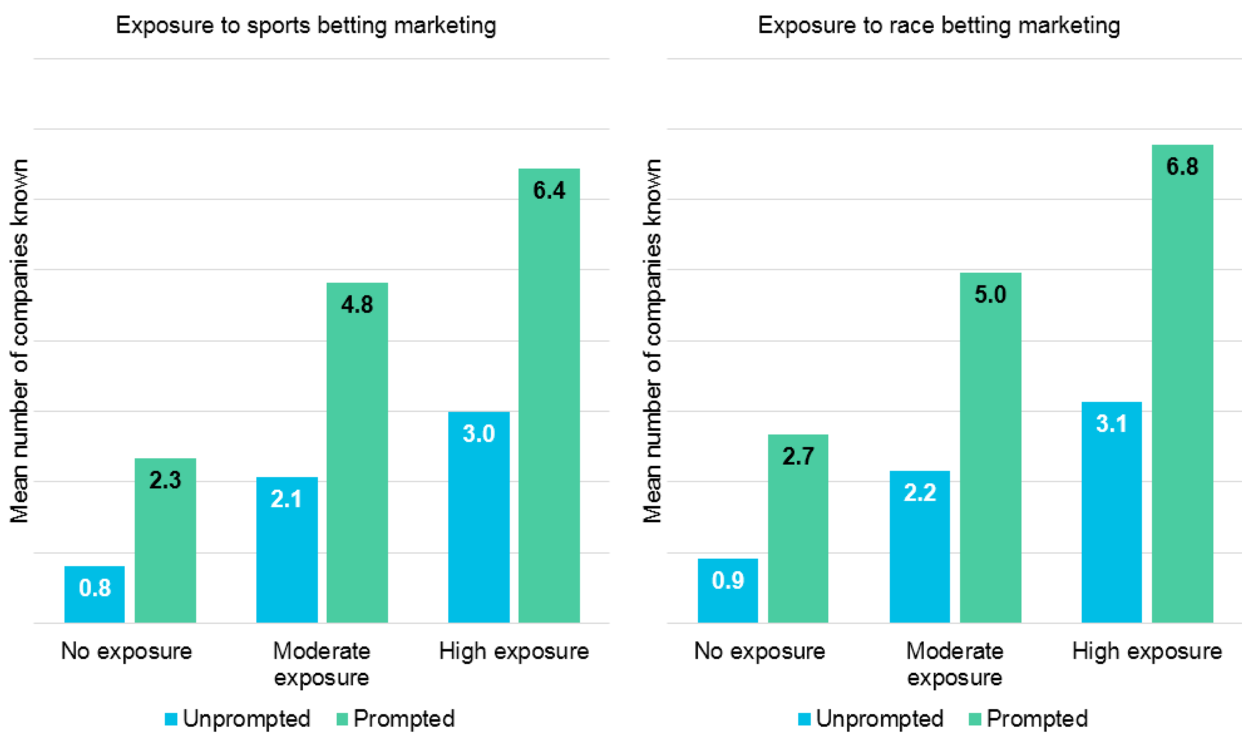


Base n=3,166 B1. Please list all sports/race betting companies that you know of that operate in Australia. Base n=3,200 B2. Which of the following sports/race betting companies have you heard of?

Respondents who had experienced higher levels of marketing exposure were more likely to endorse the items forming part of this 'relationship with gambling' construct.

Figure 55 charts the relationship between level of exposure to sports/race betting marketing and the number of sports/race betting companies recalled (prompted and unprompted). Respondents who had experienced high exposure to sports betting marketing recalled a higher number of sports/race betting companies both unprompted (3.0 vs. 2.2 overall) and prompted (6.4 vs. 5.1 overall). Similarly, those who experienced high exposure to race betting marketing recalled a higher number of companies, on average, both unprompted (3.1 vs. 2.2 overall) and prompted (6.8 vs. 5.1 overall).

Figure 55: Relationship between level of exposure to sports/race betting marketing through traditional media and number of sports/race betting companies recalled – overall sample



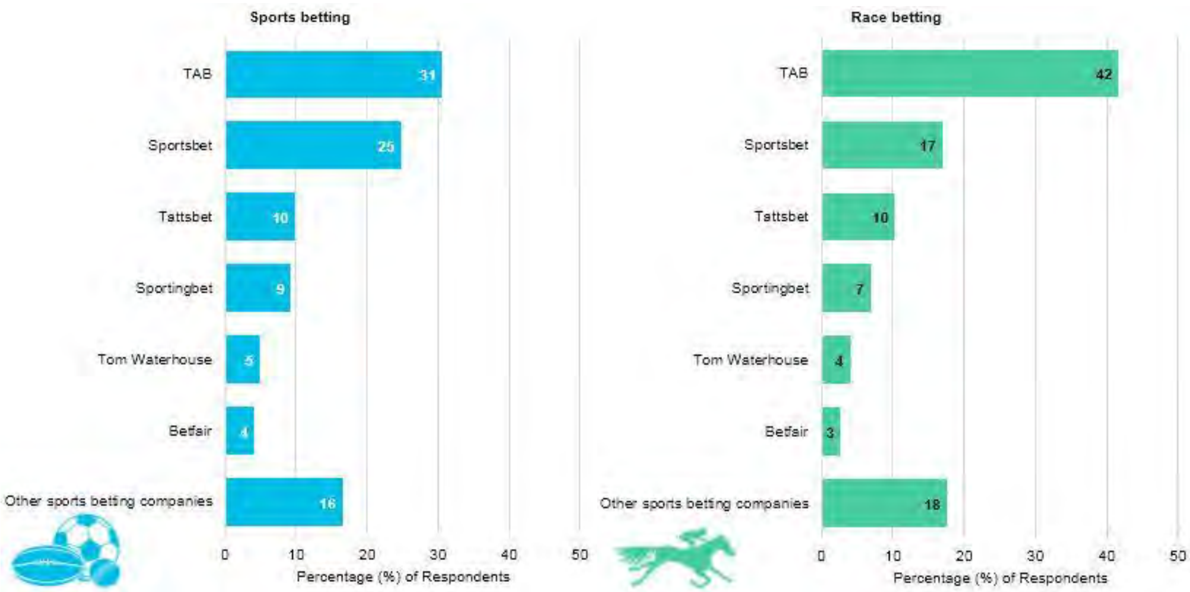
Base n=3,088 B1_A Number of sports/race betting companies recalled (unprompted) x C1_A Level of exposure to sports betting marketing. Base n=3,088 B2_A Number of sports/race betting companies recalled (prompted) x C1_A Level of exposure to sports betting marketing. Base n=3,057 B1_A Number of sports/race betting companies recalled (unprompted) x J1_A Level of exposure to race betting marketing. Base n=3,088 B2_A Number of sports/race betting companies recalled (prompted) x J1_A Level of exposure to race betting marketing

There was also an association with problem gambling status; for instance moderate risk and low risk gamblers recalled more companies, on average, than non-problem gamblers. On average, moderate (3.1) and low (3.1) risk gamblers recalled a higher number of companies compared to non-problem gamblers (2.2) without prompting. Problem gamblers recalled the lowest number of companies unprompted (1.7).

Similarly, moderate and low risk groups recalled a higher number of companies when prompted (6.5 and 6.6 respectively), compared to problem (4.9) and non-problem gamblers (5.0).

Sports and race bettors were asked to indicate what proportion of their sports or race betting they did with the six companies covered in the research case studies. These companies were selected based on having had the largest expenditure on marketing between April 2013 and March 2014 (see Chapter 3). The two companies receiving the largest market share (according to respondents' allocation of their own betting expenditure) were TAB (31%, on average, of sports wagering and 42% of race wagering) and Sportsbet (25% of sports wagering and 17% of race wagering).

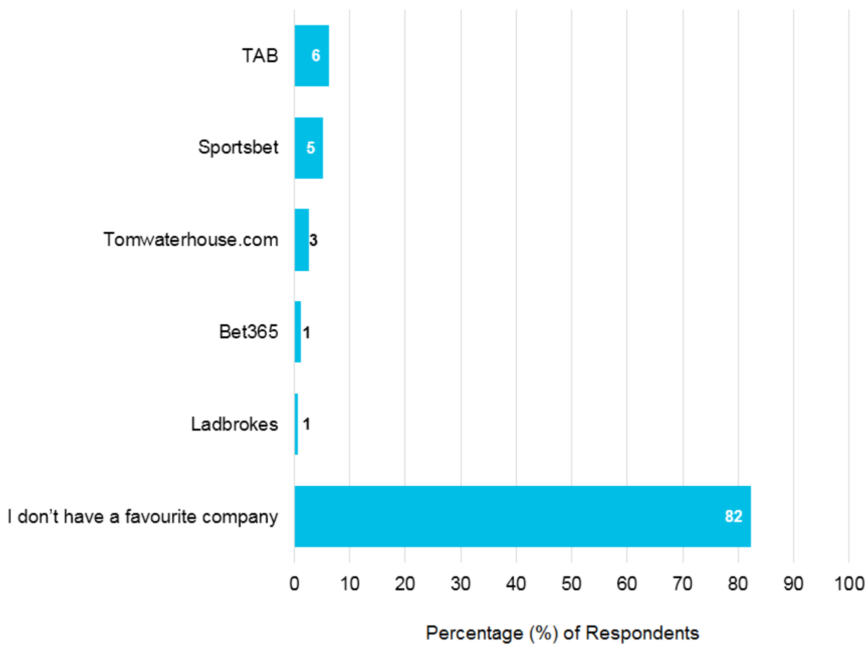
Figure 56: Companies used for sports/race betting - sports and race bettors only



Base n=1,296. Sports bettors only. Q2.Please indicate about what percentage of your sports betting you do with each of the following companies. Base n=1,860. Race bettors only. Q8. Please indicate about what percentage of your race betting you do with each of the following companies.

Adolescents were asked to nominate their favourite sports betting company from a list (Figure 57). The majority (82%) indicated they did not have a favourite sports betting company. The highest mentions were for 'TAB' (6%), Sportsbet (5%) and Tom Waterhouse (3%).

Figure 57: Favourite sports/race betting companies (adolescents only) – prompted



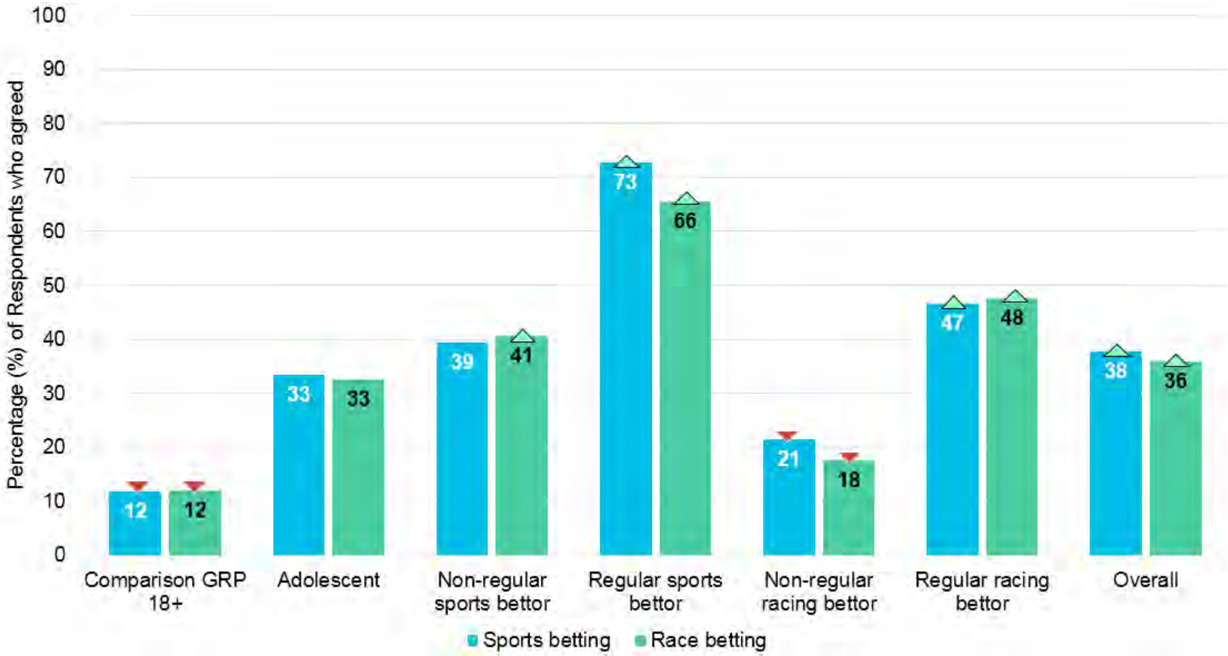
Base n=519 Adolescents only. B3.Which of the following is your favourite sports/race betting company?

Adolescents classified as having high levels of exposure to race betting marketing were more likely to indicate that they had a favourite betting company (29% compared with 18% of adolescents overall). However, this association was not true for sports betting.

All respondents were asked whether they agreed or disagreed that sports/race betting marketing affected their awareness of sports/race betting products, brands and companies. Overall, 59% agreed/strongly agreed 'sports betting marketing increases my awareness of sports betting products and brands', 52% agreed/strongly agreed 'sports betting marketing increases my awareness of other types of gambling' and 38% agreed/strongly agreed with the statement 'sports betting marketing makes me prefer some sports betting companies more than others'. Agreement was slightly lower with these equivalent statements in relation to the influence of race betting marketing (Tables 16-18).

As shown in Figure 58, regular sports bettors (73%) and regular racing bettors (47%) were more likely to agree/strongly agree that sports betting marketing made them prefer some sports betting companies more than others (vs. 38% overall). Problem (74%), moderate (58%) and low risk gamblers (46%) were also more likely to agree/strongly agree that sports betting had this effect (vs. 26% of non-problem gamblers). The same trend was true for the effect of race betting marketing on preference for race betting companies: problem (72%), moderate (53%) and low risk gamblers (48%) compared to 24% of non-problem gamblers agreed/strongly agreed.

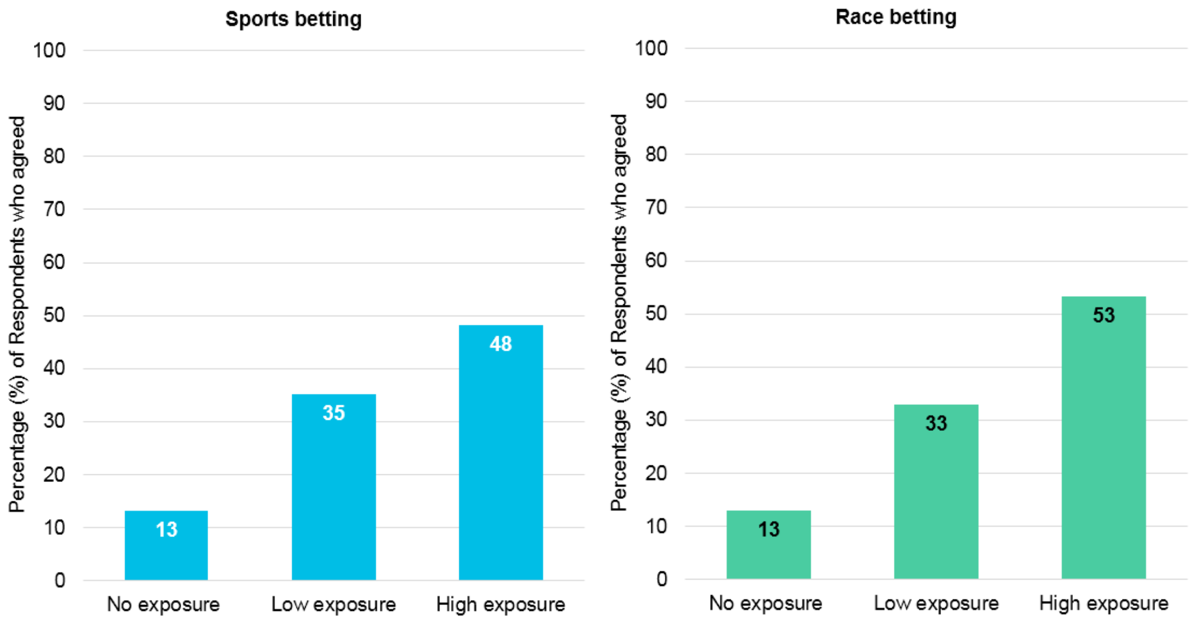
Figure 58: Agreed/strongly agreed that sports/race betting marketing makes respondents prefer some sports/race betting companies - by segment



Base n=2,803 G1j) Sports betting marketing makes me prefer some sports betting companies more than others. Base n=2,756 M1j) Race betting marketing makes me prefer some race betting companies more than others. [DK responses removed]

There was an association between level of marketing exposure and respondents' level of agreement that such marketing influences preference for particular companies. Figure 59 shows that those who experienced high exposure to sports betting marketing were more likely to report agreement (agree/strongly agree) that it 'makes me prefer some sports betting companies more than others' (48% compared to 35% who experienced 'moderate' and 13% 'no' exposure). Similarly, those who experienced high exposure to race betting marketing were more likely to agree/strongly agree with this statement as it relates to race betting companies (53% compared to 33% who experienced 'moderate' and 13% 'no' exposure).

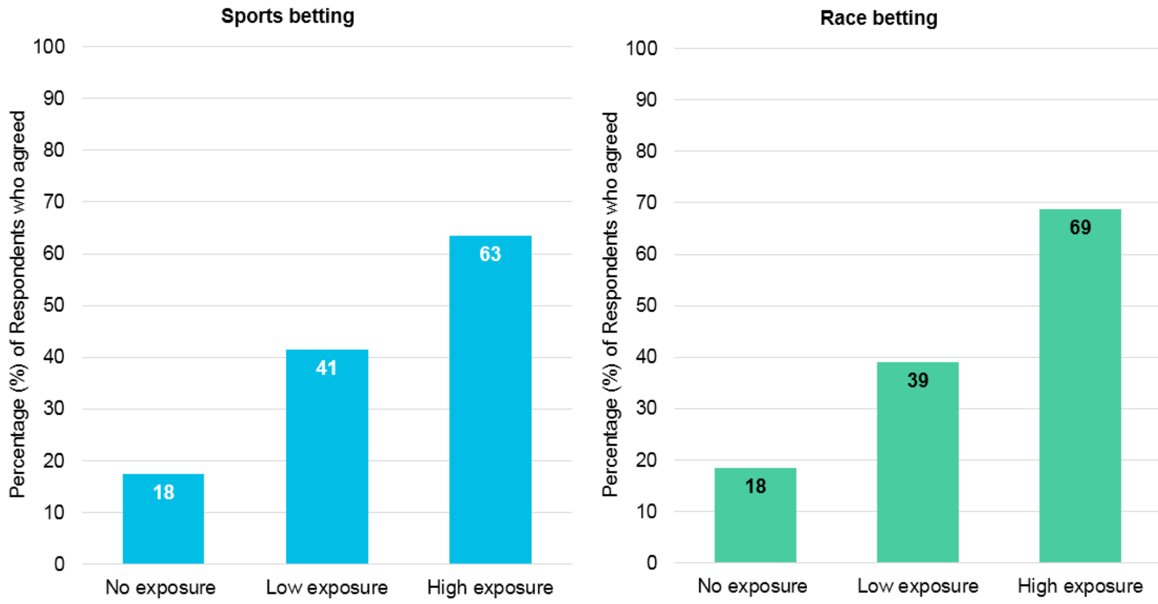
Figure 59: Relationship between exposure to sports/race betting marketing through traditional media and agree/strongly agree that such marketing makes respondents prefer some sports betting companies – overall sample



Base n=2,777 G1j) Sports betting marketing makes me prefer some sports betting companies more than others x C1_A Level of exposure to sports betting marketing through traditional media. Base n=2,712 M1j) Race betting marketing makes me prefer some race betting companies more than others x J1_A Level of exposure to race betting marketing through traditional media [DK responses removed]

Figure 60 below shows that there was also an association between level of marketing exposure through digital media and respondents' level of agreement that such marketing influences preference for particular companies. Those who experienced high or moderate exposure to sports betting marketing were more likely to report agreement (agree/strongly agree) with the statement 'sports betting marketing makes me prefer some sports betting companies more than others' (63% 'high' and 41% 'moderate' exposure compared to 18% in the 'no' exposure group). Similarly, those who experienced high and moderate exposure to race betting marketing were more likely to agree/strongly agree with this statement as it relates to race betting companies (69% 'high' and 39% 'moderate' compared to 18% who experienced 'no' exposure).

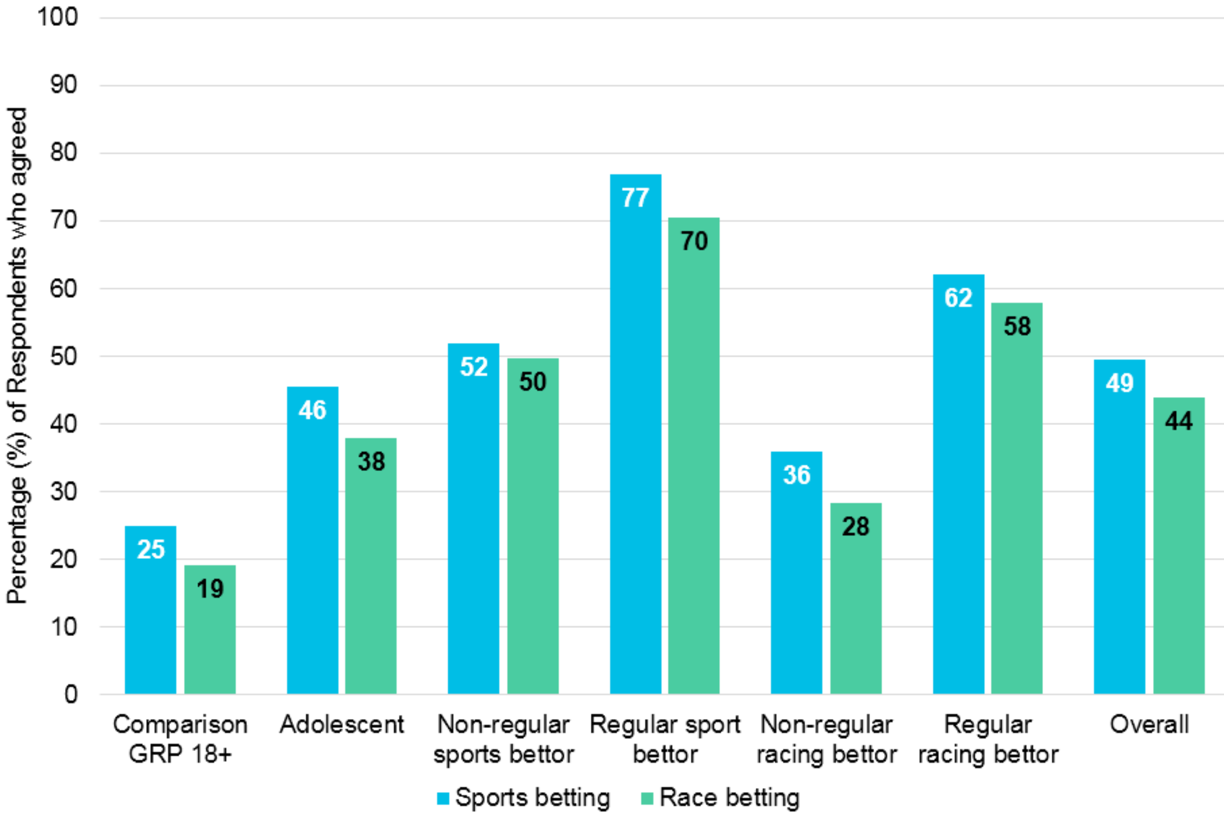
Figure 60: Relationship between exposure to sports/race betting marketing through digital media and agree/strongly agree that such marketing makes respondents prefer some sports betting companies – overall sample



Base n=2,735 G1j) Sports betting marketing makes me prefer some sports betting companies more than others x C2_A Level of exposure to sports betting marketing through digital media. Base n=2,697 M1j) Race betting marketing makes me prefer some race betting companies more than others x J2_A Level of exposure to race betting marketing through digital media [DK responses removed]

A summary variable was created to categorise respondents into those who had a higher level of agreement that sports/race betting marketing affects awareness of companies, products, brands and other forms of gambling versus the remainder of the sample. Those who agreed or strongly agreed with at least two of the three statements were grouped into those who 'agreed' (49% for sports betting marketing; 44% for race betting marketing). The remainder of the sample (i.e. those who reported 'disagree' or 'strongly disagree' to two or more of these statements) were classified as 'disagreed' (51% of respondents for sports betting marketing; 56% for race betting marketing). Figure 61 charts this summary variable by segment.

Figure 61: Agreed/strongly agreed that sports/race betting marketing affects awareness of products, brands, companies and other forms of gambling – by segment



Base n=2,949 G1_B Level of agreement that sports betting marketing affects awareness of products, brands, companies and other forms of gambling x Segment. Base n=2,906 M1_B Level of agreement that race betting marketing affects awareness of products, brands and other forms of gambling x Segment. [DK responses removed]

Problem (77%), moderate (67%) and low risk gamblers (64%) were more likely to be classified in the 'agreement' category in relation to the impact of sports betting marketing compared with non-problem gamblers (39%). Adolescents' level of agreement was consistent with the overall result (46% compared to 49%).

The same pattern was found for race betting marketing. Problem (75%), moderate (62%) and low risk gamblers (58%) were more likely to agree race betting marketing had affected their awareness compared to non-problem gamblers (33%). Adolescents were also less likely to agree that race betting marketing affected their awareness (38% vs. 44% overall).

Those who had experienced higher levels of exposure to marketing through traditional media were more likely to be classified as agreeing that such marketing affects their awareness of products, companies etc. Nearly two thirds (63%) of those in the high exposure to sports betting marketing group agreed/strongly agreed, compared with 46% in the moderate exposure category and 17% in the no exposure category. The equivalent figures for race betting marketing were 62%, 42% and 16% respectively. Respondents in the high and moderate exposure categories to sports and race betting marketing through digital media were more also more likely to agree that such marketing affects their awareness: 73% in the 'high' and 55% in the ‘moderate’ exposure categories compared to 28% of those who had experienced ‘no’ exposure to sports betting marketing. The equivalent proportions for race betting marketing were 76%, 48% and 23%.

Is there a relationship between exposure to marketing and gambling intention/behaviour?

This section introduces results for ‘dependent’ variables of gambling intention and behaviour. It explores the relationship between exposure to marketing (an ‘independent’ variable) and gambling intention/behaviour, and also the relationship between the ‘mediating variables’ (also ‘independent’ variables) and gambling intention/behaviour. Note that these associations are addressed separately, through cross-tabulations, in this section. The following section reports on multivariate analysis which explored the relative impact of all of the independent variables, simultaneously, on the dependent variables (i.e. intention to gamble). Self-reported impact of marketing on interest/desire/future intention

Self-reported impact of sports/race betting marketing on interest/desire/future intention to bet on sports,races and other types of gambling

All respondents were asked about the impact of sports and race betting advertising on their interest, desire and intention to bet on sports/races and other types of gambling. Adolescents were asked whether the marketing would affect their likelihood of wanting to bet whereas adults were asked whether it would affect their likelihood to actually do so. As such, the results in this section are reported separately for adults and adolescents and not for the overall sample.

Adolescents

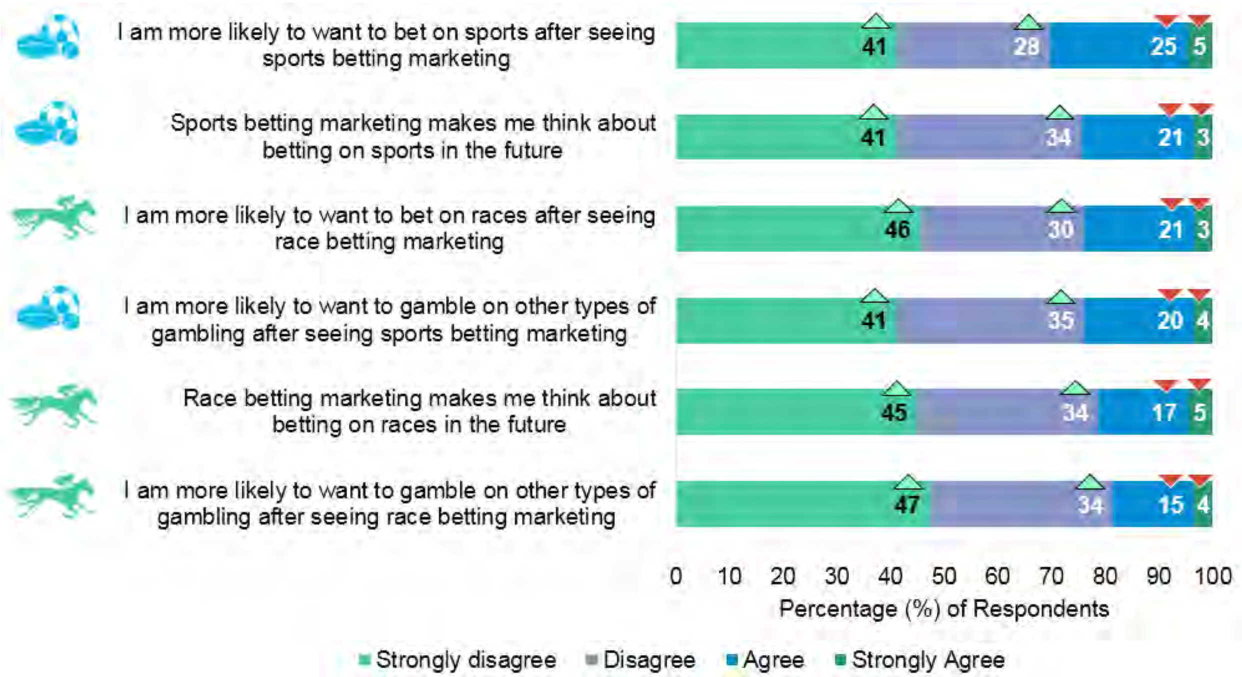
Figure 62 charts adolescents’ responses to statements asking about the direct impact of sports/race betting marketing on their interest and intention to gamble.

Nearly one third (30%) of adolescents reported (i.e. agreed/strongly agreed) that sports betting marketing makes them more likely to want to bet on sports. Nearly one quarter of adolescents agreed/strongly agreed with the statements: ‘sports betting marketing makes me think about betting on sports in the future’ and ‘I am more likely to want to gamble on other types of gambling after seeing sports betting marketing’ (both 24%). It is important to note that the proportion agreeing is the minority of the sample, and that around 70-75% disagreed with these statements.

In relation to race betting marketing, agreement was highest among adolescents with the statement ‘I am more likely to want to bet on races after seeing race betting marketing’ (24% agreed/strongly agreed), followed by ‘race betting makes me think about betting on races in the future (21%) and ‘I am more likely to want to gamble on other types of gambling after seeing race betting marketing (19%).

Nearly one quarter of adolescents (24%) reported that they are more likely to want to gamble on other types of gambling after seeing sports betting marketing; and around one in five (19%) answered that they are more likely to want to gamble on other activities after watching race betting marketing. Again, it is important to note that the majority disagreed with these statements.

Figure 62: Self-reported impact of sports/race betting marketing on interest/desire/future intention to bet on sports/races/other types of gambling – adolescents



Adolescents only. Base n=462. G1c) Sports betting marketing makes me think about betting on sports in the future. Base n=441. M1c) Race betting marketing makes me think about betting on races in the future. Base n=455. G1a) I am more likely to want to bet on sports after seeing sports betting marketing. Base n=441. M1a) I am more likely to want to bet on races after seeing race betting marketing. Base n=437. G1g) I am more likely to want to gamble on other types of gambling after seeing sports betting marketing. Base n=420. M1g) I am more likely to want to gamble on other types of gambling after seeing race betting marketing. [DK responses excluded]

There was an association between exposure to marketing through traditional media and the self-reported impact of that marketing. Adolescents in the 'high' exposure to marketing category (37%) were more likely than those in the moderate (26%) and no exposure (5%) categories to agree/strongly agree that sports betting marketing makes them more likely to want to bet on sports in the future. Similarly, adolescents in the high exposure category for race betting marketing were more likely to agree/strongly agree (37%) that such marketing makes them want to bet on races in the future compared to those in the moderate (18%) and no exposure (8%) categories. There was also a relationship between exposure to marketing through digital media and self-reported impact on intention to bet on sports and races; however, the results for the high and moderate exposure categories were not statistically significant. For example, 41% of respondents in the 'high' and 32% in the 'moderate' exposure categories agreed/strongly agreed they are more likely to bet on sports after seeing sports betting marketing compared to 8% who experienced 'no' exposure.

There was also an association between self-reported impact of marketing on adolescents' desire to gamble, and the 'mediating variables': social norms, emotional and cognitive response to marketing. Those who agreed with the impact of marketing on social norms, and who had positive emotional and cognitive responses to sports betting marketing, were more likely to agree that this marketing affects their future intention to bet on sports (Tables 19-23) and races (Tables 24-28).

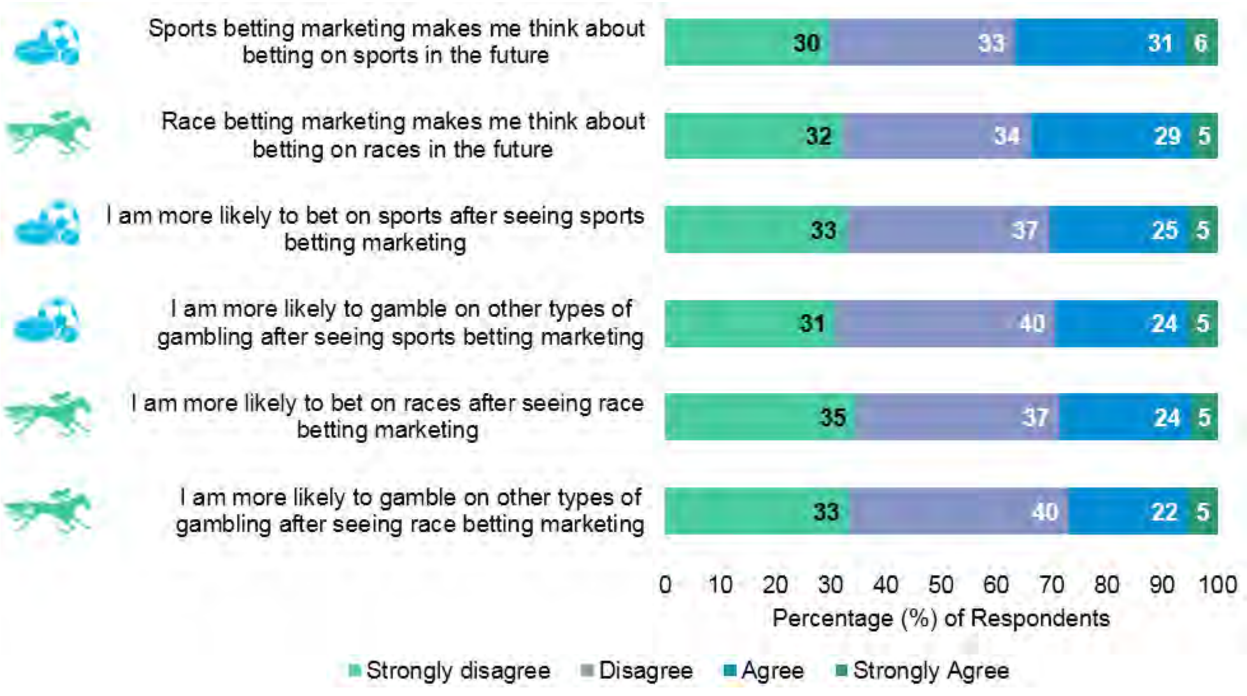
Adults

Figure 63 charts adults' responses to questions on the perceived impact of sports/race betting marketing on their interest/desire/intention to gamble. Agreement was highest with 'sports betting marketing makes me think about betting on sports in the future' (37% agreed/strongly agreed), followed by 'I am more likely to bet on sports after seeing sports betting marketing' (30%) and 'I am more likely to gamble on other types of gambling after seeing sports betting marketing' (29%). Problem, moderate and low risk gamblers were more likely to agree to all of these statements.

In relation to race betting, agreement was highest among adults with the statement 'race betting marketing makes me think about betting on races in the future' (34% agreed/strongly agreed), followed by 'I am more likely to bet on races after seeing race betting marketing' (29%) and 'I am more likely to gamble on other types of gambling after seeing race betting marketing' (27%).

Around three in ten (30%) adults said that they are more likely to gamble on other types of gambling after seeing sports betting marketing, and 27% said the same for race betting marketing.

Figure 63: Self-reported impact of sports/race betting marketing on interest/desire/ intention to bet on sports/races/other types of gambling – all adults



Adults only. Base n=2,452. G1c) Sports betting marketing makes me think about betting on sports in the future. Base n=2,409. M1c) Race betting marketing makes me think about betting on races in the future. Base n=2,444. G1b) I am more likely to bet on sports after seeing sports betting marketing. Base n=2,414. M1a) I am more likely to bet on races after seeing race betting marketing. Base n=2,372. G1h) I am more likely to gamble on other types of gambling after seeing sports betting marketing. Base n=2,368. M1h) I am more likely to gamble on other types of gambling after seeing race betting marketing. [DK responses excluded]

Those who had experienced a higher degree of exposure to marketing through traditional media were more likely to report having been affected by it. Adults in the 'high' exposure group to sports betting marketing (40%) were more likely to report agreement with the statement 'I am more likely to bet on sports after seeing sports betting marketing' compared to those who experienced lower levels of exposure (28% 'moderate', 13% 'no' exposure). Similarly, adults who had experienced high exposure to race betting marketing (43%) were more likely to indicate they agreed/strongly agreed they are more likely to bet on races after seeing race betting marketing compared to those in the moderate (27%) and no exposure (10%) groups. Respondents who experienced high or moderate exposure to sports and race betting marketing through digital media were also more likely to indicate they agreed/strongly agreed that they are more likely to bet on sports or races after seeing marketing. For example, 61% of adults in the 'high' and 33% in the 'moderate' exposure groups agreed/strongly agreed they are more likely to bet on sports after seeing sports betting marketing compared to those who were not exposed (13%). (See Table 29 for the equivalent results for race betting).

There was also an association between problem gambling status among adults and the reported effect of sports betting marketing on intention to bet. Adults in the problem gambler group (71%), moderate (48%) and low risk (40%) groups were more likely to agree/strongly agree that 'I am more likely to bet on sports after seeing sports betting marketing' compared to those in the non-problem gambler group (17%). The same pattern was reported for likelihood to bet on races after seeing race betting marketing: 67% problem gambler, 47% moderate and 37% low risk compared to 15% of non-problem gamblers.

As with adolescents, there was also an association with the mediating variables. The following groups were more likely to report agreement with this statement ('I am more likely to bet on sports after seeing sports betting marketing'):

- adults who agreed sports betting marketing impacted the behaviour of friends and family (social norms) compared to those who disagreed (65% vs. 14%);
- adults who agreed they had a positive emotional response to sports betting marketing compared to those who disagreed (51% vs. 6%);
- adults who agreed they had a positive cognitive response to sports betting marketing compared to those who disagreed (36% vs. 2%).

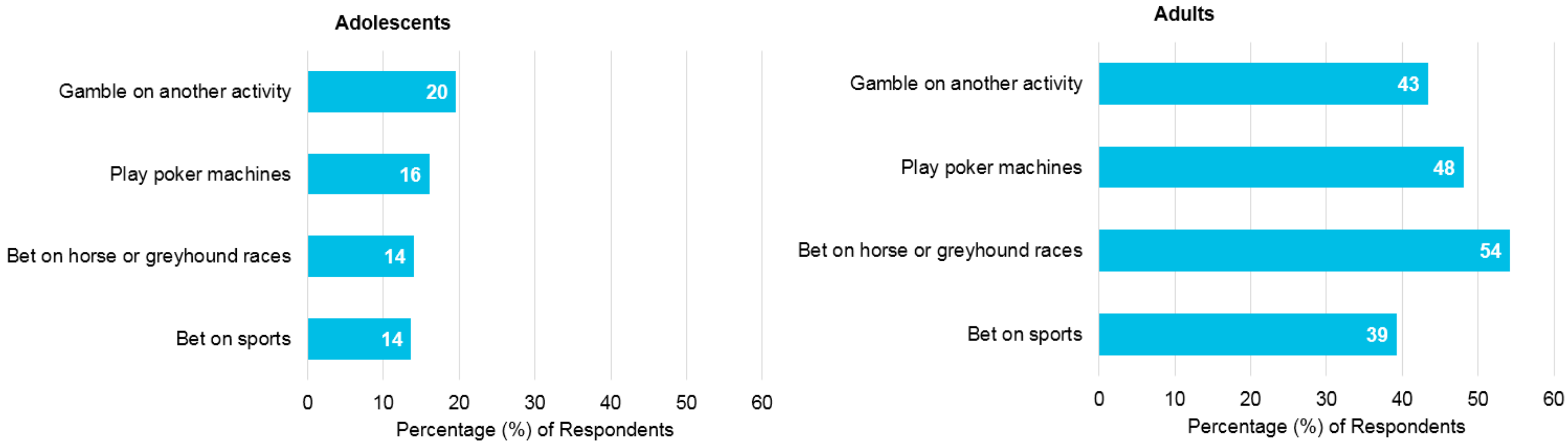
Gambling intention/behaviour

A key dependent variable for this study was intention to gamble (as a proxy for gambling behaviour). The previous section outlined the results of survey questions which directly asked respondents the extent to which they felt that marketing influenced their intent to gamble. This section examines the survey questions which asked respondents about their intention to gamble in the future on a range of gambling activities, including 'sports', 'horse or greyhound racing', 'poker machines' and 'other' activities. These questions were asked of both adolescents and adults.

Figure 64 below shows the results from these survey questions for adolescents and adults separately.

One in five adolescents indicated they were likely to 'play poker machines' (20%), followed by 'gamble on another activity' (16%) once aged 18. Just over half (54%) of adults were likely to 'bet on horse or greyhound races' and under half (48%) nominated they were likely to 'play poker machines' in the next 12 months.

Figure 64: Likely/very likely to gamble in the future– adolescents vs. adults



Adolescents only. Base n=492-479 N1. Once you are 18 years old, how likely or unlikely are you to. Adults only. Base n= 2,550-2,461 O1. In the next 12 months, how likely or unlikely are you to: [DK responses excluded]

Problem gambling status was associated with intention to gamble in the future. Low risk, moderate risk and problem gamblers were more likely to intend to bet on all activities listed in Table 30, compared to non-problem gamblers. Regular sports and racing bettors were more likely to intend to gamble on all these activities and non-regular sports bettors were more likely to ‘bet on sports’ and to ‘play poker machines’ in the next 12 months (Table 31).

Association between marketing and intention to gamble

The previous section reported on respondents’ intention to gamble in the future. The current section examines the association between level of exposure to sports/race betting marketing, and also the ‘mediating variables’ and intention to gamble. The association between exposure to sports and race betting marketing and adults’ ‘actual’ gambling behaviour over the past 12 months is explored in Section 5.11.4.

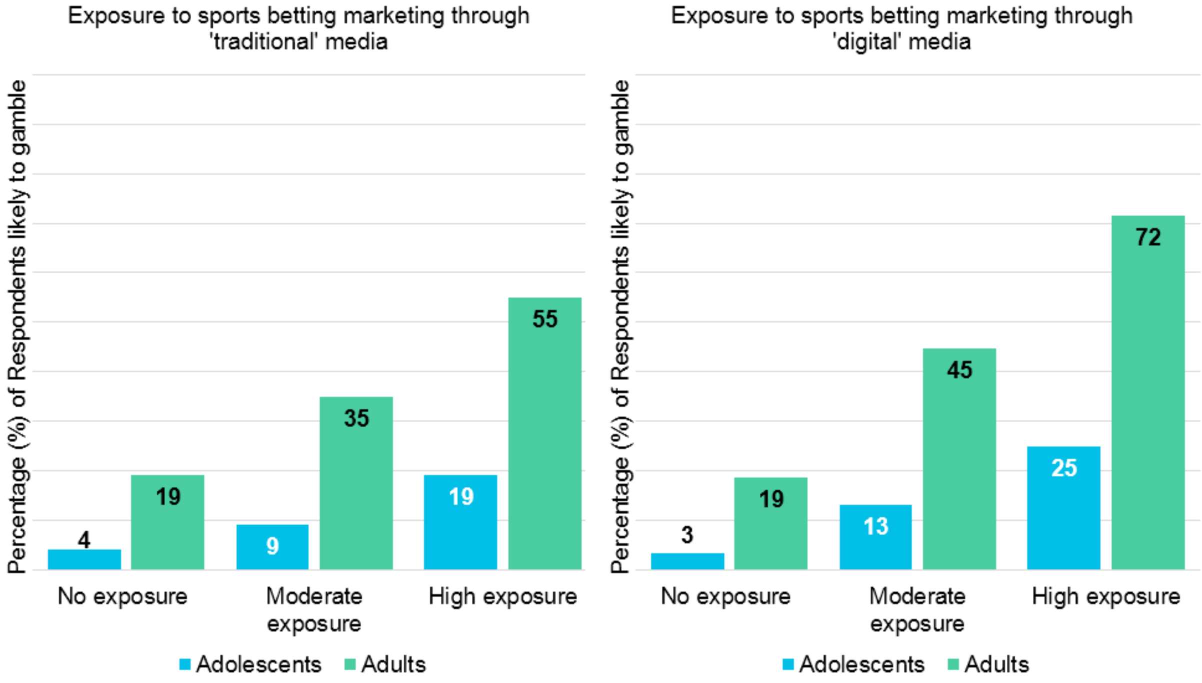
Please note that only a small sample of n=67 adolescents reported they were intended to gamble on ‘sports’ and n=69 on ‘horse or greyhound races’ once 18 years of age. The results from analyses between subgroups (for example, different levels of exposure) among adolescents likely to gamble should therefore be interpreted with caution.

Figure 65 shows that there was a positive association between exposure to sports betting marketing (through both traditional and digital media) and likelihood of gambling on sports in the future. In other words, those in the high exposure category were more likely to state that they intended to gamble on these activities.

Adolescents who experienced ‘high’ exposure to sports betting marketing through traditional media (19%) were more likely to report intention to gamble on sports than those who experienced ‘moderate’ (9%) and no exposure (4%) (the difference for the no exposure group was not statistically significant). The same pattern was evident for exposure to digital media: 25% of adolescents in the ‘high’ exposure group were likely to report intention to gamble on sports compared to 13% in the ‘moderate’ and 3% of respondents in the ‘no’ exposure category (the difference for the ‘moderate’ exposure group was not statistically significant).

Similarly, adults who experienced ‘high’ exposure to sports betting marketing through traditional media (55%) were more likely to indicate they would gamble on sports in the next 12 months compared to adults in the ‘moderate’ (35%) and no exposure (19%) groups. The same trend was again reflected between adults with different exposure levels to sports betting marketing through digital media: 72% of adults in the ‘high’ and 45% in the ‘moderate’ exposure groups compared to 19% in the ‘no exposure’ group, intended to gamble on sports.

Figure 65: Relationship between level of exposure to sports betting marketing and intention to bet on sports – adolescents vs. adults



Adolescents only. Base n=483. N1a) Likely/very likely to bet on sports x C1_A Level of exposure to sports betting marketing through traditional media. Adults only. Base n=2,494. O1a) Likely/very likely to bet on sports x C1_A Level of exposure to sports betting marketing through traditional media. Adolescents only. Base n=477. N1a) Likely/very likely to bet on sports x C2_A Level of exposure to sports betting marketing through digital media. Adults only. Base n=2,464. O1a) Likely/very likely to bet on sports x C2_A Level of exposure to sports betting marketing through digital media [DK responses excluded]

In addition to there being an association between the key analysis variable 'exposure' and intention to bet on sports in the future, there was an also association between the 'mediating variables' (social norms, emotional and cognitive response to marketing) and sports betting intention.

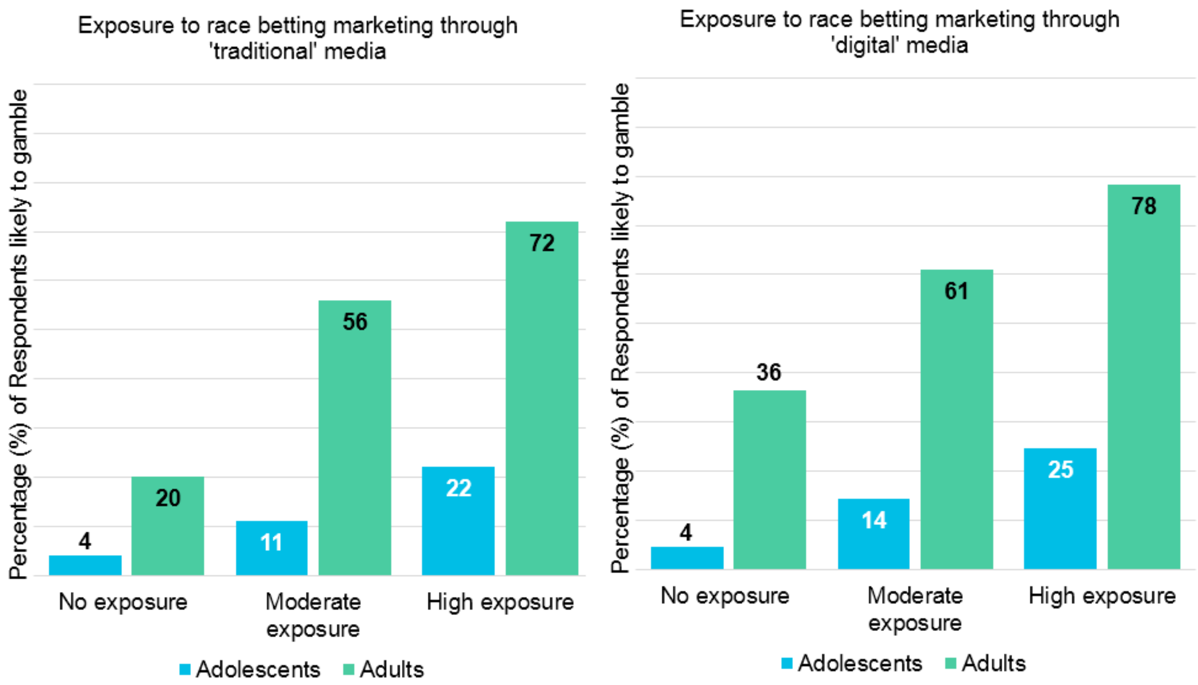
Adolescents who agreed sports betting marketing impacted the behaviour of friends and family (i.e. social norms) were more likely to state intention to gamble on sports in the future compared to those who disagreed (31% vs. 7%). Similarly, those who agreed they had a positive emotional response (23% vs. 8%) and cognitive response (18% vs. 3%) were more likely to intend to gamble sports than those who disagreed.

The same pattern was true for adults. Those who agreed the behaviour of their friends and family was impacted by marketing, and those who reported positive emotional and positive cognitive responses to that marketing, were more likely to state intention to gamble on sports in the next 12 months (see Tables 32-36).

Similar associations were apparent for race betting marketing. Respondents who had experienced higher levels of exposure to marketing through traditional media were more likely to intend to gamble on races compared to respondents in the lower exposure groups (Figure 66). Adolescents who had experienced 'high' exposure to race betting marketing (22%) were more likely to intend to gamble on horse or greyhound races once 18 compared to those in the moderate (11%) and no exposure (4%) groups. Similarly, adolescents who had experienced 'high' exposure to race betting marketing through digital media were more likely to intend to bet on races compared to those in the moderate and no exposure groups (25% vs. 14% and 4%).

Adults in the high exposure group (72%) to traditional media were also more likely to intend to bet on races than adults in the moderate (56%) and no exposure groups (20%). Adults who experienced 'high' (78%) and 'moderate' (61%) exposure to race betting marketing through digital media were more likely to intend bet on races compared to adults who were not exposed (36%).

Figure 66: Relationship between level of exposure to race betting marketing and intention to bet on races – adolescents vs. adults

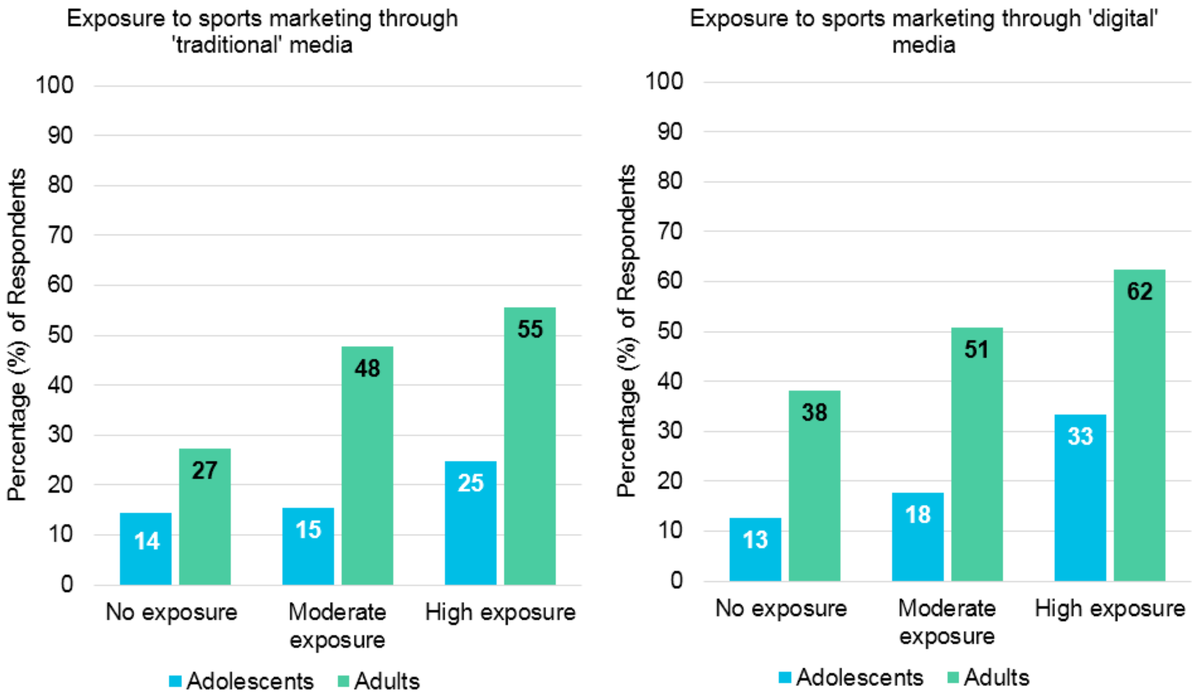


Adolescents only. Base n=474. N1b) Likely/very likely to gamble on races x J1_A Level of exposure to race betting marketing through traditional media. Adults only. Base n=2,467. O1b) Likely/very likely to bet on races x J1_A Level of exposure to race betting marketing through traditional media. Adolescents only. Base n=475. N1b) Likely/very likely to gamble on races x J2_A Level of exposure to race betting marketing through digital media. Adults only. Base n=2,436. O1b) Likely/very likely to bet on races x J2_A Level of exposure to race betting marketing through digital media. [DK responses excluded]

Figure 67 and Figure 68 chart the relationship between level of exposure to sports and race betting marketing and intention to play poker machines in the future.

A positive association was evident for adults between exposure to sports betting marketing through traditional media and intention to play poker machines. Adults who had experienced high exposure to sports betting marketing were more likely to intend to play poker machines in the next 12 months (55%) than adults who had experienced 'moderate' (48%) and 'no' exposure (27%). The proportion of adolescents who intended to gamble on poker machines once 18 also increased with rising exposure (14%, 15% and 25%). Similar associations were also evident between exposure to sports betting marketing through digital media and intention to play poker machines. Adults in the high (62%) and moderate (51%) exposure groups were more likely to intend to play poker machines compared to adults in the 'no' exposure group (38%). On the other hand, only adolescents in the 'high' exposure group (33%) compared to 18% in the moderate and 13% and 'no' exposure group were more likely to intend to do so.

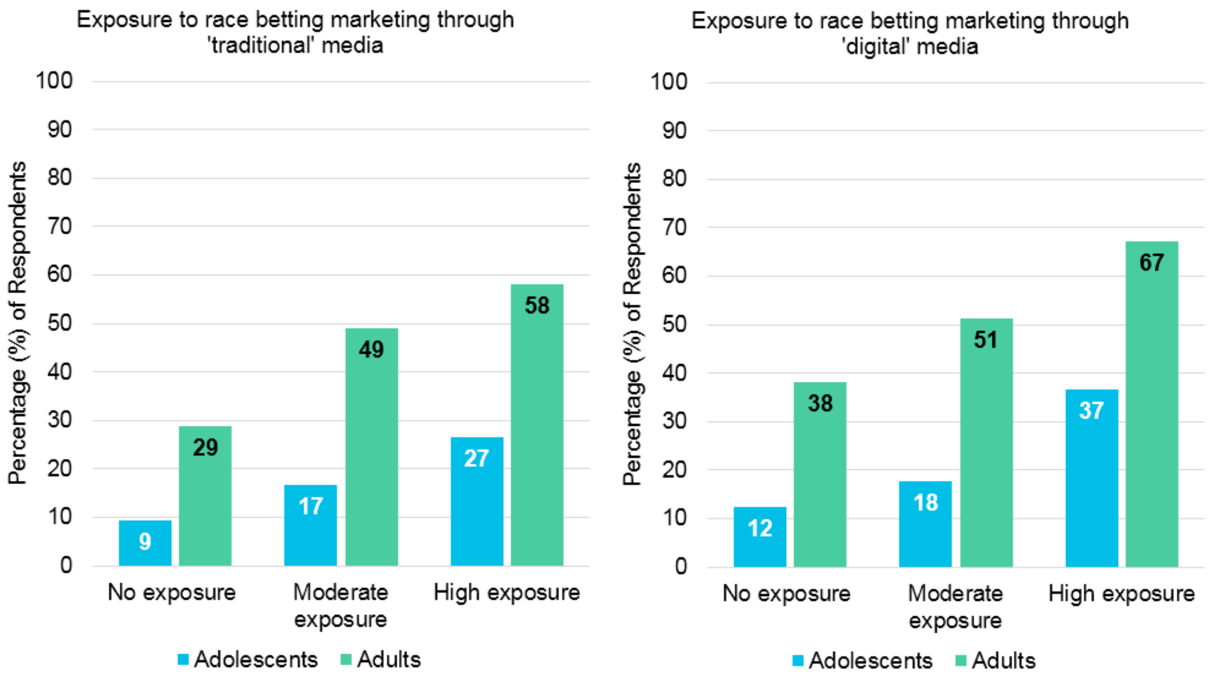
Figure 67: Relationship between level of exposure to sports betting marketing and intention to play poker machines – adolescents vs. adults



Adolescents only. Base n=478. N1c) Likely/very likely to play poker machines x C1_A Level of exposure to sports betting marketing through traditional media. Adults only. Base n=2,497. O1c) Likely/very likely to play poker machines x C1_A Level of exposure to sports betting marketing through traditional media. Adolescents only. Base n=472. N1c) Likely/very likely to play poker machines x C2_A Level of exposure to sports betting marketing through digital media. Adults only. Base n=2,465. O1c) Likely/very likely to play poker machines x C2_A Level of exposure to sports betting marketing through digital media. [DK responses excluded]

The same positive associations between exposure to sports betting and intention to bet on poker machines was evident for exposure to race betting marketing through both traditional and digital media. Adults who experienced high exposure through traditional media (58%) to race betting marketing were more likely to intend to play poker machines than adults who had experienced 'moderate' (49%) and 'no' exposure (29%). Similarly, adolescents who had experienced high exposure to race betting marketing through traditional media (27%) were more likely to intend to play poker machines once 18 compared to adolescents who had experienced 'moderate' (17%) and 'no' exposure (9%). For exposure to race betting marketing through digital media, adults with 'high' (67%) and 'moderate' (51%) exposure were more likely to intend to play poker machines than adults in the 'no' exposure group (38%). On the other hand, only adolescents in the 'high' exposure group (37%) were significantly more likely to intend to play poker machines compared to 18% in the 'moderate' and 12% in the 'no' exposure groups.

Figure 68: Relationship between level of exposure to race betting marketing and intention to play poker machines – adolescents vs. adults

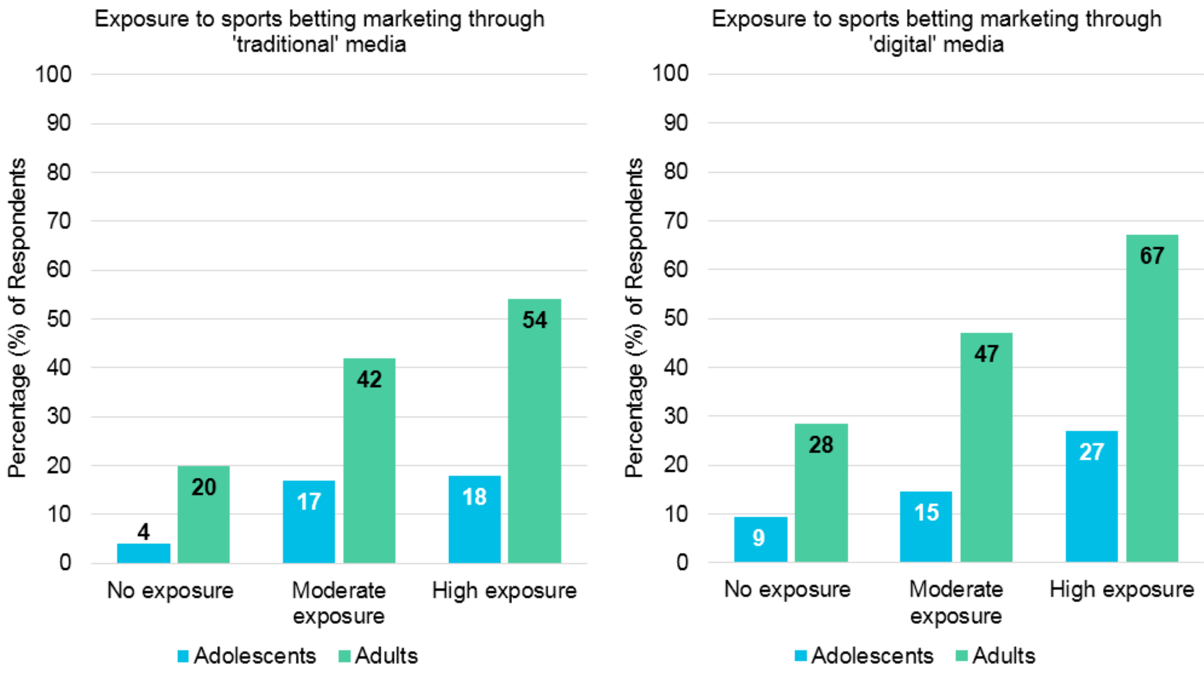


Adolescents only. Base n=477. N1c) Likely/very likely to play poker machines x J1_A Level of exposure to race betting marketing through traditional media. Adults only. Base n=2,468. O1c) Likely/very likely to play poker machines x J1_A Level of exposure to race betting marketing through traditional media. Adolescents only. Base n=468. N1c) Likely/very likely to play poker machines x J2_A Level of exposure to race betting marketing through digital media. Adults only. Base n=2,454. O1c) Likely/very likely to play poker machines x J2_A Level of exposure to race betting marketing through digital media. [DK responses excluded]

As with intention to gamble on poker machines, adults who had experienced high exposure to both sports and race betting through traditional and digital media were more likely to intend to gamble 'on another activity' in the next 12 months, while adolescents were only more likely to do so (once 18) if they had experienced high exposure to race betting (as opposed to sports betting) marketing.

Figure 69 shows that adults in the high exposure group to traditional media (54%) were more likely to intend to gamble on another activity (vs. 42% 'moderate' and 20% 'no' exposure). Although the proportion of adolescents who intended to gamble on 'another activity' once 18 increased with rising exposure (4%, 17% and 18%), the differences between subgroups were not statistically significant. Adults who experienced 'high' (67%) and 'moderate (47%) exposure to sports betting marketing through digital media were more likely to intend to gamble on another activity compared to those who were not exposed (28%). Adolescents in the 'high' exposure group to sports betting marketing through digital media (27%) were more likely to intend to do so compared to those in the 'moderate' (15%) and 'no' exposure groups (9%).

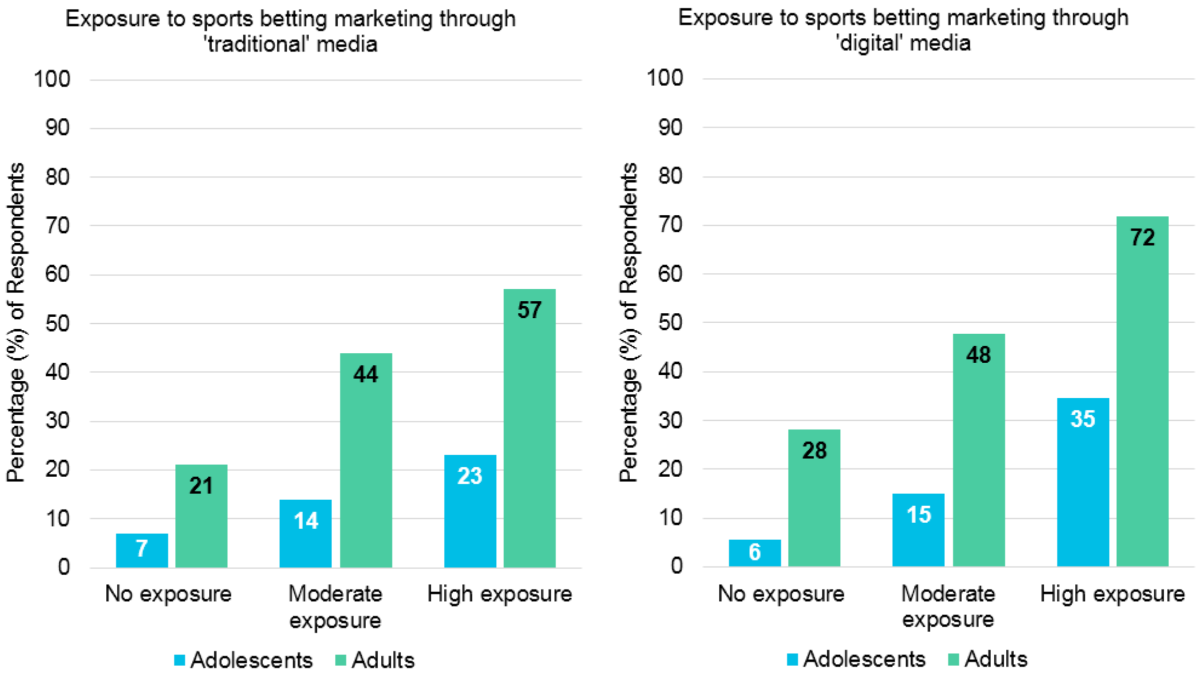
Figure 69: Relationship between level of exposure to sports betting marketing and intention to gamble on another activity – adolescents vs. adults



Adolescents only. Base n=473. N1d) Likely/very likely to gamble on another activity x C1_A Level of exposure to sports betting marketing through traditional media. Adults only. Base n=2,415. O1d) Likely/very likely to gamble on another activity x C1_A Level of exposure to sports betting marketing through traditional media. Adolescents only. Base n=466. N1d) Likely/very likely to gamble on another activity x C2_A Level of exposure to sports betting marketing through digital media. Adults only. Base n= 2,384. O1d) Likely/very likely to gamble on another activity x C2_A Level of exposure to sports betting marketing through digital media. [DK responses excluded]

As with exposure to sports betting, adults with high exposure to race betting marketing through traditional media were more likely to gamble on another activity in the next 12 months (57%) compared to adults in the 'moderate' (44%) and 'no' exposure groups (21%). Similarly to adults, adolescents who had experienced high exposure to race betting marketing were also more likely to gamble on another activity once 18: 23% compared to 14% (moderate) and 7% (no exposure). Adults who had experienced 'high' (72%) and 'moderate' (48%) exposure to race betting marketing through digital media were more likely to gamble on another activity compared to those who were not exposed (28%), while only adolescents in the 'high' exposure group (35%) were more likely to do so (compared to 15% in the 'moderate' and 6% in the 'no exposure group).

Figure 70: Relationship between level of exposure to race betting marketing and intention to gamble on another activity – adolescents vs. adults



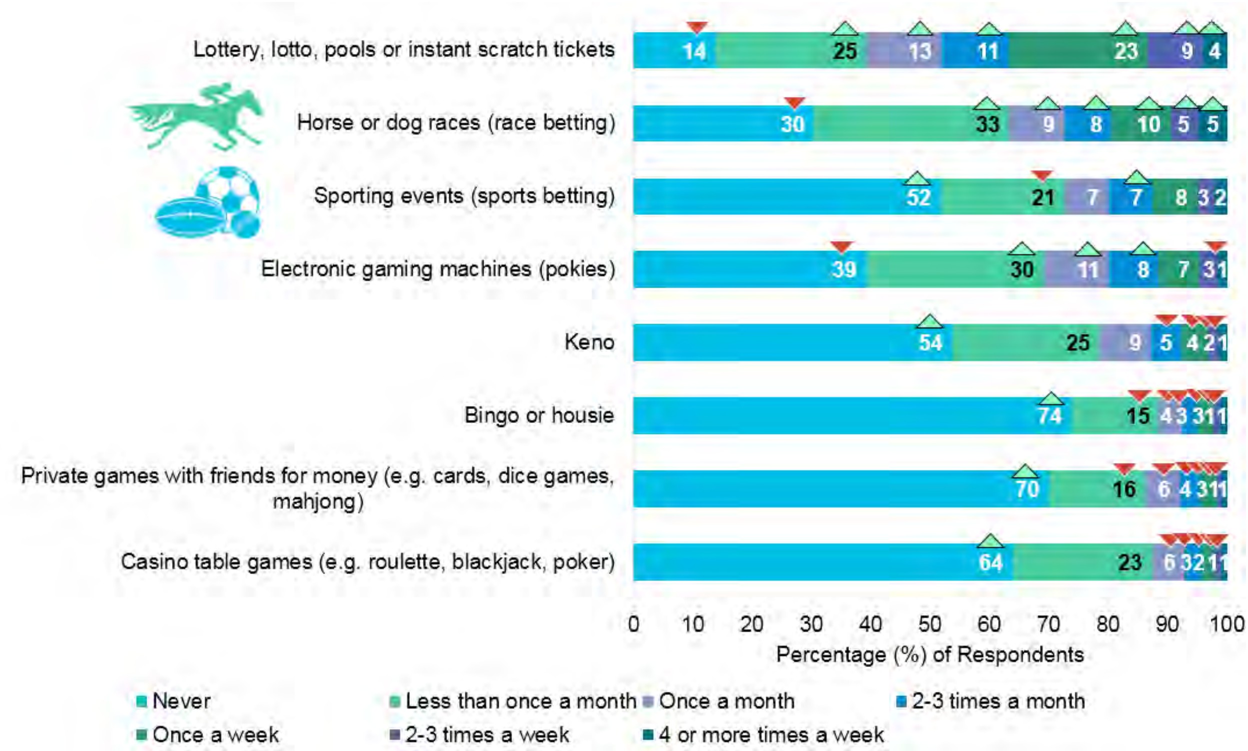
Adolescents only. Base n=461. N1d) Likely/very likely to gamble on another activity x J1_A Level of exposure to race betting marketing through traditional media. Adults only. Base n=2,394. O1d) Likely/very likely to gamble on another activity x J1_A Level of exposure to race betting marketing through traditional media. Adolescents only. Base n=462. N1d) Likely/very likely to gamble on another activity x J2_A Level of exposure to race betting marketing through digital media. Adults only. Base n=2,374. O1d) Likely/very likely to gamble on another activity x J2_A Level of exposure to race betting marketing through digital media. [DK responses excluded]

Association between sports/race betting marketing and adults' gambling behaviour over the past 12 months

Having explored both the level of agreement with the perceived impact of marketing on interest/desire and future intention to gamble, and also the association between exposure to marketing and intention to gamble in the future, this section examines the association between our key analysis variable 'exposure' (over the past 12 months) and self-reported 'actual' gambling behaviour over the past 12 months among adults.

Adults were asked about their gambling behaviour during the last 12 months. The gambling activities most likely to be undertaken frequently (i.e. once a week or more often) included, 'lottery, lotto, pools or instant scratch tickets' (37%), 'race betting' (19%), sports betting (13%) and 'electronic gaming machines' (11%).

Figure 71: Frequency of gambling over last 12 months (adults only)

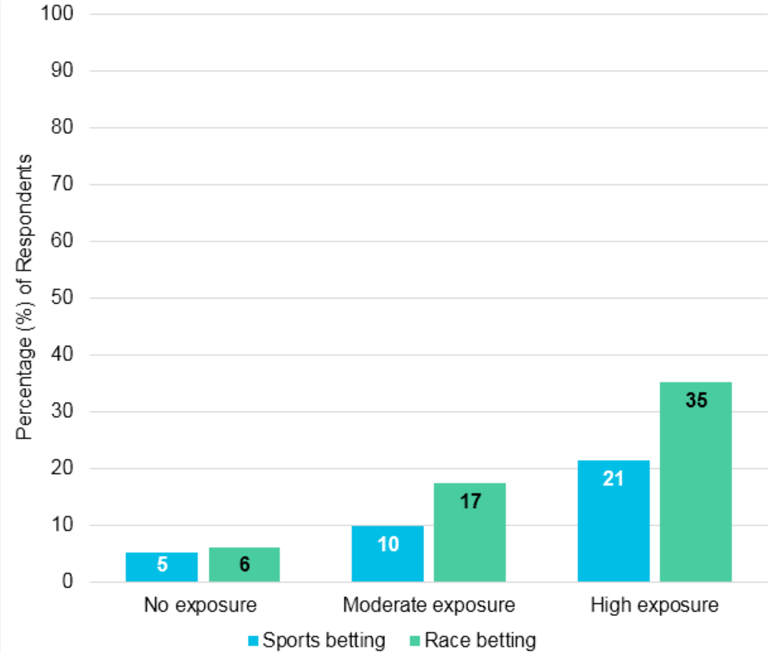


Adults only. Base n=2,681. S2. In the last 12 months have you gambled for money on any of the following activities?

Problem, moderate and low risk gamblers were more likely to have gambled on both sports and races than non-problem gamblers. Over four in five (84%) of problem gamblers, 63% of moderate risk gamblers and 60% of low risk gamblers had gambled on sports over the last 12 months, compared with 40% of non-problem gamblers. Similarly, problem (89%), moderate (84%) and low risk gamblers (80%) were more likely to have gambled on horse or greyhound races over the last 12 months compared to non-problem gamblers (68%).

Figure 72 shows the association between adults' exposure to marketing through traditional media and the frequency with which they had bet on sporting and racing events during the 12 months prior to the survey. Adults who had experienced 'high' exposure to sports betting marketing (21%) were more likely to have gambled on sporting events frequently (at least once a week or more often) over the last 12 months than those in the moderate (10%) and no exposure group (5%). The same pattern was true for race betting marketing; 10% of those in the high exposure group had gambled frequently on horse or dog races in the last 12 months compared with 4% in the 'moderate' and 1% in the 'no' exposure group).

Figure 72: Association between exposure to marketing through traditional media and frequency gambled on sporting events over past 12 months– adults only

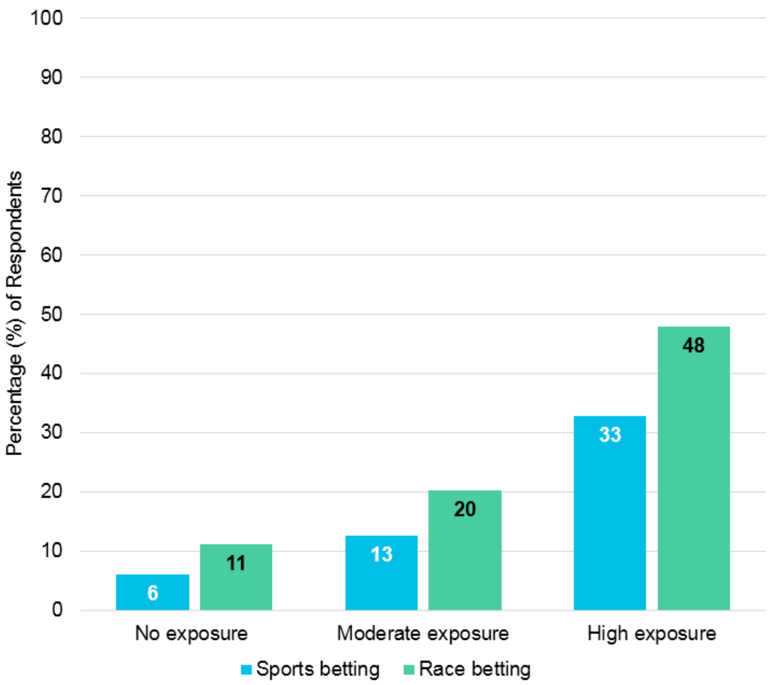


Adults only. Base n=2,589. S2d) In the last 12 months, how often have you gambled for money on sporting events (sports betting)? x C1_A Level of exposure to sports betting marketing through traditional media? Base n=2,561. S2d) In the last 12 months, how often have you gambled for money on sporting events (sports betting)? x J1_A Level of exposure to race betting marketing through traditional media [DK responses excluded]

Adults who agreed that social norms had been impacted by sports and race betting marketing were more likely to have gambled monthly or more often compared to those who disagreed (Table 37). Similarly, adults who agreed they experienced a positive cognitive or emotional response to sports and race betting marketing were more likely to have gambled once a month or more often in the last 12 months compared to those who disagreed (Tables 38-41).

Figure 73 shows that the association between adults' exposure to marketing through digital media and the frequency with which they had bet on sporting and racing events was similar to that for traditional media: adults who had experienced 'high' exposure were more likely to have gambled at least once a week or more often over the past 12 months compared to adults who had experienced 'moderate' and 'no' exposure. Adults who had experienced 'high' exposure to sports betting marketing (33%) were more likely to have gambled on sporting events frequently (at least once a week or more often) over the last 12 months compared to those in the moderate (13%) and no exposure group (6%). The same pattern was true for race betting marketing; 48% of those in the high exposure group had gambled frequently on horse or dog races in the last 12 months compared to 20% in the 'moderate' and 11% in the 'no' exposure group.

Figure 73: Association between exposure to digital marketing and frequency gambled on sporting events over past 12 months– adults only



Adults only. Base n=2,589. S2d) In the last 12 months, how often have you gambled for money on sporting events (sports betting)? x C2_A Level of exposure to sports betting marketing through 'digitall' media? Base n=2,561. S2d) In the last 12 months, how often have you gambled for money on sporting events (sports betting)? x J2_A Level of exposure to race betting marketing through digital media [DK responses excluded]

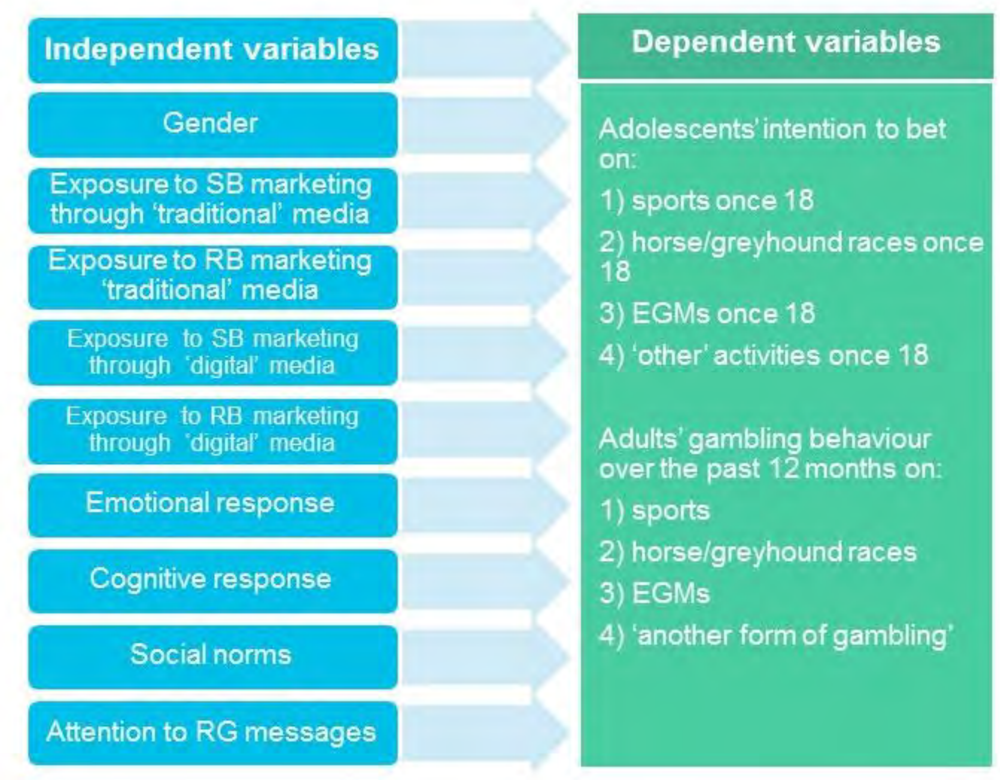
How does marketing affect gambling intention and behaviour

To explore the relationship between exposure to sports and race betting marketing and gambling behaviour in a more holistic manner, multivariate analyses were conducted. A series of logistic regressions was carried out, with intention to gamble (for adolescents) and past year gambling behaviour (for adults) as the dependent variable. The independent variables were the 'mediating factors' from the analysis model, i.e. factors that might be considered to influence the relationship between marketing and gambling.

Four logistic regressions were carried out for adolescents, examining intention to gamble on: sports, horse/greyhound races, EGM machines or 'another form of gambling'. Among adults, the variable of interest was past year gambling behaviour on the same four activities. Adults were classified as having gambled regularly if they gambled monthly or more frequently.

A logistic regression looks at the strength of association between the independent (or 'predictor') variables and the dependent variable, after taking account of all of the other variables in the equation. The dependent variable in each case was a binary variable, with intention to gamble as the category of interest for adolescents, and having gambled on an activity regularly (at least monthly) in the last year for adults. Figure 74 shows the independent variables entered into each model.

Figure 74: Multivariate analysis model: relationship between marketing and sports betting behaviour/intention



The results of a logistic regression are presented in the form of odds ratios. In the case of these analyses, the odds ratio indicates the association between each category of the independent variable relative to the reference category (which is set at 1). The p value indicates whether there is a statistically significant association with the independent variable overall, after taking account of all of the other independent variables. The confidence interval indicates whether the association is statistically significant for each subgroup; if the range passes through 1 (the reference category value) the association is **not** statistically significant.

Factors associated with having gambled regularly on sports (adults)

Table 12 shows that males are 2.87 times more likely to have gambled regularly on sports than females, after taking account of all of the other variables in the equation. Those who agree that sports betting marketing has a socially normative effect are 2.94 times more likely (than those who disagree) to have gambled regularly on sports. Similarly, those who report a positive emotional response are 2.66 times more likely to have gambled regularly.

The key variable of interest – exposure to sports betting marketing – was significant for digitial media but not for traditional media. Those who experienced moderate exposure were 1.47 times more likely, and those with high exposure were 3.06 times more likely to have bet regularly on sports, than those who had not been exposed to digital sports betting marketing.

Table 12: Dependent Variable: Whether gambled regularly on sports (adults)

Independent Variable		Base	Odds Ratio	95% Confidence Interval	
Gender (p<.01)	Female	1008	1.00		
	Male	1207	2.87	2.30	3.60
Exposure to SB digital marketing (p<.01)	No exposure	593	1.00		
	Moderate exposure	1342	1.47	1.08	2.00
	High exposure	280	3.06	2.02	4.65
Agreement with social norms (p<.01)	No	1449	1.00		
	Yes	766	2.94	2.35	3.69
Positive emotional response (p<.01)	No	953	1.00		
	Yes	1262	2.66	2.04	3.46

Factors associated with intention to bet on sports (adolescents)

Since the sample size was much smaller for this segment, the confidence intervals around the odds ratios tend to be much larger than for the adult sample, resulting in fewer statistically significant associations. Nevertheless, some of the other variables in the equation were significantly associated with the dependent variable. Males were significantly more likely (odds ratio 3.84) to state intention to gamble on sports, as were those who agreed that marketing affected social norms (3.58) and those who reported a positive cognitive response to the marketing (3.79).

Table 13: Dependent Variable: Whether likely to bet on sports (adolescents)

Independent Variable		Base	Odds Ratio	95% Confidence Interval	
Gender (p<.05)	Female	296	1.00		
	Male	104	3.84	2.04	7.22
Agreement with social norms (p<.01)	No	282	1.00		
	Yes	118	3.58	1.83	7.01
Positive cognitive response (p<.05)	No	83	1.00		
	Yes	317	3.79	1.05	13.61

Factors associated with having gambled regularly on horse/dog races (adults)

Respondents who were classified as having ‘moderate exposure’ to race betting marketing via traditional media were 3.07 times more likely, and those with ‘high exposure’ levels were 4.11 times more likely to have bet regularly on races in the last 12 months (relative to those in the ‘no exposure’ group).

As shown in Table 14, males were 1.45 times more likely to have bet regularly on races, after taking account of all of the other independent variables. Those who agreed that marketing influenced social norms were 1.28 times more likely to have wagered on races. Those reporting a positive emotional response to marketing were 1.81, and those with a positive cognitive response were 3.51 times more likely to report that they had gambled on races in the last 12 months. As with the sports betting model, attention to responsible gambling messages in race betting marketing was associated with being more likely to have bet on races in the last 12 months (odds ratio 1.57).

Table 14: Dependent Variable: Whether gambled regularly on horse or greyhound races (adults)

Independent Variable		Base	Odds Ratio	95% Confidence Interval	
Gender (p<.01)	Female	943	1.00		
	Male	1126	1.45	1.18	1.77
Exposure to RB traditional marketing (p<.01)	No exposure	196	1.00		
	Moderate exposure	1295	3.07	2.02	4.65
	High exposure	578	4.11	2.58	6.56
Agreement with social norms (p<.05)	No	1323	1.00		
	Yes	746	1.28	1.00	1.62
Positive emotional response (p<.01)	No	901	1.00		
	Yes	1168	1.81	1.43	2.28
Positive cognitive response (p<.01)	No	696	1.00		
	Yes	1373	3.51	2.76	4.46
Attention to RG message (p<.01)	No	246	1.00		
	Yes	1823	1.57	1.12	2.19

Factors associated with intention to bet on races (adolescents)

A similar analysis for the adolescent group found that social norms (odds ratio 2.18), and positive emotional (2.57) and positive cognitive response (3.40) were all significantly associated with intention to bet on races.

Table 15: Dependent Variable: Whether likely to gamble on horse or greyhound races (adolescents)

Independent Variable		Base	Odds Ratio	95% Confidence Interval	
Agreement with social norms (p<.05)	No	263	1.00	2.00	3.00
	Yes	123	2.18	1.12	4.24
Positive emotional response (p<.01)	No	235	1.00	2.00	3.00
	Yes	151	2.57	1.27	5.22
Positive cognitive response (p<.01)	No	171	1.00	2.00	3.00
	Yes	215	3.40	1.40	8.27

Factors associated with having gambled regularly on EGMs (adults)

This model looked at the relationship between both sports and race betting marketing and having gambled regularly (at least once a month) on EGMs in the last 12 months. Gender was just significant, with males being 1.23 times more likely to have gambled regularly on EGMs, after taking account of all of the other independent variables in the equation. Those who had experienced moderate levels of exposure to race betting marketing through traditional media were twice as likely to have gambled regularly on EGMs. Those in the high exposure group were 1.72 times more likely, but this did not quite reach statistical significance (because the confidence interval range included 1, i.e. the value of the reference category). Similarly, those in the high exposure category for race betting marketing via digital media were also more likely to have gambled regularly (odds ratio 1.62).

As with the previous models, those who agreed that marketing affects social norms were more likely to have gambled regularly on EGMs (odds ratio of 1.81). Having a positive cognitive and emotional response to race betting (but not sports betting) marketing was significantly associated with having gambled regularly on EGMs (1.43 and 1.64 respectively). Attention to responsible gambling messages in race betting marketing was also statistically significant in the equation (odds ratio of 1.72).

Table 16: Dependent Variable: Whether gambled regularly on EGMs (adults)

Independent Variable		Base	Odds Ratio	95% Confidence Interval	
Gender (p<0.05)	Female	915	1.00		
	Male	1124	1.23	1.00	1.51
Exposure to RB marketing traditional media (p<0.05)	No exposure	179	1.00		
	Moderate exposure	1280	2.00	1.17	3.42
	High exposure	580	1.72	0.96	3.10
Exposure to RB marketing digital media (p<0.01)	No exposure	549	1.00		
	Moderate exposure	1241	0.86	0.60	1.25
	High exposure	249	1.62	0.96	2.73
Agreement with social norms (p<.01)	No	1303	1.00		
	Yes	736	1.81	1.44	2.28
Positive emotional response - RB (p<0.05)	No	885	1.00		
	Yes	1154	1.43	1.06	1.93
Positive cognitive response - RB (p<.01)	No	290	1.00		
	Yes	1749	1.64	1.22	2.21
Attention to RG message - RB (p<0.05)	No	234	1.00		
	Yes	1805	1.72	1.08	2.75

Factors associated with intention to gamble on EGMs (adolescents)

The same analysis was conducted on the adolescent sample. The only variable which was significantly associated with the dependent variable was a positive cognitive response to race betting marketing.

Table 17: Dependent Variable: Whether likely to play poker machines (adolescents)

Independent Variable		Base	Odds Ratio	95% Confidence Interval	
Positive cognitive response - RB (p<.01)	No	75	1.00		
	Yes	288	6.19	2.48	15.42

Factors associated with having gambled regularly on other activities (adults)

This model explored the relationship between the same independent variables and regular gambling in the last 12 months on 'another activity'. Gender was significant in the equation, with males being 1.25 more likely than females to have gambled regularly. Exposure to race (but not sports) betting marketing was statistically significant for exposure to both traditional and digital media. For the traditional media variable, those in the moderate and high exposure groups were 1.69 times more likely than those in the no exposure group to have gambled on other activities regularly. The respective odds ratios for the digital media variable were 1.22 and 2.07 respectively (moderate and high).

A positive emotional response to sports betting (but not race betting) was also significantly associated with regular gambling on other activities (odds ratio of 1.61), and positive cognitive response to race betting (but not sports betting) was statistically significant (odds ratio of 1.79 and 1.37 respectively). Attention to responsible gambling messages in race betting marketing was also significant in this model (odds ratio 1.63).

Table 18: Dependent Variable: whether gambled regularly on another activity (adults)

Independent Variable		Base	Odds Ratio	95% Confidence Interval	
Gender (p<0.05)	Female	915	1.00		
	Male	1124	1.25	1.02	1.53
Exposure to RB marketing traditional media (p<.05)	No exposure	179	1.00		
	Moderate exposure	1280	1.69	1.15	2.51
	High exposure	580	1.69	1.06	2.70
Exposure to RB marketing digital media (p<.05)	No exposure	549	1.00		
	Moderate exposure	1241	1.22	0.87	1.70
	High exposure	249	2.07	1.17	3.67
Positive emotional response - SB (p<.05)	No	852	1.00		
	Yes	1187	1.79	1.34	2.38
Positive cognitive response - RB (p<.05)	No	290	1.00		
	Yes	1749	1.37	1.06	1.78
Attention to RG message – RB (p<.05)	No	234	1.00		
	Yes	1805	1.63	1.11	2.39

Factors associated with intention to gamble on other activities (adolescents)

The logistic regression examining factors associated with intention to gamble on other activities among adolescents highlighted the following significant factors: exposure to race betting marketing via digital media, social norms and cognitive response to sports betting and race betting marketing.

Table 19: Dependent Variable: Whether likely to gamble on another activity (adolescents)

Independent Variable		Base	Odds Ratio	95% Confidence Interval	
Exposure to RB marketing digital media (<.05)	No exposure	46	1.00		
	Moderate exposure	243	5.00	0.67	37.55
	High exposure	69	14.28	1.55	131.21
Agreement with social norms (p<.05)	No	247	1.00		
	Yes	111	2.34	1.16	4.72
Positive cognitive response - SB (p<.05)	No	158	1.00		
	Yes	200	13.63	1.49	124.86
Positive cognitive response - RB (p<.05)	No	74	1.00		
	Yes	284	2.99	1.24	7.22

The following tables summarise the results across the different logistic regression models, for adults and adolescents separately. A tick indicates that the independent variable was significantly, and positively, associated with the dependent variable (intention to gamble/regular gambling on that activity). N/A means that the independent variable was not included in the model.

Table 20: Summary logistic regressions adults

Independent variables	Dependent variables			
	Gambling on sports over the past 12 months	Gambling on races over the past 12 months	Gambling on EGMs over the past 12 months	Gambling on EGMs over past 12 months
Male gender	✓	✓	✓	✓
Higher exposure to SB marketing through traditional media	x	NA	x	x
Higher exposure to RB marketing through traditional media	NA	✓	✓	✓
Higher exposure to SB marketing through digital media	✓	NA	x	x
Higher exposure to RB marketing through digital media	NA	x	✓	✓
Agreement with social norms	✓	✓	✓	x
Positive emotional response to SB marketing	✓	NA	x	✓
Positive emotional	NA	✓	✓	x

Independent variables	Dependent variables			
	Gambling on sports over the past 12 months	Gambling on races over the past 12 months	Gambling on EGMs over the past 12 months	Gambling on EGMs over past 12 months
response to RB marketing				
Positive cognitive response to SB marketing	✓	NA	x	x
Positive cognitive response to RB marketing	NA	✓	✓	✓
Attention to RG messages in SB	x	NA	x	x
Attention to RG messages in RB	NA	✓	✓	✓

Table 21: Summary logistic regressions adolescents

Independent variables	Dependent variables			
	Intention to bet on sports	Intention to bet on races	Intention to gamble on EGMs	Intention to gamble on another activity
Male gender	✓	x	x	x
Higher exposure to SB marketing through traditional media	x	NA	x	x
Higher exposure to RB marketing	NA	x	x	x

Independent variables	Dependent variables			
	Intention to bet on sports	Intention to bet on races	Intention to gamble on EGMs	Intention to gamble on another activity
through traditional media				
Higher exposure to SB marketing through digital media	x	NA	x	x
Higher exposure to RB marketing through digital media	NA	x	x	✓
Agreement with social norms	✓	✓	x	✓
Positive emotional response to SB marketing	x	NA	x	x
Positive emotional response to RB marketing	NA	✓	x	x
Positive cognitive response to SB marketing	✓	NA	x	✓
Positive cognitive response to RB marketing	NA	✓	✓	✓

Independent variables	Dependent variables			
	Intention to bet on sports	Intention to bet on races	Intention to gamble on EGMs	Intention to gamble on another activity
Attention to RG messages in SB	x	NA	x	x
Attention to RG messages in RB	NA	x	x	x

Chapter Conclusion

This chapter has analysed the results of an online survey of 3,200 respondents, consisting of both regular and non-regular sports and racing bettors, a 'comparison' cross section of adults and a sample of adolescents. In addition to highlighting differences between these segments, the chapter has highlighted differences by PGSI status.

The analysis model, applied to the overall sample, explored the relationship between exposure to wagering marketing and intention to gamble (amongst adults and adolescents) and actual gambling behaviour (amongst adults). A strong and consistent positive correlation was found between the two constructs, i.e. experiencing a high degree of exposure to wagering marketing is associated with intention to gamble on different activities, including both sports betting and racing.

Of course, with a cross-sectional survey such as this, the direction of causation cannot be determined. It could equally be that more frequent gambling results in more exposure to related marketing; and/or that a greater degree of exposure to marketing 'causes' more gambling activity/intention (or a mixture of the two). Nevertheless, the strength and consistency of this association between exposure and gambling intention/behaviour is compelling, and suggests that there is a relationship between these variables, in answer to the key research question: 'Is exposure to wagering marketing associated with gambling behaviour?' Other limitations associated with the survey are discussed in Chapter 6 and include the use of non-representative panel samples to target key groups of interest, and use of self-reported measures to assess exposure and responses to wagering marketing.

The survey included questions directly asking respondents about their perceived association between marketing and their own gambling behaviour. Only around one third of adults, and adolescents, agreed that they are more likely to bet on sports and races after watching the associated marketing. Less than one quarter of adolescents (24%) reported that they are more likely to want to gamble on other types of gambling after seeing sports betting marketing; and only around one in five (19%) answered that they are more likely to want to gamble on other activities after watching race betting marketing. Similarly, only around three in ten (30%) adults said that they are more likely to gamble on other types of gambling after seeing sports betting marketing, and 27% said the same for race betting marketing.

Thus, only a minority of the adult and adolescent survey samples reported consciously feeling more likely to gamble as a result of direct exposure to wagering marketing. Nevertheless, these self-reported findings suggest that exposure to wagering marketing does encourage gambling amongst a proportion of adults and adolescents exposed to it, although also the majority of people exposed are not consciously influenced. The group reporting most influence was problem gamblers. About seven in ten problem gamblers reported being more likely to bet on sports and races after seeing the associated marketing.

In addition to the association between exposure to wagering marketing and gambling intention/behaviour, the survey analysis explored the impact of a number of 'mediating' variables, comprising emotional and cognitive response to such marketing, social norms as influenced by marketing, and attention to responsible gambling messaging. Significant differences between research segments were consistently found for these constructs. For instance, regular sports and race bettors were more likely to report positive emotional and cognitive response to marketing. They were also more likely to agree that marketing impacts upon social norms around gambling behaviour. Similarly, problem and at risk gamblers tended to report a more positive emotional and cognitive response to wagering marketing than did non-problem gamblers, and they had greater agreement that it affects social norms.

Finally, exposure to marketing itself was associated with these mediating variables, so, the greater exposure to marketing that respondents reported, the more they also reported feeling a positive emotional and cognitive response to the marketing, and to endorse the impact of such marketing on social norms. It may be that regular bettors with more positive impressions of betting and its marketing are more likely to view this marketing. An alternative explanation is that repeated exposure to sports and race betting marketing increases its self-reported impact; rather than 'desensitising' the audience in any way. This kind of association is also known as a 'dose effect' or an 'exposure-response' effect.

There was also a relationship between levels of exposure to marketing and attention to responsible gambling messaging. Respondents with high levels of exposure to wagering marketing were more likely both to have noticed such messaging when viewing wagering marketing, and also to believe that such messaging is effective. This was true for both adults and adolescents. However, adolescents and problem gamblers were less likely than others to have seen these messages when viewing wagering marketing.

The discussion above summarises the findings from bivariate analyses (i.e. cross-tabulations) which examine the association between two variables. In addition, multivariate analyses were conducted. These took the form of logistic regressions, which looked 'holistically' at the relative impact of all of these independent variables (simultaneously) on the dependent variables in question, i.e. adolescent intention to gamble (on different activities) once 18 years of age and frequency of adult gambling behaviour (on different activities) in the last 12 months.

The separate models (for different gambling activities and for adolescents versus adults) found some differences in which variables 'predicted' gambling intention and behaviour, as outlined below.

Adults

Among adults, higher frequency of betting *on sports* during the last 12 months was significantly associated with being male, higher exposure to sports betting marketing in the last 12 months through digital media, agreement that marketing has affected social norms (of family and friends), and a positive emotional response to sports betting marketing.

Among adults, higher frequency of betting *on races* during the last 12 months was significantly associated with being male, higher exposure to race betting marketing in the last 12 months through traditional media, agreement that marketing has affected social norms, positive emotional and cognitive responses to race betting marketing, and greater attention to responsible gambling messages in race betting marketing.

Factors which emerged as significantly associated with more frequent *EGM gambling* were male gender, higher exposure to race betting marketing through traditional media, agreement that marketing has affected social norms, positive emotional and cognitive responses to race betting marketing, and greater attention to responsible gambling messages in race betting marketing.

Higher frequency of *gambling on other activities* was significantly 'predicted' by male gender, higher exposure to race betting marketing through traditional and digital media, a positive emotional response to sports betting marketing, a positive cognitive response to race betting marketing, and greater attention to responsible gambling messages in race betting marketing.

Notably, higher marketing exposure through traditional or digital media in the last 12 months was significantly associated with more frequent past year gambling on all activities investigated: sports, races, EGMs and other forms. In other words, the amount of exposure was significantly associated with frequency of gambling, even after controlling for all of the other associated variables. This may indicate a 'dose' or 'exposure-response' effect; or alternatively, that more frequent gamblers view related marketing more frequently (or both). However, positive emotional and cognitive responses also appear to be important in the relationship between marketing and likelihood of gambling, indicating that exposure to marketing alone is insufficient to increase gambling. Of interest, greater attention to responsible gambling messages in marketing was associated with increased likelihood of gambling. This may indicate that more frequent gamblers are more likely to see and notice these warnings, or are more attuned to these as relevant given their high level of involvement in this activity.

Adolescents

In the sports betting model for adolescents, males, those who agreed that marketing has affected social norms (of family and friends), and those who reported a positive cognitive response were more likely to state intention to gamble *on sports* once they were 18 years of age. There was also an 'exposure-response' effect, with the likelihood of intention to bet increasing with increased exposure to marketing.

Among adolescents, agreement that marketing had affected social norms, and positive emotional and cognitive responses to race betting marketing were all significantly associated with intention to bet *on races*.

The only predictor of intention to bet *on EGMs* was a positive cognitive response to race betting marketing.

Intention to gamble *on other activities* was associated with higher exposure to race betting marketing via digital media, agreement that marketing had affected social norms, and positive cognitive responses to sports betting and race betting marketing.

These results for adolescents should be interpreted cautiously due to the small sample size. While not indicating a consistent relationship between exposure to wagering marketing and gambling intention, the models support a relationship with social norms around gambling and having a positive cognitive response to wagering marketing. Again, cause and effect cannot be determined.

Conclusion

Introduction

This study has investigated the marketing of sports betting and racing in Australia in the context of an expanding wagering industry, with sports betting the only gambling form experiencing increased consumer uptake over the last decade (Gainsbury et al., 2013). Removal of cross-jurisdictional advertising restrictions, vastly facilitated access to betting products through Internet and mobile technologies, and the entry of multinational corporate bookmakers into the Australian industry have catalysed this growth. The racing sector remains relatively stable, so wagering operators have embraced sports betting as a way to enhance market share. The provision of wagering services is now a highly competitive industry that involves many multi-national corporations in addition to locally owned operators.

This intense competition is reflected in the increased marketing activities of wagering operators. This study focused on characterising these marketing activities and how they are perceived, and relationships between exposure to this marketing and gambling intention and behaviour. This chapter integrates key findings from the environmental scan, ten focus groups, and the online survey and considers them in relation to previous research.

Characteristics and perceptions of sports and racing betting advertising

Several important characteristics and perceptions of wagering marketing were revealed by this study to meet project requirements to: identify the media used for sports betting and racing advertising; number and timing of advertisements; products being promoted and to whom; mood and meaning of advertisements; audience perception of advertisements; normalisation of wagering through marketing; and attention to responsible gambling messages. Findings relating to these issues are summarised and discussed below.

Use and perceptions of media employed

Study findings confirmed the noticeable proliferation of televised wagering marketing in recent years, in alignment with results of previous studies and government enquiries (ACMA, 2013; Hing, Vitartas et al., 2014a, JSCGR, 2011, 2013; Thomas et al., 2012a). Amongst the six wagering brands examined in detail, television was the most used advertising medium for both sports and racing. Both free-to-air and subscription television were popular; two brands favoured the former, while three brands favoured the latter. An exception was one brand which focused their marketing on print and radio advertising.

In alignment with the advertising spend of wagering brands, the top-of-mind channel for marketing activity across all focus groups was television. The ubiquity of televised wagering advertising was discussed at length by focus group participants, some of whom referred to feeling 'bombarded' by this 'saturation' advertising, consistent with previous findings that two thirds of Australians had noticed recent increased advertising for betting agencies (ACMA, 2013). Confirming widespread potential exposure to this marketing, more than four in five survey respondents, including adolescents, had watched live or televised professional sporting events during the past 12 months (68% at least once a month), largely consistent with figures found in a nationally representative sample of Australians (ACMA, 2013). However, it should be noted that our sampling methodology sought participants who were most likely to have been exposed to betting marketing. Nearly two thirds of adults and over one third of adolescents had watched live or televised racing events (32% at least once a month). Survey respondents also reported that the most frequent forms of wagering marketing they had seen were promotions for sports betting companies during televised sports matches and TV advertisements for sports betting companies.

All case study brands were enhancing their digital marketing efforts, likely in response to tighter recent restrictions on television advertising and more widespread uptake of digital media by Australian consumers (Gardner, 2013a). This increased digital marketing through social media, online advertising banners, websites, direct emails and mobile messaging were observed by focus group participants. Digital offerings were integrated into all brands' business strategies, both for leveraging CRM technologies and reaching a wider mass market, with companies generally increasing resources to support their online services. All operators clearly viewed digital technologies as a key mechanism for virtually 'bringing' their betting services to new and existing customers, including through mobile apps for smartphones and tablets. This marketing strategy clearly aligns with the high smartphone penetration in Australia, but there was a relative underutilisation for mobile advertising, compared to countries including the UK and US (White, 2013). Nearly six in ten survey respondents had seen Internet advertisements for sports betting marketing in the previous 12 months, four in ten had received emails from sports betting companies, and two in ten had received mobile messages. These figures were similar for digital race betting marketing.

Adolescents and problem gamblers were the most likely to have seen digital wagering marketing messages. It should be noted that all Australian wagering operators have strict policies against advertising directly to adolescents and children. This includes direct email and mobile messages, which are sent only to registered customers whose identity will be verified within three months of creating an account. Digital marketing strategies (for example, Facebook page) also use age controls, where these are available, to limit advertising seen by adolescents. However, as demonstrated by these findings, these controls are not entirely effective.

In alignment with the heavy use of social media amongst Australians (We Are Social, 2014), all six wagering brands were actively trying to engage social media users and build customer engagement. Use of Facebook predominated, and reflected by its being the most common platform by which social media messages were received by survey respondents. About two fifths of survey respondents had seen digital wagering marketing on Facebook, with lower proportions seeing this on YouTube, Twitter, and other social media. Operators provided regular updates on sporting or racing event details, and comments on their betting products, deals or competitions. These communications extended beyond simple postings, with engaging content, ongoing conversations and exclusive offers thought to help brands relay a distinct personality and excite and interest customers (Gainsbury, Delfabbro, King & Hing, 2014). Digital media also present opportunities to target advertising to the characteristics of individual customers, an experience reported in the focus groups. Targeted and direct communications were said by some participants to be difficult to ignore and they can build trust and familiarity with a brand; other participants considered them intrusive. Although only a small minority of adolescent survey respondents reported exposure to wagering marketing online and through social media, this exposure was greater than for adults.

Other marketing channels used amongst the six case study brands, and which were also noted by focus group participants, included more traditional media such as outdoor signage and radio and print advertising. Relative to brands providing only online and telephone services, the two brands with physical retail outlets (TAB, Tattsbet) had a heavier focus on print advertising, mainly through major metropolitan newspapers. This may reflect different positioning and target markets for these brands, given their long tradition of wagering provision in Australia which is likely reflected in an older customer base. In contrast, newer brands tended to focus on television and, to a lesser extent, digital media. Nevertheless, all operators used multi-channel marketing to promote their products and brand.

While the major wagering companies used multiple marketing channels, promotions during televised sport and TV advertisements predominated. Use of digital media is growing.

Number and timing of, and level of investment in, advertisements

Media monitoring indicated that sports and race betting advertisements tended to relate to current and upcoming events, with advertising intensifying in the lead up to peak sporting events and major racing carnivals. This was an expected finding, given that major events attract more betting, and operators would be keen to attract a share of this larger market, including occasional bettors.

A purchased Ebiquity report indicated that, over the last few years, total amounts spent on wagering advertising on free-to-air television, press, radio and online have been highest during April, September and October. Over ten weeks from 30 August to 7 November 2014, which covered football finals and the Spring Racing Carnival, the six wagering providers collectively spent $12 million, running a total of 13,000 advertisement events on free-to-air television, national radio and in major national press titles. Sportsbet spent the most during this time (over $5.5 million), while Tom Waterhouse paid for the most expensive individual advertisement, which cost $461,000 and was televised 347 times.

All six sports and race betting providers reported high advertising and marketing expenses in 2013-13, in the order of $10-$40 million each.[15] The larger companies, TAB and Tatts, had the highest value marketing expenditure, but the lowest relative to revenue, demonstrating economies of scale. This marketing investment reflects intense competition in the industry and indicates that wagering operators need substantial financial reserves to support competitive advertising strategies.

Continually refreshed advertising content also appears important. Over the 12 months to April 2014, TAB produced 870 advertisements with discrete creative content, which was the greatest number produced by any of the six brands during this time, with the lowest being 103 (these figures do not include the number of times each creative content was aired or printed). This strategy appears to be effective as TAB was the most recalled company, followed by Sportsbet and Tom Waterhouse. Another important strategy was aligning advertisements to prominent events. For example, Tom Waterhouse spent $1 million in one week alone on advertisements based explicitly around the upcoming Spring Racing Carnival. Sportsbet's most expensive advertisement in September focused on the pending NRL and AFL grand finals.

Results of the environmental scan are interesting when considering results of the qualitative and quantitative research. Respondents clearly stated that advertising for online betting was perceived to be invasive and ubiquitous across sports events, particularly televised events. In particular, Tom Waterhouse was cited as being conspicuous across platforms, including the Internet and on Facebook. However, results suggest that, despite considerable marketing spend, brands generally limited their exposure to a few channels. For example, Tom Waterhouse concentrated marketing on Channel 9 (in relation to NRL matches) with few online advertisements and none on subscription television, which may have saturated these channels. Tom Waterhouse also had the fewest different creatives and a single recognisable message and persona. This suggests that the advertisements were effective in being memorable and it is possible that personal perceptions and the related emotional and cognitive reaction to these resulted in over-exaggeration of the extent of exposure to advertising. However, Tom

[15] At the higher end, some expenses may not have related specifically to wagering business operations.

Waterhouse marketing also appears to have reduced over the period of this study, and since the sale to William Hill (4 months into the data collection period). This may have occurred in response to community criticism expressed. This highlights the importance of including the objective and subjective measures of advertising for sports and race betting products.

Expenditure is substantial to support competitive advertising strategies which are concentrated in the lead up to major sports and racing competitions, carnivals and events. Messages are frequently refreshed through new advertising content.

Use and perceptions of advertising techniques

Advertising techniques used covered the full range identified in earlier audits of televised football matches (Milner et al., 2013; Thomas et al., 2012a). During broadcast events observed for the study, integrated advertising was most utilised in televised racing events; fixed advertising signage was most frequently seen during NRL matches on a subscription channel and in the cricket on free-to-air television; and dynamic advertising was observed for similar lengths of time in AFL and NRL games on both free and paid TV. The largest amount of commercial break advertising was observed during the 'On the Couch' episode of *The Footy Show* (on free-to-air television). Some focus group participants described this marketing as 'integral to sports broadcasting', 'omnipresent' and 'incessant', particularly on sports channels on subscription television. They identified a range of marketing techniques used, including presenting odds in a similar format to news broadcasts, heavy use of promotions, appeals to sports team loyalty, and use of celebrities to endorse brands. Over two thirds of survey respondents had seen sports betting promotions during televised sports matches, in TV advertisements, and on sports entertainment shows. Over two thirds had also seen race betting promotions during televised races and in TV advertisements.

Live sporting and racing events were also widely used platforms for advertising by wagering sponsors, including at the observed NRL, AFL, rugby union, soccer, and greyhound and horse racing events. At sporting fixtures, wagering advertising included fixed stadium signage, perimeter advertising, dynamic advertising, logos on player uniforms, integrated advertising, as well as on-site betting outlets. At racing fixtures, wagering sponsor logos and advertisements were observed above betting terminals, alongside race tracks, draped over horses, and on track vehicles, track markers, perimeter screens, staff aprons, wagering representatives' clothing, and the gates of sponsored races. This type of advertising had also been observed by focus group participants when attending live events, and they specifically noted the presence of signage, dynamic advertising, logos, brochures and handouts. About three quarters of survey respondents had seen sports betting promotions at live sports matches, while about two thirds had seen race betting promotions at live racing events. These proportions appear high and some respondents may have been referring to televised broadcasts of these live events.

While the small sample of live and televised events observed may not be representative of all such events, these findings demonstrate the variety of marketing techniques used that mainly derive from sponsorship. All six case study brands utilised sponsorship, with some spreading these investments across several racing and sporting codes, while others concentrated investments in fewer codes. Wagering sponsorship of sport in particular has received widespread criticism in Australia, due to the association of a potentially harmful product with the healthy activity of sport (Hing et al., 2013; Hing, Vitartas et al., 2014a; Lamont et al., 2011; McMullan, 2011). Further, tobacco and alcohol research has found that exposure to sponsors' promotional messages increases youth awareness, recall and use of their products (Anderson et al., 2009; Ledwith, 1984; López et al., 2004; Vaidya et al., 1996). Focus group participants drew parallels with former sports sponsorship by tobacco companies, and many felt that sponsorship of sporting teams and events by gambling operators should be similarly restricted. A previous survey has found that around four in five Australians support a reduction in the amount of advertising for betting agencies during live sports broadcasts (ACMA, 2013).

Sponsor messages embedded into events and broadcasts have also been criticised for masking their promotional intent, which is thought to be particularly difficult for young people to distinguish (Milner et al., 2013; Said, 2010; Wright et al., 2005). The seamless integration of sports betting into sports broadcasting was detailed by focus group participants when describing the ubiquity of sports betting marketing. Adults felt that the normalising effect of this integration could be particularly harmful for children and young people. Some focus group participants provided examples of their children (as young as seven years) having absorbed these marketing messages from watching sport. Irrespective of their views on gambling as an adult activity, focus group participants felt that children's exposure to wagering marketing during sporting events should be restricted. This finding is consistent with previous research indicating that most Australians (85%) support restrictions on the time of day that betting advertising can be shown (ACMA, 2013).

A wide range of marketing techniques are used by wagering companies during televised and live sports and racing events. They are widely viewed by adults and adolescents who generally support restrictions on the amount and timing of this marketing to limit exposure of children and young people.

Promotion of products and brands, and brand engagement

Advertisements were often product focused, but the emphasis was frequently on the general value of the company's products or to enhance the company's reputation and branding, rather than specific product details. Value for money was commonly stressed through 'free bets', 'cash back' components, and the best odds/payouts. Ease of access to products, at any time (often online or through smartphone apps), was also a common theme. Some operators also emphasised bets available for specific events, and bet types exclusive to their company.

The marketing was heavily brand focused. Focus group participants reported awareness of a large number of operators, specific advertising campaigns, and celebrities associated with particular brands, and one referred to branding being 'shoved down your throat'. While previous research has found that static advertising such as logos and signage is not consciously considered engaging (Hing, Vitartas et al., 2014a), some focus group participants considered that constant branding subconsciously builds brand trust, brand recognition, brand image and brand engagement, which were enhanced with increased exposure. Brands were also felt to be enhanced when associated with a favourite team or popular celebrities, potentially increasing fans' choice of that brand through appeals to team loyalty (McMullan, 2011; Thomas 2012b). Many other types of appeals were used (discussed later) which, if conveyed consistently, can help to build brand personality in order to stand out from competitors, attract customers, and engender customer loyalty (Church-Sanders, 2012).

Survey respondents could, on average, generate the names of two betting companies without being prompted, and five when prompted with a list. The top three unprompted betting companies mentioned were TAB, Sportsbet, and Tom Waterhouse, which the environmental scan found to be three of the top four brands by spend on television, radio, press and online advertising from March 2013 to April 2014. When asked who they actually bet with, respondents were most likely to list TAB, Sportsbet, and Tattsbet, indicating that marketing recall does not perfectly predict betting behaviour. Respondents categorised as having 'high' sports betting marketing exposure recalled a slightly higher number of sports betting companies, both prompted (6.4 vs. 5.1 overall) and unprompted (3.0 vs. 2.2 overall). They were also more likely to agree that sports betting marketing 'makes me prefer some sports betting companies more than others', suggesting that repeated exposure builds brand preference. Similar results were found for race betting marketing. Problem and at-risk gamblers were more likely than non-problem gamblers to agree with this statement for both sports and race betting marketing. However, problem and non-problem gamblers could recall fewer betting companies (both prompted and unprompted) than moderate and low risk gamblers. This slight discrepancy in results may suggest that problem gamblers perceive themselves to be influenced by marketing to a greater extent than they actually are. Alternatively, they may be more brand loyal and have less focus on marketing messages from brands they do not bet with. Adolescents were aware of fewer companies (unprompted) than the sample as a whole (1.7 vs. 2.2 overall), and the majority indicated they did not have a 'favourite' betting company, suggesting that their formation of brand preference was lower than for adults.

Wagering marketing is heavily brand focused, and research participants with higher exposure to wagering marketing had greater brand recall and reported greater influence of marketing on brand preference. This suggests that repeated exposure builds brand preference. Brand preference was lower amongst adolescents than adults.

Target markets

Most wagering operators were not explicit about their target markets (in secondary material examined), so target markets were inferred through a content analysis of 24 advertisements (the four on which each six case study brand had spent the most money in a recent 12 month period), as well as through focus group discussions and the online survey.

A prominent target market was males, especially young adult males, as noted in previous research (Hing, Vitartas et al., 2014; Thomas et al., 2012b). This was implied through use of attractive female presenters, sexualised images and language, images of betting in bars (and other social settings), and portrayal of betting activities by young adult males aged 30-45 years. Messages conveyed that betting with the operator would enhance the bettor's power, success, male bonding, and attractiveness to women. TAB was explicit that one of its major campaigns targeted the 'Aussie bloke'. Tom Waterhouse's marketing always called on audiences to relate to the young, wealthy man, Tom Waterhouse himself (aged 32), creating a relationship with the person and, by association, the wagering entity in its invitation to 'Bet with me'. Advertisements emphasising mobile betting appeared to further target younger adults and aligns with younger Australians' (25-34 years) greater use of m-commerce (ACMA, 2014).

Advertisements also generally targeted existing bettors and serious sports or race fans/bettors. Some participants noted that some advertising stimuli shown in the focus groups would have minimal impact on novice bettors, for example those not familiar with bet types and betting terminology. Exceptions were a few advertisements that instructed the novice or female on how to place bets in the Melbourne Spring Racing Carnival. Focus group participants identified a wide range of target markets for the wagering advertisements they had seen, from 'everyone' to segments including adults, men, sports viewers, pub patrons, experienced bettors, novices, and 'people of a more refined class'. Previous research has commented on marketing attempts to shift the image of wagering away from an activity associated with older working-class men betting in unattractive retail outlets, to an activity engaged in by a younger, wealthier, professional, sophisticated, and technologically connected 'class' of people (Milner et al., 2013).

Some focus group participants and three quarters of survey respondents also considered that wagering marketing is aimed at 'young people as future customers'. While advertisements did not overtly target minors, building familiarity with betting and wagering brands may 'get the hooks into the punters at an early age and carry them through to the grave', as expressed by one respondent. While these sentiments were based on speculation, and reflect the more generalised concerns participants had about exposure of youth to wagering marketing (discussed later), they mirror concerns raised about tobacco, alcohol and junk food sponsorship, that it can help to build positive brand associations and awareness in the youth starter market (Anderson et al., 2009; Freeman et al., 2014; Sparks, 1999).

Wagering marketing is perceived as targeting mainly (young adult) males, existing bettors, and 'young people as future customers'.

Mood and meaning in advertisements

Content analysis of each of the six brands' four most expensive advertisements revealed varying emphases on conveying emotions and meanings such as humour, glamour, sophistication, excitement, power, mateship, quirkiness, fun, luck, and value for money. While some advertisements were factual, simple and direct, others were fast-paced, upbeat and light-hearted, conveying a convivial or celebratory atmosphere. TAB was overt in company documents that its advertising aims to evoke a sense of 'drama', 'winning' and 'mateship', while Sportsbet focuses on being 'innovative', 'distinctive' and 'mischievous'. Tom Waterhouse clearly leverages off the wealthy, high-stakes wagering lifestyle of Tom Waterhouse himself to appeal to a new generation of bettors who can benefit from his knowledge, skill and experience, perhaps to attain a similar lifestyle. Relationship building through betting was also a common theme, particularly relationships with (male) peers. Betting was portrayed as taking place in a range of social, or even workplace settings, integrated into the normal, everyday activities of men, usually via a mobile device. This portrayal aligned with focus group opinions that a key marketing aim is to normalise gambling (discussed later).

Themes identified in the content analysis also generally emerged in focus group discussions. Emotions that participants thought were portrayed included fun, camaraderie, passion, excitement, personal control, involvement, desirability, and avoidance of negative emotions/experiences. Meanings thought to be portrayed included low risk, luck, easy accessibility, wealth, power, a glamorous lifestyle, personal success, and positive memories. The mood and meaning of many advertisements aligned with previous observations that advertising portrays gambling as a fun, exciting, glamorous lifestyle promising social and financial success, and it attempts to engage viewers through stimulating colours, sophisticated graphics, humour and upbeat music (Derevensky et al., 2010; Lamont et al., 2011; McMullan, 2011; McMullan & Miller, 2008; McMullan et al., 2012; Monaghan et al., 2008). Trends identified by Ebiquity in 2013 of greater use of emotional persuasion and brand engagement by Australian wagering operators appear to have largely continued.

Ease of access to betting, you can be a winner, and fun were the aims of sports betting marketing most endorsed by survey respondents. Respondents reporting 'high' exposure to sports betting marketing in both traditional and digital media were more likely to endorse all potential marketing objectives presented, suggesting that repeated exposure may more effectively convey marketing messages, as found in general advertising research (Krugman, 1968; Zajonc, 2001). Adolescents were more likely than adults to agree that sports betting marketing aims to promote that you can be a winner, that it can make you rich, and that you should bet with the promoted brand. Problem gamblers were also more likely to endorse statements that you can be a winner, but also that sports betting can make you feel better. This latter finding is consistent with well established associations between gambling to escape negative mood states and problem gambling (Blaszczynski & Nower, 2002).Dominant themes in wagering marketing were ease of access, winning, fun, excitement, low risk, male bonding, power, success, wealth, sexual attractiveness, and value for money. Higher exposure appeared to heighten conveyance of these themes. Themes of winning were particularly noticed by adolescents and problem gamblers.

Emotional and cognitive responses to advertisements

While a range of positive emotions were felt to be portrayed by wagering advertisements, survey respondents tended to report feeling negative emotions when watching this marketing, and to disagree that it evoked positive emotions in them. Around one quarter of survey respondents agreed that sports betting marketing evoked 'excitement' and 'happiness'; whereas more than three quarters agreed that it made them feel 'skeptical' and three fifths that it made them feel 'bored'. A similar pattern of low agreement with positive emotions, and high agreement with negative emotions was found for race betting marketing. The focus groups revealed over-riding agreement that sports-embedded marketing can be intrusive and a nuisance, with previous research also finding it detracts from the viewing experience for some sports viewers (ACMA, 2013; Hing, Vitartas et al., 2014; McMullan, 2011).

Survey respondents reporting 'high' exposure to wagering marketing in traditional and digital media were more likely to strongly agree they felt positive emotions (for example, 'excitement', 'hopefulness'). While those with 'high' exposure in traditional media more likely to strongly agree with experiencing negative emotions (for example, 'annoyed', 'skeptical'), this was not found amongst respondents with 'high' exposure to digital marketing. Overall, these relationships suggest that a high degree of exposure evokes a stronger emotional response (both positive and negative) to this marketing. This could, at least in part, be a result of the emotions associated with the betting itself (rather than the marketing per se).

Higher proportions of problem (89%), moderate (77%) and low risk (65%) gamblers reported having a positive emotional response to sports betting marketing, compared to non-problem gamblers (44%), with a similar pattern for race betting marketing. This aligns with prior findings that problem gamblers report more stimulus from gambling advertisements than do non-problem gamblers (Binde, 2009; Grant & Kim, 2001; Hing, Cherney et al., 2014).

The emotional response of adolescent survey respondents was more negative. For both sports and race betting marketing, they were less likely to report 'excitement', 'happiness', 'hopefulness', 'interest' and 'amusement', compared with the sample overall, and more likely to report feeling 'annoyed' and 'bored'. Thus, concerns that adolescents are emotionally engaged by this type of marketing (Derevensky et al., 2010; Korn, Hurson et al., 2005; Korn, Reynolds et al., 2005) may be overstated, possibly because they are too young to legally participate in the promoted activities. Alternatively, adolescents may perceive wagering advertisements to be inappropriate for themselves or other young people who are watching sporting events and not interested in marketing messages. It should be noted that this study followed a period of strong community concern being expressed with regards to gambling advertising during sporting events. These publicly expressed negative views may have influenced respondents' views and responses.

While having limited reported effectiveness in evoking positive emotions, except amongst problem and at-risk gamblers, wagering advertisements appeared more effective in prompting positive cognitive responses. Over two thirds of survey respondents agreed that both sports and race betting marketing makes them think 'you can bet wherever and whenever you like', and over one half that 'you could be a winner'. Both of these responses are consistent with the messages conveyed by many advertisements. However, over two thirds of survey respondents also reported 'I don't care' as a cognitive response to both types of marketing which may suggest that the message is understood, but does not necessarily have an impact on behaviours.

As with emotional responses, respondents in higher exposure groups (for both traditional and digital media) were more likely to report a positive cognitive response to both sports and race betting marketing. This suggests that repeated exposure to marketing achieves the intended impact of creating positive cognitions around gambling. Alternately, individuals who are more involved in watching sports and races may have more positive views of marketing and have more exposure to these. Problem (95%), moderate and low risk gamblers (both 93%) were more likely to report a positive cognitive response to sports betting marketing than non-problem gamblers (79%). A similar pattern was observed for race betting marketing. Thus, greater stimulus from gambling advertising found amongst problem gamblers (Binde, 2009; Grant & Kim, 2001; Hing, Cherney et al., 2014) may be attributable to cognitive, as well as emotional, processes.

Adolescents were somewhat more likely than the overall sample to express negative cognitions in response to marketing. More than three quarters of adolescents reported thinking 'I don't care' in response to sports betting marketing, which likely reflects their legal ineligibility to participate. However, adolescents were more susceptible to the thoughts 'imagine what I would buy if I won' and 'sports betting makes you rich', compared to the overall sample. This is consistent with earlier findings that adolescents were more likely than adults to agree that this marketing aims to promote that you can be a winner and that betting can make you rich, suggesting that promoting financial rewards from gambling may have particular resonance with youth. Research with Canadian adolescents has found that gambling advertising messages are perceived as conveying that winning is easy, anyone can win, and that gambling provides easy money (Derevensky, Sklar, Gupta, Messeralain, Laroche & Mansour, 2007; Korn, Hurson et al., 2005).

Wagering marketing was reportedly more likely to evoke negative rather than positive emotions, but aroused both positive and negative cognitions. Positive emotional and cognitive responses increased with exposure, and amongst problem and at-risk gamblers. Adolescents had less positive emotional and cognitive responses, but messages promoting financial rewards from gambling appeared to particularly resonate with them.

Normalisation of wagering through marketing

Although this study found racing marketing to be particularly relentless (on subscription television), concerns raised by participants focused mainly on promotions and advertisements during sports broadcasts. This was evident in focus group discussions, while the survey found greater exposure to sports than race betting marketing amongst respondents. This focus on sports-associated marketing aligns with previously documented community concerns (Hing, Vitartas et al., 2014a; JSCGR, 2011, 2013). This is also consistent with the survey findings that watching sports events is more common than viewing racing events and, subsequently, community members are more likely to be exposed to wagering marketing in relation to sports.

Heightened concern about sports betting marketing can also be explained by the fact that sporting events attract television audiences primarily interested in watching sport, whereas racing broadcasts attract mainly race bettors. Thus, sports viewing audiences who are not purposefully seeking gambling content are unavoidably exposed to wagering marketing. These include large numbers of children and adolescents (ACMA, 2013; Hing, Vitartas et al., 2014a; JSCGR, 2013), prompting concerns that these sports-embedded promotions are normalising gambling amongst minors (Hing, Vitartas et al., 2014a; JSCGR, 2011, 2013; McMullen, 2011), because youth are particularly vulnerable to media influences and social norms amongst peers (Arnett, 1995; Australian Psychological Society, 2013).

These concerns were echoed by many focus group participants who clearly saw young people as vulnerable to a normalisation effect, due to their inevitable exposure to this marketing when watching televised sport. Some participants provided examples of how the everyday parlance of young people now includes betting odds and brands. Adolescent male participants could recall a range of wagering brands and specific campaigns across multiple channels resulting from their frequent exposure. However, adolescents in the online survey had slightly lower brand recall than adults. Participants also suggested that young people's relationship with technology could heighten gambling risks, with online and mobile access described as having a 'betting shop in your pocket'. Content analysis of wagering advertisements found that online access and mobile betting apps were heavily promoted. Although advertisements may not have been in age restricted settings, all wagering operators are required to verify the identity of account holders within three months and minors are not permitted to open an account or withdraw winnings as a deterrent. As no adolescents in the study reported betting online, this may be a successful approach. However, it should be noted that, for ethical purposes, adolescents in the online survey were not asked whether they had bet with a wagering company.[16]

The survey revealed that a greater proportion of adolescents, and problem and at-risk gamblers, had 'high' exposure to both sports and race betting marketing, compared to the overall sample. Thus, vulnerable groups had greatest exposure to wagering marketing. This result is strengthened by similar findings from studies investigating viewing habits for sports where gambling is promoted (Hing, Lamont et al., 2014; Hing, Vitartas et al., 2014b) and previous observations that youth are heavily exposed to gambling advertising (Derevensky et al., 2010; Korn, Hurson et al., 2005; Korn, Reynolds et al., 2005), This heightened exposure may also partially explain why problem gamblers are more stimulated by gambling marketing than lower risk groups (Binde, 2014).

Focus group participants considered that the ubiquity and normalising effect of this marketing is reflected through gambling becoming more socially acceptable, less stigmatised, and an increasingly important public health issue. Previous research has revealed a growing culture of gambling, particularly amongst young adult males (Thomas et al., 2012b) who, as a group, are avid sports viewers and also disproportionately vulnerable to gambling problems (Delfabbro, 2012, Williams, West & Simpson, 2012). Focus group participants also described how regular discussions and placements of bets now occur in social and workplace settings. They noted that advertisements portray gambling as an everyday activity, an important social lubricator, and an activity not associated with any shame or stigma.

To examine this normalisation effect further, the survey asked respondents whether they considered that wagering marketing had impacted on social norms in relation to family and friends. Just under one quarter of respondents agreed that sports betting marketing had increased how much their friends and family talk about sports betting, and their friends' and family's interest, desire to bet on sports and actual betting on sports. Respondents reporting 'high' exposure to sports betting marketing in both traditional and digital media, as well as problem and moderate risk gamblers, were more likely to agree that sports betting marketing had impacted on social norms in these ways. Less agreement was found amongst adolescents, compared to the overall sample.

It is important to note that this study focused on those who were likely to be exposed to marketing for sports and race wagering. Overall in Australia, participation in gambling has declined (Gainsbury et al. 2013). However, when examined by considering the types of gambling, sports betting is the only form to have increased, with participation more than doubling between 1999 and 2011 and minor changes observed for race betting. This suggests that despite some adaption to the availability of gambling, the introduction of interactive wagering has increased participation in these forms. The results of this study are consistent with previous studies showing that advertising does play a role in an individual's initial uptake and selection of online wagering sites (Gainsbury et al. 2012; Gainsbury et al. in press). This

[16] Adolescents were not asked about their own gambling behavior to avoid them having to disclose an illegal activity, which may have reduced accuracy of reporting.

study has provided important insights into the potential for advertising to normalise wagering, particularly among those who are already interested in sports and racing.

These results leave little doubt that concerns about the normalisation of gambling through wagering marketing are substantial. However, only a minority of respondents, except for problem gamblers, reported that this marketing had increased discussions, interest, desire and actual wagering behaviour amongst significant others. This effect was heightened with greater exposure to this marketing suggesting that some effect may be present for others. Lower levels of normalisation reported by adolescents were inconsistent with focus group concerns, but others have noted that any major impacts will not be felt until today's adolescents reach legal gambling age (Derevensky et al., 2010; Hing et al., 2013; Hing, Vitartas et al., 2014b; Hunt, 2013; Lamont et al., 2011). Alternatively, community concerns about the impact of wagering advertising on young people may be overstated and underestimate youth's ability to critically judge and evaluate advertising. Relationships found between social norms and gambling intentions and behaviour are summarised later in this chapter.

Concerns about the normalisation of gambling through wagering marketing, particularly for youth, are substantial, reflected through gambling becoming more socially acceptable, less stigmatised and embedded into everyday discussions and activities. Higher perceived social norms amongst family and friends were associated with higher exposure to this marketing, and also amongst problem gamblers. There was little direct evidence that normalisation of wagering has increased current gambling activity.

Responsible gambling messages

Both adolescent males and adults in focus groups discussed the potential impacts of problem gambling, not only on the individual but on families and society as a whole. They generally considered problem gambling to be a serious public health issue and that promoting responsible gambling is very important.

Around four in five survey respondents reported having noticed responsible gambling messages in sports and race betting marketing, with 'high' exposure groups for both traditional and digital media more likely to have seen these messages when they viewed this marketing. However, problem gamblers were less likely than the overall sample to report having seen responsible gambling messages in sports betting marketing 'very often', while moderate risk gamblers were more likely to have seen them 'very often'. This suggests that moderate risk gambling might be associated with increased sensitivity to responsible gambling messages, whereas problem gambling status might be associated with a degree of 'desensitisation'. Arguably, this could, in turn, represent a 'protective factor' preventing moderate risk gamblers from becoming problem gamblers. The cross-sectional data meant the direction of causality could not be determined.

While responsible gambling messages had been widely seen in wagering marketing, there was consensus in the focus groups that their promotion is not prominent, and is therefore ineffective, due to the way the information is presented (for example, small font, lack of colour contrast, on screen only for a short time). These observations were confirmed in the environmental scan. Responsible gambling messages were not commonly seen in either the televised or live events observed, and were not displayed in many advertisements included in the content analysis. With some exceptions, responsible gambling messages were difficult to read or absent. About four fifths of survey respondents felt that responsible gambling messages were not effective in either sports or race betting marketing, despite two thirds agreeing that wagering advertisements make them think they should gamble responsibly. These findings align with similar research into wagering advertising that has found low prominence and perceived effectiveness of responsible gambling messages (Hing, Vitartas et al., 2014a; Milner et al., 2013; Thomas, 2014; Thomas et al., 2012a). It may be that, while consumers are receiving the 'gamble responsibly' message, it lacks resonance and, as suggested in focus groups, is not presented as a warning and is easily ignored.

A few focus group participants also felt that responsible gambling messages lacked resonance amongst younger people who may not have financial and family responsibilities (and therefore felt no need to 'gamble responsibly'). The survey data indicated that adolescents were less likely to notice these messages in both the sports and race betting marketing they had seen, with nearly one quarter reporting never having seen these messages in the past 12 months. However, there was no difference between adolescents and the overall sample in the perceived effectiveness of this messaging, which was considered to be low.

Survey respondents reporting 'high' exposure to both sports and race betting marketing in both traditional and digital media were more likely to feel that responsible gambling messages are effective. However, less than one quarter of this 'high exposure' group considered them effective. This proportion was higher amongst problem gamblers (36%) compared with moderate risk (30%), low risk (21%) and non-problem gamblers (17%). Similarly, greater perceived effectiveness of responsible gambling messages was significantly associated with more frequent betting on races, EGM and 'other' gambling among adults. Repeated exposure to counter-messages may enhance their influence, in the same way as repeat exposure to consumer advertising (Krugman, 1968; Zajonc, 2001). Alternatively, more heavily involved gamblers may perceive responsible gambling messages to be more relevant to them and thus attend to these in more detail than less regular gamblers. Either way, these results suggest that, despite the negative sentiments expressed and doubts about their effectiveness, responsible gambling messages may have greater resonance with the appropriate target audience.

Focus group participants felt that the responsibility for promoting responsible gambling awareness and practice should be shared across society, and that education and social marketing are important tools to help promote this message. However, they generally acknowledged that the effectiveness of these measures may be limited when set against the pervasiveness of sports and race betting marketing. There was also no evidence in the current study that government and public health agency messages about responsible gambling were presented in settings where people are most exposed to wagering advertising, including during live and televised wagering events.

Responsible gambling messages in wagering advertisements are widely seen but overwhelmingly considered ineffective due to low prominence, poor legibility, lack of resonance, and competition from pervasive wagering marketing. Adolescents and problem gamblers were less likely than others to have seen these messages when viewing wagering marketing. More involved gamblers were more likely to report greater perceived effectiveness of responsible gambling messages, suggesting they have greater resonance with the appropriate target audience.

Relationships between exposure to wagering advertising, and gambling intention and behaviour

A further requirement for this study was to examine relationships between exposure to wagering advertising, and gambling intention and behaviour. Issues considered were how this marketing impacts on vulnerable groups such as adolescents and at-risk gamblers, and whether exposure to wagering marketing is associated with gambling intention and behaviour in relation to sports betting, race betting, and gambling on other activities.

Adults

Some insights into the perceived impact of wagering marketing on gambling intention and behaviour were gleaned from the focus groups. Overall, participants were unlikely to draw a direct causal link between sports and race betting marketing and their own gambling intentions and behaviour. Rather, they tended to speculate on the likely impact on others, feeling that they themselves were 'immune' to the power of advertising. This aligns with the third person effect model that individuals tend to believe that advertising influences others but not themselves (Davison, 2003) and that others need more protection than they themselves do (Ross, 1977). These effects have also been observed in relation to gambling advertising (Korn, Hurson et al., 2005; Shah, Faber, & Youn, 1999; Yuon, Faber, & Shah, 2000). With this in mind, survey findings on the self-reported impact of wagering marketing on future intention to bet on sports, races and other types of gambling are summarised below, before results of more sophisticated multivariate modelling are discussed.

The survey found that around three in ten adults agreed that they are more likely to gamble on sports after seeing sports betting marketing, on races after seeing race betting marketing, and on other types of gambling after seeing sports or race betting marketing. Adults reporting higher exposure to sports betting marketing in both traditional and digital media in the last 12 months were more likely to have bet on sports more frequently in the last 12 months, to intend to bet on sports in the next 12 months, and also to feel that marketing impacts upon their sports betting intentions. The same relationships were found for race betting. Those reporting higher exposure to sports and race betting marketing over the last 12 months also reported higher intention to play EGMs and to gamble on another activity in the next 12 months.

Adults in the problem gambler (71%), moderate risk (48%) and low risk (40%) groups were more likely to agree that they are more likely to bet on sports after seeing sports betting marketing, compared to those in the non-problem gambler group (17%). The same pattern was reported for likelihood of betting on races after seeing race betting marketing: 67% problem gambler, 47% moderate risk and 37% low risk, compared to 15% of non-problem gamblers.

Thus, only a minority of the adult survey sample reported feeling consciously encouraged to gamble by wagering marketing. Nevertheless, these respondents comprised nearly one third of adults surveyed which is a substantial minority reporting an impact of this marketing. Research has shown that people often process advertising messages unconsciously (Du Plessis, 1994), and that mere repeated exposure to particular stimuli has positive effects leading to formation of preferences, even if viewers cannot consciously recall the exposure (Zajonc, 2001). Combined with the third person effect (Davison, 2003) described earlier, these self-reported impacts of marketing on respondents themselves are, arguably, likely to be under-estimated. These self-reported findings suggest that wagering marketing does encourage gambling amongst a proportion of adults exposed to it.

The higher influence of this marketing reported by problem and at-risk gamblers is consistent with previous research which has identified the potential of gambling advertising to disproportionately affect these groups through providing reminders and triggers to gamble which can arouse gambling urges (Binde, 2009; Grant & Kim, 2001; Hing, Cherney et al., 2014). These findings suggest that the group most impacted by this wagering marketing comprises people with existing gambling problems.

Exposure to wagering marketing (whether in traditional or digital media) was a predictor variable in all of the multivariate models, indicating it had some role in explaining greater gambling frequency on sports, races, EGMs and other gambling forms. These findings suggest that a 'dose effect' was apparent, whereby increased exposure to marketing was associated with increased gambling frequency. The analyses also demonstrated how mediating variables, such as emotional and cognitive response, and social norms, are integral to the impact of marketing on gambling behaviour. In other words, those who are exposed to this marketing are more likely to be influenced by this marketing (in terms of social norms, and a positive emotional and cognitive response). In turn, social norms and positive emotional and cognitive responses to marketing are associated with increased frequency of gambling.

It is important to note that a cross-sectional survey, as conducted here, cannot determine the causal direction of these associations. These results may indicate that more frequent gambling results in more exposure to related marketing; and/or that a greater degree of exposure to marketing 'causes' more gambling activity/intention (or a mixture of the two). Considering the self-reported influence of wagering marketing on gambling behaviour, discussed earlier, a reasonable conclusion is that wagering marketing plays at least some role in encouraging more frequent gambling behaviour amongst adults. This conclusion is strengthened when considered in light of previous research showing consistent self-reports that gambling advertising impacts on gambling attitudes, intentions and behaviours amongst some individuals (Derevensky et al., 2010, Korn, Hurson et al., 2005; Korn, Renolds et al., 2005; Hing, Vitartas et al., 2014; Hing, Lamont et al., 2014); and statistics indicating a rise in clients attending treatment services with gambling problems relating to sports betting since its marketing became prolific (Hunt, 2013; Victorian Responsible Gambling Foundation, 2013).

Self-reported findings suggest that wagering marketing does encourage gambling amongst a proportion of adults exposed to it. Based on self-report data, the group most impacted by this wagering marketing comprises people with existing gambling problems. Based on these self-reports, results of the multivariate analyses, and previous research, a reasonable conclusion is that wagering marketing plays at least some role in encouraging more frequent gambling behaviour amongst adults. A 'dose effect' was apparent, whereby increased exposure to marketing was associated with increased gambling frequency. Mediating variables, such as emotional and cognitive response to the marketing, and social norms, appear integral to the impact of marketing on gambling behaviour.

Adolescents

The focus groups raised substantial concerns about the impact of exposure to wagering marketing on young people. However, similarly to adult participants, adolescents felt that this marketing influences other people, rather than themselves. They particularly discussed how wagering marketing promotes its easy accessibility through mobile platforms, so that other young people might be encouraged to bet. However, the adolescents in focus groups did not report engaging in any gambling behaviour themselves. Survey findings indicated that greater proportions of adolescents had 'high' exposure to wagering marketing compared to adults. However, they had lower brand recall and brand preference, were more likely than adults to express negative emotions and cognitions in relation this marketing, and were less likely to agree that it had impacted on social norms.

Nearly one third of adolescents agreed that sports betting marketing makes them more likely to want to bet on sports and nearly one quarter agreed they were more likely to want to gamble on other types of gambling after seeing sports betting marketing. About one quarter agreed that race betting marketing makes them more likely to want to bet on races and one fifth agreed that they were more likely to want to gamble on other types of gambling after seeing race betting marketing. As with the adult sample, adolescents reporting higher exposure to sports betting marketing in both traditional and digital media in the last 12 months were more likely to intend to bet on sports once they were 18 years of age, and also to feel that marketing impacts upon their sports betting intentions. The same relationships were found amongst adolescents for race betting.

Thus, only a minority of the adolescent survey sample reported feeling consciously encouraged to gamble by wagering marketing. Nevertheless, these respondents comprised up to one third of adolescents surveyed, which is a substantial minority reporting an impact of this marketing. Considering the unconscious processing of some marketing and the third person effect, discussed earlier, these self-reported findings suggest that wagering marketing may enhance future gambling intentions (once they are 18 years of age) amongst a proportion of adolescents. Conducting prospective research is the only way to verify this contention.

The results of the multivariate analysis with adolescents should be interpreted cautiously due to the small sample size. While not indicating a consistent relationship between exposure to wagering marketing and gambling intention (once 18 years of age), the models support a relationship with social norms around gambling, so they are consistent with the major related concern highlighted in this and other research – that widespread exposure to wagering marketing is normalising gambling amongst youth. Having a positive cognitive response to this marketing is also consistent in the models, supporting earlier findings that messages promoting the potential financial rewards from gambling may be particularly appealing to youth. Researchers have commented on growing numbers of young people aspiring to earn an income from gambling, fuelled by celebrity endorsement and media glamorisation of gambling as a legitimate occupation (McMullen, 2011; Monaghan et al., 2008). Naturally, further research is needed to verify this and other explanations.

Self-reports indicate that wagering marketing may enhance future gambling intentions (once they are 18 years of age) amongst a minority of adolescents, although definitive conclusions are limited by the small sample size. Although not indicating a consistent relationship between exposure to wagering marketing and gambling intention, the multivariate analyses found that social norms from wagering marketing and positive cognitive responses to this marketing play a role in gambling intention.

Limitations of the study

Several limitations associated with this study need acknowledgement. The environmental scan focused mainly on only six wagering brands, although these brands are those with the highest recent advertising spend and so are likely to be having most impact. Timeframes for the media monitoring of wagering advertising in both traditional and social media were of short duration and may not be representative of overall activity. However, they enabled insights into the nature, timing and investment levels associated with this marketing. Only a small number of advertisements were included in the content analysis and only a limited number of live and televised events were observed; however, they served their purpose of revealing the variety of advertising techniques used and the mood and meaning portrayed in these messages.

Focus groups, by their nature, tap into perceptions, opinions and experiences of participants. While enabling valuable insights, focus group discussions can be subject to 'group think' and they may be biased in attracting participants who have established views on a subject, either positive or negative. The focus group samples were restricted to three locations (Sydney, Melbourne and Parramatta). The participants recruited may not have been representative of the segments they belonged to, so the results may not be generalisable. Care has been taken in this report to present the focus group findings cautiously.

The online survey recruited reasonably large numbers of respondents, drawn from a research panel through a market research company. This recruitment method allowed inclusion of sufficient numbers of respondents in key groups of interest, such as regular sports and race bettors and problem gamblers. Online panels are increasingly popular for their significant cost savings, higher response rates than unsolicited surveys (Göritz, Reinhold & Batinic, 2000), and more reliable data due to survey completeness (Behrend, Sharek, Meade & Wiebe, 2011). Online surveys also increase anonymity and privacy, which should increase response accuracy, particularly about sensitive subjects such as gambling (Shih & Fan, 2008). Disadvantages of online panels include restriction to Internet users, although 82.3% of Australians are Internet users (World Bank, 2014). Online survey panels may be biased in other unknown ways such as attitudes, but perhaps no more so than representative samples based only on demographic variables. A further potential limitation is that respondents in purchased panels agree to participate in return for remuneration, which may differentiate them from the general public. Caution has been applied in this research report to remind readers of the non-representative nature of the sample, such as when the proportions of respondents in each PGSI group were identified. Further, most analyses compared groups of interest, such as those with high, moderate and no exposure to wagering marketing, rather than relying on absolute percentages alone.

A key variable in this study was exposure to wagering marketing. This was based on self-report measures. However, caution is needed in relying only on self-reported responses to advertising. As noted earlier, the third person effect and a belief that others need more protection than ourselves (Davison, 2003; Ross, 1977) may distort self-reports, most likely by underestimating the impact of advertising on respondents. Research measuring physiological responses to wagering marketing would contribute further to our understanding.

Finally, as noted earlier, the cross-sectional nature of the survey did not allow direction of causality to be determined. Experimental designs with random allocation to different marketing exposure conditions are necessary to determine causality amongst adults, although this does not appear to be a realistic option. Thus, combined evidence from self-reports, cross-sectional surveys, laboratory experiments measuring physiological responses to advertising, and evidence that might be gleaned from different marketing regulations across jurisdictions, may be the best approach to assess the influence of gambling marketing on gambling behaviour.

Contribution of the study

This study has made an important contribution which can inform policies and practices for wagering marketing in Australia. Particular gaps in knowledge it has addressed include provision of objective data on wagering advertising activity, new insights into use of digital marketing by wagering operators, and the most comprehensive examination of race betting marketing to date. Perceptions of wagering marketing, including the messages conveyed and the emotional and cognitive responses it elicits, have been captured in far more detail than previous studies have done. The findings have confirmed high levels of community concern, especially in relation to wagering marketing during televised sport, and particularly in relation to its potentially normalising effect on young people, along with widespread consumer doubts about the effectiveness of current responsible gambling messages. Detailed examination of relationships between exposure to wagering marketing and gambling intention and behaviour suggests that wagering marketing does encourage gambling amongst a minority of adults exposed to it, although it may not be the major influence. Social norms and cognitive responses to wagering advertising appear to be more salient in encouraging future gambling intention amongst adolescents.

Reference List

Allen Consulting Group, Problem Gambling Research and Treatment Centre and the Social Research Centre. (2011). *Social and economic impact study of gambling in Tasmania.* Hobart: Tasmanian Government Department of Treasury and Finance.

Amey, B. (2001). *People's participation in and attitudes to gambling, 1985-2000.* Wellington: Department of Internal Affairs.

Anderson, P., De Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of Alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. *Alcohol and Alcoholism, 44*(3), 229-243.

Arnett, J. J. (1995). Adolescents' uses of media for self-socialization. *Journal of Youth and Adolescence, 24*(5), 519-533.

Aston, H. (2013, March 30). Trying to shackle the great persuader. *The Sydney Morning Herald*. Retrieved July 1, 2014, from http://www.smh.com.au/sport/trying-to-shackle-the-great-persuader-20130329-2gz2k.html

Australasian Gaming Council. (2012). *A database on Australia's gambling industry 2011/12.* Melbourne: Australasian Gaming Council.

Australian Communication and Media Authority. (2013). *Betting odds and advertising for betting agencies during sports broadcasts: Community research.* Canberra: ACMA.

Australian Communication Media Authority. (2014, June 24). *M-Commerce: Mobile transactions in Australia*. Retrieved January 10, 2015, from http://acma.gov.au: http://www.acma.gov.au/theACMA/engage-blogs/engage-blogs/Research-snapshots/m-Commerce-Mobile-transactions-in-Australia

Australian Institute for Gambling Research. (1999). *Australian gambling comparative history and analysis.* Melbourne: Victorian Casino and Gaming Authority.

Australian Psychological Society. (2013). *The increasing harm from advertising and promotion of gambling in sport*. Retrieved October 9, 2013, from www.psychology.org.au: http://www.psychology.org.au/publications/inpsych/2013/june/gambling/

Australian Racing Board. (2013). *2012/13 Australian racing factbook.* Retrieved August 16, 2013, from http://publishingservices.risa.com.au/: http://publishingservices.risa.com.au/otherpublications/ARB_factbook_20134/#2/z

Australian Sponsorship News. (2012, March 5). *Cronulla Sharks circling major sponsor.* Retrieved July 1, 2014

Australian Sponsorship News. (2013, January 31). *Star signings help Waratahs renew corporate bookmaker*. Retrieved from Australian Sponsorship News.

Australian Sponsorship News. (2014, March 12). Unique stadium opportunities a major sponsor lure: Suns. *Australian Sponsorship News*.

Australian Sponsorship News. (2014, January 29). *Wagering giant beefs up Sportingbet's NRL credentials*. Retrieved May 29, 2014

Australian Sponsorship News database. (2014). Data extracted on 1 July 2014.

ORC INTERNATIONAL

Australian Wagering Council (AWC). (2014). *AWC members*. Retrieved January 7, 2015, from http://australianwageringcouncil.com/: http://australianwageringcouncil.com/about/awc-members

Baba, R. M. (2011, May 27). *Sportingbet to buy Centrebet for $183m*. Retrieved May 29, 2014, from The Australian: http://www.theaustralian.com.au/archive/business-old/sportingbet-to-buy-centrebet-for-183m/story-fn4xq4cj-1226063892386.

Bandura, A. (1986). *The social foundation of thought and action: A social cognitive theory.* New Jersey: Prentice-Hall.

Behrend, T., Sharek, D., Meade, A., & Wiebe, E. (2011). The viability of crowdsourcing for survey research. *Behavior Research Methods, 43*(3), 800-813.

Betfair. (2014). *Corporate & product overview.* Retrieved June 12, 2014, from http://www.betfaircorporate.com.au/node/11

Betfair. (2014). *Sponsorship*. Retrieved June 12, 2014, from http://www.betfaircorporate.com.au/node/14

Binde, P. (2007). Selling dreams-causing nightmares? *Journal of Gambling Issues, 20*, 167-192.

Binde, P. (2009). Exploring the impact of gambling advertising: An interview study of problem gamblers. *International Journal of Mental Health and Addiction, 7*(4), 541-554.

Binde, P. (2009). Exploring the impact of gambling advertising: An interview study of problem gamblers. *Inernational Journal of Mental Health and Addiction, 7*(4), 541-554.

Binde, P. (2014). *Gambling advertising: A critical research review.* London: Responsible Gambling Trust.

Blaszczynski, A., & Nower, L. (2002). A pathways model of problem and pathological gambling. *Addiction, 97*, 487-799.

Church-Sanders, R. (2011). *Online sports betting: A market assessment and outlook.* London: iGaming Business.

Church-Sanders, R. (2012). *Digital sports betting: A market assessment and outlook* (2nd Edition ed.). London: iGaming Business.

CLSA. (2013). *Mr & Mrs Australia: Adjusting to the new norm.* Sydney: CLSA.

Connolly, G., Casswell, S., Zhang, J., & Silva, P. (1994). Alcohol in the mass media and drinking by adolescents: A longitudinal study. *Addiction, 89*(10), 1255-1263.

crackaShaun. (2013, March 16). Go home Tom Waterhouse, no one wants you here. *The Roard*. Retrieved June 5, 2014, from http://www.theroar.com.au/2013/03/26/go-home-tom-waterhouse-no-one-wants-you-here

Crossman Communications. (2012, November 8). A sure bet? Perhaps not. *Crossman Communications*. Retrieved from http://crossmancommunications.com.au/: http://crossmancommunications.com.au/?p=1445

Currie, S., Hodgins, D., Wang, J., El Guebaly, N., Wynne, H., & Chen, S. (2006). Risk of harm among gamblers in the general population as a function of level of participation in gambling activities. *Addiction, 101*(4), 570-580.

Currie, S., Hodgins, D., Wang, J., El-Guebaly,, N., Wynne, H., & Miller, N. (2008). Replication of low-risk gambling limits using Canadian provincial gambling prevalence data. *Journal of Gambling Studies, 24*(3), 321-335.

Davis, J. (2013). *Sports marketing: Creating long term value.* Cheltenham: Edward Elgar Publishing.

Davison, W. (2003). The third-person effect in communication. *Public Opinion Quarterly, 47*, 1-15.

Delfabbro, P. (2012). *Australasian gambling review* (5th ed.). Adelaide: Independent Gambling Authority.

Delfabbro, P., & Thrupp, L. (2003). The social determinants of youth gambling in South Australian adolescents. *Journal of Adolescence, 26*(3), 313-330.

Deloitte. (2012). *Optimal product fee models for Australian sporting bodies.* Deloitte Touche Tohnatsu.

Department of Broadband Communications and the Digital Economy (DBCDE). (2013). *Final report 2012: Review of the Interactive Gambling Act 2001.* Canberra: DBCDE.

Derevenky, J., & Gupta, R. (2004). Adolescents with gambling problems: A review of our current knowledge. e-Gambling. *The Electronic Journal of Gambling Issues, 10*.

Derevensky, J., Sklar, A., Gupta, R., & Messerlian, C. (2010). An empirical study examining the impact of gambling advertisements on adolescent gambling attitudes and behaviours. *International Journal of Mental Health and Addiction, 8*(1), 21-34.

Derevensky, J., Sklar, A., Gupta, R., Messeralain, C., Laroche, M., & Mansour, S. (2007). *The effects of gambling advertisements on child and adolescent gambling attitudes and behaviours.* Report prepared for Fonde de recherce sur la société et la culture.

Dix, S., Phau, I., & Pougnet, S. (2010). 'Bend it like Beckham': The influence of sports celebrities on young adult consumers. *Young Consumers: Insights and Ideas for Responsible Marketers, 11*(1), 36-46.

Dixon, H., Scully, M., Wakefield, M., White, V., & Crawford, D. (2007). The effects of television advertisements for junk food versus nutritious food on children's food attitudes and preferences. *Social Science & Medicine, 65*(7), 1311-1323.

Du Plessis, E. (1994). Recognition versus recall. *Journal of Advertising Research, 100*(2), 92-106.

Ellickson, P., Collins, R., Hambarsoomians, K., & McCaffrey, D. (2005). Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment. *Addiction, 100*(2), 235-246.

Elliott, T. (2012, May 26). A serious man. *The Sydney Morning Herald*. Retrieved June 6, 2014, from http://www.smh.com.au/lifestyle/celebrity/a-serious-man-20120521-1yzqv.html

Evans, N., Farkas, A., Gilpin, E., & Berry, C. (1995). Influence of tobacco marketing and exposure to smokers on adolescent susceptibility to smoking. *Journal of the National Cancer Institute, 87*(20), 1538-1545.

Exelby. (2014, November 27). TattsBet to become UBET in a move to lift Tatts Group's wagering arm. *Herald Sun*. Retrieved November 28, 2014

Ferris, J., & Wynne, H. (2001). The Canadian problem gamblign index: Final report. Submitted for the Canadian Centre on Substance Abuse. Retrieved May 4, 2014, from https://www.problemgambling.ca/EN/Documents/ProblemGamblingSeverityIndex.pdf

Fiske, J. (1992). *Television culture.* London: Methuen.

Freeman, B., Kelly, B., Baur, L., Chapman, K., Gill, T., & King, L. (2014). Digital junk: Food and beverage marketing on Facebook. *American Journal of Public Health, 104*(12), 56-64.

Fried, B., Teichman, M., & Rahav, G. (2010). Adolescent gambling: Temperament, sense of coherence and exposure to advertising. *Addiction Research and Theory, 18*, 586-598.

Fujak, H., & Frawley, S. (2014). The relationship between television viewership and advertising content in Australian football broadcasts. *Communication & Sport*. doi:2167479514522792

Gainsbury, S. (2012). *Internet gambling: Current research findings and implications.* New York: Springer.

Gainsbury, S. (2014). Social gaming: Enticing opportunities, mounting concerns. *Asian Gaming briefings, August 2014*, 28-29.

Gainsbury, S., & Wood, R. (2011). Internet gambling policy in critical comparative perspective: The effectiveness of existing regulatory frameworks. *International Gambling Studies, 11*, 309-323. doi:10.1080/14459795.2011.619553

Gainsbury, S., Delfabbro, P., King, D., & Hing, N. (2014). An exploratory study of gambling operators' use of social media and the latent messages conveyed. Submitted manuscript.

Gainsbury, S., Russell, A., Blaszczynski, A., & Hing, N. (2015). The interaction between gambling activities and modes of access: A comparison of Internet-only, land-based only, and mixed-mode gamblers and related gambling problems. *Addictive Behaviours, 41*, 34-40. doi:10.1016/j.addbeh.2014.09.023

Gainsbury, S., Russell, A., Blaszczynski, A., & Hing, N. (in press). Greater involvement and diversity of Internet gambling as a risk factor for problem gambling. *European Journal of Public Health*.

Gainsbury, S., Russell, A., Hing, N., & Wood, R. (2013). How the Internet is changing gambling: Findings from an Australian prevalence survey. *Journal of Gambling Studies*. doi:10.1007/s10899-013-9404-7

Gainsbury, S., Wood, R., Russell, A., & Hing, N. (2012). A digital revolution: Comparison of demographic profiles, attitudes and gambling behaviour of Internet and non-Internet gamblers. *Computers in Human Behaviour, 28*(12), 1388-1398.

Gambling Commission. (2014). *Annual reports and accounts 2013/14.* London: Gambling Commission.

Gambling Research Australia. (2013). *Request for tender: Marketing of sports betting and racing, tender no.046/12-13.* Melbourne: Gambling Research Australia.

Gardner, J. (2013, April 18). Ad growth puts pressure on Tabcorp. *Australian Financial Review*.

Gardner, J. (2013, August 5). Restrictions on gambling ads turn wagering companies to the internet. *Australian Financial Review*. Retrieved from http://afr.com: http://www.afr.com/p/business/marketing_media/restrictions_on_gambling_ads_turn_fSBjX6MVaqlphI7AUlL1MO

Gardner, J. (2014, January 30). Betting hourses take punt on leage fans. *Australian Financial Review*.

Gardner, J. (2014, August 13). Crown buys rest of Betfair for $10m. *The Sydney Morning Herald*. Retrieved January 9, 2015, from http://www.smh.com.au/business/crown-buys-rest-of-betfair-for-10m-20140813-103giq.html

Gardner, J. (2014, March 18). Crown's move on Betfair shortens odds on James Packer wagering play. *The Sydney Morning Herald*. Retrieved June 6, 2014, from http://www.smh.com.au/business/crowns-move-on-betfair-shortens-odds-on-james-packer-wagering-play-20140318-3506r.html

Gardner, J. (2014, January 29). Sportingbet, Sportsbet lead return to rugby league. *Australian Financial Review*. Retrieved July 1, 2014, from www.afr.com: http://www.afr.com/Page/Uuid/2e1c0222-87de-11e3-9b49-a0bec74e5246

Gardner, J. (2014, January 28). Tatts chief Robbie Cooke puts big stake on the line. *The Sydney Morning Herald*. Retrieved July 1, 2014, from http://www.smh.com.au/business/tatts-chief-robbie-cooke-puts-big-stake-on-the-line-20140127-31iwh.html.

Gardner, J. (2015, March 5). Sportsbet pulls ahead as fastest growing online bookmaker. *Australian Financial Review*. Retrieved May 22, 2014, from Financial Review: http://www.afr.com/p/business/companies/sportsbet_pulls_ahead_as_fastest_UyF7bQVu3GWozMTq6SvMtN

Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1980). The 'mainstreaming' of America: Violence profile no.11. *Journal of Communication, 20*, 10-29.

Global Betting and Gaming Consultants (GBGC). (2011). *Global gaming report* (6th ed.). Castletown, Isle of Man, British Isles: GBGC.

Göritz, A., Reinhold, N., & Batinic, B. (2000). Online panels. *Online social sciences*, 29-51.

Grant, J., & Kim, S. (2001). Demographic and clinical features of 131 adult pathological gamblers. *Journal of Clinical Psychiatry, 62*, 957-962.

Hackley, C., & Tiwasakul, R. (2006). Entertainment marketing and experiential consumption. *Journal of Marketing Communications, 12*(1), 63-75.

Heathcote, A. (2013, April 4). Why Tom Waterhouse is not as rich as you think - but Gai is doing well. *Business Review Weekly*. Retrieved June 6, 2014, from http://www.brw.com.au/p/brw-lounge/well_tom_waterhouse_but_not_gai_WNgiq9bQaBb4I8mPqs8x8M

Hing, N., Cherney, L., Blaszczynski, A., Gainsbury, S., & Lubman, D. (2014). Do advertising and promotions for online gambling increase gambling consumption? An exploratory study. *International Gambling Studies, 14*(3), 394-409.

Hing, N., Cherney, L., Blaszczynski, A., Gainsbury, S., & Lubman, D. (2014). Do advertising and promotions for online gambling increase gambling consumption? An exploratory study. *International Gambling Studies, 14*(3), 394-409. doi:10.1080/14459795.2014.903989

Hing, N., Cherney, L., Gainsbury, S., Lubman, D., Wood, R., & Blaszczynski, A. (2014). Maintaining and losing control during Internet gambling: A qualitative study of gamblers' experiences. *New Media and Society*.

Hing, N., Gainsbury, S., Blaszczynski, A., Wood, R., Lubman, D., & Russell, A. (2014). *Interactive gambling.* Melbourne: Gambling Research Australia.

Hing, N., Lamont, M., Vitartas, P., & Fink, E. (2014). Sports-embedded gambling promotions: A study of exposure, sports betting intention and problem gambling amongst adults. *International Journal of Mental Health and Addiction*. doi:10.1007/s11469-014-9519-9

Hing, N., Vitartas, P., & Lamont, M. (2013). Gambling sponsorship of sport: An exploratory study of links with gambling attitudes and intentions. *International Gambling Studies, 13*(3), 281-301.

Hing, N., Vitartas, P., & Lamont, M. (2014a). *Promotion of gambling and live betting odds during televised psort: Influences on gambling participation and problem gambling.* Brisbane: Report prepared for the Queensland Department of Justice and Attorney-General.

Hing, N., Vitartas, P., Lamont, M., & Fink, E. (2014b). Adolescent exposure to gambling promotions during televised sport: An exploratory study of links with gambling intentions. *International Gambling Studies, 14*(3), 374-393. doi:10.1080/14459795.2014.902489

Hirschman, E. (1988). The ieology of consumption: A structural-syntactical analysis of 'Dallas' and 'Dynasty'. *Journal of Consumer Research, 15*, 344-359.

Horn, J. (2011). Caught in the game: The Rise of the Sports Betting Industry. *The Monthly*. Retrieved September 16, 2013, from www.themonthly.com.au: http://www.themonthly.com.au/issue/2011/november/1320384446/jonathan-horn/caught-game

Hunt, C. (2013). *Submission to the Joint Select Committee on Gambling Reform Inquity into the advertising and promotion of gambling services in sport.*

Irvine, J. (2013, October 4). Betting agencies spent $50m on advertising in past year. *The Daily Telegraph*. Retrieved June 30, 2014, from http://www.dailytelegraph.com.au/business/jessica-irvine/betting-agencies-spent-50m-on-advertising-in-past-year/story-fnj45kvd-1226733154675

Jacob, P. (2013, August 9). UK Bookmaker William Hill buys out Tom Waterhouse bookmaking operation. *The Daily Telegraph*. Retrieved June 4, 2014, from http://www.dailytelegraph.com.au/sport/superracing/uk-bookmaker-william-hill-buys-out-tom-waterhouse-bookmaking-operation/story-fni2gg7e-1226694002015

Joint Select Committee on Gambling Reform (JSCGR). (2011). *Interactive and online gambling and gambling advertising.* Canberra: Commonwealth of Australia.

Joint Select Committee on Gambling Reform (JSCGR). (2013). *The advertising and promotion of gambling services in sport.* Canberra: Commonwealth of Australia.

Jones, S. (2010). When does alcohol sponsorship of sport become sports sponsorship of alcohol? A case study of developments in sport in Australia. *International Journal of Sports Marketing and Sponsorship, 11*(3), 250-261.

Karrh, J. (1998). Brand placement: A review. *Journal of Current Issues and Research in Advertising, 20*(2), 31-49.

King, D., Delfabbro, P., & Griffiths, M. (2010). The convergence of gambling and digital media: Implications for gambling in young people. *Journal of Gambling Studies, 26*, 175-187.

King, E., Taylor, J., & Carroll, T. (2005). *Alcohol consumption patterns among Australian 15-17 year olds from 2000 to 2004.* Canberra: Department of Health and Ageing.

Kolbe, M. (2013, May 20). Tom Waterhouse Is Not Going To Be The Official Sponsor Of The NRL: Report. *Business Insider*. Retrieved June 5, 2014, from http://www.businessinsider.com.au/tom-waterhouse-is-not-going-to-be-the-official-sponsor-of-the-nrl-report-2013-5

Korn, D. (2005). Commercial gambling advertising: Understanding the youth connection.

Korn, D., Hurson, T., & Reynolds. (2005). *Commercial gambling advertising: Possible impact on youth knowledge, attitudes, beliefs and behavioural intentions.* Ontario: Ontario Problem Gambling Research Centre.

Korn, D., Norman, C., & Reynolds, J. (2010). *Youth Gambling and Web 2.0: Towards an understanding of the net generation and how they gamble.* Ontario: Ontario Problem Gambling Research Centre.

Kruger, C. (2013, May 31). *Bets are off: Tom Waterhouse retreats.* Retrieved June 6, 2014, from ww.smh.com.au: http://www.smh.com.au/business/bets-are-off-tom-waterhouse-retreats-20130531-2ng02.html

Kruger, C. (2013, February 15). The stakes are high in sport's great gamble. *Newcastle Herald*. Retrieved July 1, 2014, from http://www.theherald.com.au/story/1305594/the-stakes-are-high-in-sports-great-gamble

Kruger, C. (2014, January 20). Tom Waterhouse gives William Hill a Christmas present. *Sydney Morning Herald*. Retrieved June 4, 2014, from http://www.smh.com.au/business/tom-waterhouse-gives-william-hill-a-christmas-present-20140119-312p3.html

Krugman, H. (1968). Processes underlying exposure to advertising. *American Psychologist, 23*(4), 245-253.

Lamont, M., Hing, N., & Gainsbury, S. (2011). Gambling on sport sponsorship: A conceptual framework for research and regulatory review. *Sport Management Review, 14*, 246-257.

Larson, R., & Richards, M. (1994). *Divergent realities: The emotional lives of mothers, fathers, and adolescents.* New York: Basic Books.

Ledwith, F. (1984). Does tobacco sports sponsorship on television act as advertising to children? *Health Education Journal, 43*(4), 85-88.

López, M., Herrero, P., Comas, A., Leijs, I., Cueto, A., Charlton, A., . . . Vries, H. (2004). Impact of cigarette advertising on smoking behaviour in Spanish adolescents as measured using recognition of billboard advertising. *European Journal of Public Health, 14*(4), 428-432.

Marketing. (2013, May 15). *Career Profile: Tabcorp's general manager of marketing, David Ginnane.* Retrieved May 16, 2014, from www.marketingmag.com: http://www.marketingmag.com.au/interviews/career-profile-tabcorps-general-manager-of-marketing-david-ginnane-40296/#.VLS2lSuUcuc

Masters, R. (2011, August 3). Brash gamblers still think inside the box. *Sydney Morning Herald*. Retrieved from http://www.smh.com.au/business/brash-gamblers-still-think-inside-the-box-20110802-1i9xh.html

McGrath, B. (2014, June 27). Racing Queensland and Tatts Group strike a deal. *Australian Gambling*. Retrieved June 30, 2014, from http://www.australiangambling.com.au/gambling-news/racing-queensland-and-tatts-group-strike-a-deal/35335

McMullan, J. (2011). Submission to the Joint Select Committee on Gambling Reform. Retrieved September 3, 2013, from http://www.aph.gov.au/senate/committee/gamblingreform_ctte/interactive_online_gambling_advertising/submissions.htm

McMullan, J., & Miller, D. (2008). All in! The commercial advertising of offshore gambling on television. *Journal of Gambling Issues, 22*, 230-251.

McMullan, J., Miller, D., & Perrier, D. (2012). 'I've seen them so much they are just there': Exploring young people's perceptions of gambling in advertising. *International Journal of Mental Health and Addiction, 10*(6), 829-848.

Milner, L., Hing, N., Vitartas, P., & Lamont, M. (2013). An exploratory study of embedded gambling promotion in Australian football television broadcasts. *Communication, Politics and Culture, 46*, 177-198.

Monaghan (Gainsbury), S., & Derevensky, J. (2008). An appraisal of the impact of the depiction of gambling in society on youth. *International Journal of Mental Health and Addiction, 6*(4), 537-550.

Monaghan, S., & Derevensky, J. (2008). An appraisal of the impact of the depiction of gambling in society on youth. *International Journal of Mental Health and Addiction, 6*(4), 537-550.

Monaghan, S., Derevensky, J., & Sklar, A. (2008). Impact of gambling advertisements and marketing on children and adolescents: Policy recommendations to minimise harm. *Journal of Gambling Issues, 22*, 252-274.

Morgan Stanley. (2014). *Australia/UK wagering: Australia online: Picking the winning trifecta.* Sydney: Morgan Stanley Research Asia/Pacific.

Mumbrella. (2013, May 31). Tom Waterhouse: Somehow I've become the face of gambling - sorry about that. *Mumbrella*. Retrieved June 6, 2014, from http://mumbrella.com.au/tom-waterhouse-steps-back-as-face-of-the-brand-158857.

Nettleton, J. (2013, August). *Live odds and the wild, wild west of gambling advertising!* Gaming Law & Regulation. Sydney: Addisons.

Niche. (2013). *Clients*. Retrieved June 6, 2014, from Niche: http://niche.com.au/clients

NRL. (2011). Luxbet joins as Rabbitohs senior corporate partner for 2011. *http://rleague.com/*. Retrieved July 1, 2014, from www.rleague.com: http://rleague.com/news/Luxbet-joins-as-Rabbitohs-senior-corporate-partner-for-2011_83452.

O'Neil, M., Whetton, S., Dolman, B., Duerrwald, K., Hayward, D., & Woolley, R. (2005). *Changes in wagering within the racing industry.* Melbourne: Victorian Research Panel.

Online Casino City. (2015). *Online Casino City*. Retrieved from http://onlinecasinocity.com.

Paddy Power Plc. (2009). *Annual Report 2009.* Retrieved May 23, 2014, from www.paddypowerplc.com: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2009ar.pdf,

Paddy Power Plc. (2013). *Annual Report 2013.* Retrieved May 22, 2014, from www.paddypowerplc.com: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2013annualreport.pdf

Paddy Power plc. (n.d.). *Investors*. Retrieved May 23, 2014, from www.paddypowerplc.com.

Paivio, A. (1971). *Imagery and verbal processes.* New York: Holt, Rinehart and Winston.

Pervan, S., & Vocino, A. (2008). Message framing: Keeping practitioners in the picture. *Marketing Intelligence & Planning, 26*(6), 634-648.

Pettigrew, S., Ferguson, R., & Rosenberg, M. (2012). *Children's assimilation of sports sponsorship messages.* Perth: Health Promotion Unit, School of Sport Science, Exercise and Health, The University of Western Australia.

Pettigrew, S., Ferguson, R., & Rosenberg, M. (2013). *Advocacy Monitor.* Perth: Health Promotion Evaluation Unit, School of Sport Science, Exercise and Health, The University of Western Australia.

Pierce, J., Choi, W., Gilpin, E., Farkas, A., & Berry, C. (1998). Tobacco industry promotion of cigarettes and adolescent smoking. *Journal of the American Medical Association, 279*(7), 511-515.

Productivity Commission. (1999). *Australia's gambling industries. Report No.10.* Canerra: AusInfo.

Productivity Commission. (2010). *Gambling Report no.50.* Canberra: Commonwealth of Australia.

Queensland Government. (2012). *Queensland household gambling survey 2011-12.* Brisbane: Queensland Government.

Queensland Government. (2014). *Australian gambling statistics 1987-88 to 2012-13 30th edition.* Brisbane: Queensland Government Statistician's Office, Queensland Treasury and Trade.

Queensland Government. (2014). *Australian gambling statistics, 30th edition.* Brisbane, Queensland: Government Statistician's Office, Queensland Treasury and Trade.

Rabbitohs. (n.d.). *Corporate partners.* Retrieved July 1, 2014, from www.rabbitohs.com.au: http://www.rabbitohs.com.au/corporate/corporate-partners.html.

Reith, G. (2007). Situating gambling studies. In G. Smith, D. Hodgins, & R. Williams, *Research and measurement issues in gambling studies* (pp. 3-29). Burlington: Elsevier.

Ricki. (2014, March 3). *Betfair appoints CommunsRoss as new agency and launches new campaign for Autumn Racing*. Retrieved June 6, 2014, from Campaign Brief: http://www.campaignbrief.com/2014/03/betfair-appoints-cumminsross-a.html

Rockloff, M. (2012). Validation of the Consumption Screen for Problem Gambling (CSPG). *Journal of Gambling Studies, 28*, 207-216.

Rose, C. (2012, July 19). Rebranding the bookie. *Desktop*. Retrieved June 6, 2014, from http://desktopmag.com.au/blogs/rebranding-the-bookie

Ross, L. (1977). The intuitive psychologist and his short-comings: Distortions in the attribution process. In L. B. (Eds.), *Advances in Experimental Social Psychology* (Vol. 10). New York: Academic Press.

Roy Morgan Research. (2013, May 3). *Poker machine spend rebounds to $11 billion.* Retrieved from Roy Morgan OnlineStore.com: http://www.roymorganonlinestore.com/News/Poker-machine-spend-rebounds-to-$11-billion.aspx

Russell, A., & Gainsbury, S. (2012, November). *A look inside the database of an online betting agency.* Paper presented at the National Association for Gambling Studies 22nd Annual Conference, Launceston Australia.

Russell, C. (1998). Toward a framework of product placement: Theoretical propositions. *Advances in Consumer Research, 25*(1), 357-362.

Said, Z. (2010). Embedded marketing and the venture consumer. *North Carolina Law Review, 89*(1), 99-170.

Said, Z. (2014, November 15). Gambling ads soar following ACMA 2013 live odds ban. *The Age*. Retrieved from http://www.theage.com.au/victoria/gambling-ads-soar-following-acma-2013-live-odds-ban-20141114-11m5xu.html#ixzz3JHMIseG2

Schwab, A. (2013, August 14). Tom Waterhouse plays the odds with $100 million sale. *Smart Company*. Retrieved June 4, 2014, from http://www.smartcompany.com.au/growth/economy/33145-tom-waterhouse-plays-the-odds-with--100m-sale.html#

Schwab, A. (2013, April 24). What are the odds of Tom Waterhouse going the distance? *Smart Company*. Retrieved June 6, 2014, from http://www.smartcompany.com.au/leadership/strategy/40153-what-are-the-odds-on-tom-waterhouse-going-the-distance.html.

Shah, D., Faber, R., & Youn, S. (1999). Susceptibility and severity: Perceptual dimensions underlying the third-person effect. *Communication Research, 26*, 240-267.

Sher, A. (2012, August). *Mobile wagering forecast.* Sydney: Paper presented at Gaming, Racing & Wagering Australia.

Shih, T., & Fan, X. (2008). Comparing response rates from web and mail surveys: a meta analysis. *Field methods, 20*, 249-271.

Snyder, L., Milici, F., Slater, M., Sun, H., & Strizhakova, Y. (2006). Effects of alcohol advertising exposure on drinking among youth. *Archives of Paediatric & Adolescent Medicine, 160*(1), 18-24.

Sparks, R. (1999). Youth awareness of tobacco sponsorship as a dimension of brand equity. *International Journal of Advertising and Marketing to Children, 1*(3), 193-218.

Sproston, K., Hing, N., & Palankay, C. (2012). *Prevalence of gambling and problem gambling in New South Wales.* Sydney: NSW Office of Liquor, Gaming and Racing.

Stensholt, J., & Gardner, J. (2013, October 21). Local online betting brands look set to stay. *Australian Financial Review*. Retrieved from http://www.afr.com/p/business/companies/local_online_betting_brands_look_msdwMHty9lfMran0B5K1aJ

Stensholt, J., & Gardner, J. (2014, April 28). Sportingbet chiefs set to depart: sources. *The Sydney Morning Herald*. Retrieved May 29, 2014, from http://www.smh.com.au/business/sportingbet-chiefs-set-to-depart-sources-20140428-37dwy.html

Tabcorp. (2013). *Tabcorp Concise Annual Report 2013.* Retrieved May 15, 2014, from https://www.tabcorp.com.au/: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1469/FileName/A4E79DD5E1025803A1A579DB53C275E7/Concise_-_Directors_report_(0.2_Mb).pdf

Tabcorp Holdings Limited. (2013). *Financial Report 2013.* Retrieved June 27, 2014, from https://tabcorp.com: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1460/FileName/5984418DCC672940CEE53433DCB7500E/Full_Annual_Financial_Report_(2.1_Mb).pdf

Tatts Group Limited. (2013). *Annual Report 2013.* Retrieved June 12, 2014, from https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90

Thomas, R. (2013, March 19). Tom Waterhouse believed to have been offered $500m for bookmaking business. *Herald Sun*. Retrieved June 5, 2014, from http://www.heraldsun.com.au/sport/superracing/tom-waterhouse-believed-to-have-been-offered-500m-for-bookmaking-business/story-fn67siys-1226600145511

Thomas, S. (2014). *Parents and adolescents discuss gambling advertising: A qualitative study.* Melbourne: Victorian Responsible Gambling Foundation.

Thomas, S., Lewis, S., Duong, J., & McLeod, C. (2012a). Sports betting marketing during sporting events. *Australian and New Zealand Journal of Public Health, 36*(2), 145-152.

Thomas, S., Lewis, S., McLeod, C., & Haycock, J. (2012b). 'They are working every angle'. A qualitative study of Australian adults' attitudes towards, and interactions with, gambling industry marketing strategies. *International Gambling Studies, 12*(1), 111-127.

Topping, R. (2014, April 25). Q1 Interim Management Statement. Retrieved June 6, 2014, from http://www.williamhillplc.com/~/media/Files/W/William-Hill/investors/results_reports_and_presentation/2014rrp/WMH%20Q1%20IMS%20-%20transcript%2025%20Apr%2014.pdf

Tye, J., Warner, K., & Glantz, S. (1987). Tobacco advertising and consumption: Evidence of a causal relationship. *Journal of Public Health Policy, 8*, 492-508.

Unger, J., Johnson, C., & Rohrback, L. (1995). Recognition and lighting of tobacco and alcohol advertisements among adolescents: Relationships with susceptibility to substance use. *Preventive Medicine, 24*(5), 461-466.

University of Sydney Gambling Treatment Clinic. (2011, March 14). *Online sports betting has created new generation of problem gamblers*. Retrieved from http://sydney.edu.au/news/84.html?newsstoryid=6545

Vaidya, S., Naik, U., & Vaidya, J. (1996). Effect of sports sponsorship by tobacco companies on children's experimentation with tobacco. *British Medical Journal*, 313-400.

Valentine, G. (2008). *Literature review of children and young people's gambling.* London: Gambling Commission.

Victorian Responsible Gambling Foundation. (2013). *Submission to the Joint Select Committee on Gambling Reform inquiry into the advertising and promotion of gambling services in sport.*

We Are Social Singapore. (2014, January 8). Social, digital & mobile around the world: Slideshare. Retrieved from http://www.slideshare.net/wearesocialsg/social-digital-mobile-around-the-world-january-2014.

Weibe, J. (2008). *Internet gambling: Strategies to recruit and retain customers.* Ontario: Ontario Problem Gambling Research Centre.

Welte, J., Barnes, G., Tidwell, M., Hoffman, J., & Wieczorek, W. (2013). Gambling and problem gambling in the United States: Changes between 1999 and 2013. *Journal of Gmabling Studies*. doi:10.1007/s10899-014-9471-4

White, D. (2013, August 26). Brands slow to click on how to target mobile users. *Australian Financial Review*.

William Hill. (2014, Feburary 28). Final results for the 52 weeks ended 31 December 2013. Retrieved from http://www.williamhillplc.com/~/media/Files/W/William-Hill/investors/results_reports_and_presentation/2014rrp/2013-final-results-presentation.pdf

William Hill Holdings Pty Limited. (2013). Financial statements and reports, 2013. *[Filed with ASIC on 2 May 2014]*.

William Hill Plc. (2013). *Annual report and accounts 2013.* Retrieved May 28, 2014, from www.williamhillplc.com: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf

Williams, R., Volberg, R., & Stevens, R. (2012). *The population prevalence of problem gambling: Methodological influences, standardized rates, jurisdictional differences, and worldwide trends.* Ontario: Ontario Problem Gambling Research Centre.

Williams, R., West, B., & Simpson, R. (2012). *Prevention of problem gambling: A comprehensive review of the evidence and identified best practices.* Ontario: Ontario Problem Gambling Research Centre.

Woolley, R. (2003). Mapping Internet gambling: emerging modes of online participation in wagering and sports betting. *International Gambling Studies, 3*, 3-21.

World Bank. (2014). Internet users as a percentage of the population. Retrieved January 11, 2014, from http://www.google.com.au/publicdata/explore?ds=d5bncppjof8f9_andmet_y=it_net_user_p2andhl=enanddl=enandidim=country:AUS:AUT:USA

Wright, P., Friestad, M., & Boush, D. (2005). Development of marketing persuasion knowledge inchildren, adolescents and young people. *Journal of Public Policy and Marketing, 24*(2), 222-233.

Yuon, S., Faber, R., & Shah, D. (2000). Restricting gambling: Advertising and the third-person effect. *Psychology and Marketing, 10*(6), 633-649.

Zajonc, R. (2001). Mere exposure: A gateway to the subliminal. *Current Directions in Psychological Science, 10*(6), 224-228.

Appendix A: Ebiquity category snapshot report

Yearly Snapshot – **April 2013 - March 2014**

Sports Betting

ebiquity

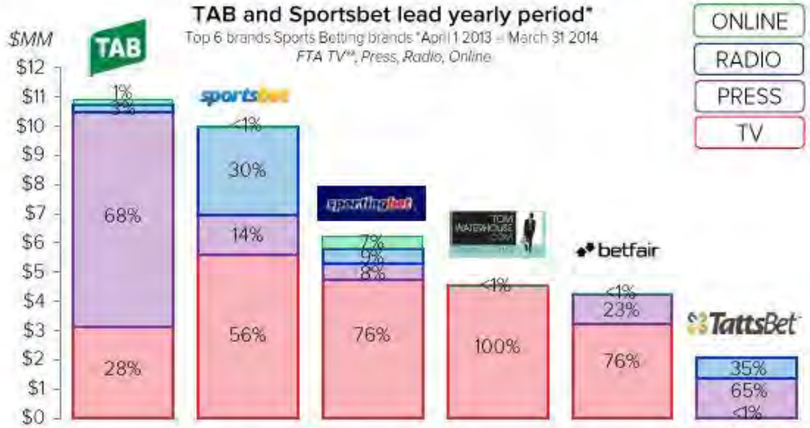
Ad spend over period* trends higher on average than previous year

Total Sports Betting category spend *January 1 2012 – April 30 2014
FTA TV**, Press, Radio, Online

** FTA includes all market's metro channels. Excl. program sponsorship

TAB and Sportsbet lead yearly period*

Top 6 brands Sports Betting brands *April 1 2013 – March 31 2014
FTA TV**, Press, Radio, Online



Top 5 Campaigns by Ad $ for 2014 (Jan-1 – Mar-31)

No.	Brand	Title & Summary	Ad $	Lead Creative
1	sportingbet	*Shane Warne Special* – TV campaign employing brand ambassador Shane Warne to endorse individual bet specials for Sportingbet Feb (83%), Mar (17%)	$1,278k	
2	TAB	*Australian Open* – TAB tactical TV campaign promoting a 'Money back' special on the Set betting market at Rod Laver Arena Jan (100%)	$738k	
3	Ladbrokes	*Cash in a flash* – TV campaign from Ladbrokes prompting branded card which allows users to collect winnings from an ATM immediately after an event Mar (100%)	$656k	
4	bet365	*Samuel Jackson* – Further campaign activity from Bet365 using brand ambassador 'Samuel Jackson' Jan (84%), Feb (10%), Mar (6%)	$340k	
5	sportsbet	*18 Point Special* – TV campaign for sportsbet's NRL special which offers 'Money back' if the chosen team scores 18 points or more and still looses Feb (2%), Mar (98%)	$272k	

Top 6 Brand Summary – April 1 2013 – March 31 2014

- ***TAB*** distributed spend across a number of campaigns with leading activity advertising TAB's 'Money back' special, the new TAB app and 'TAB Rewards' – Press led media (at 68%)
- ***Sportsbet*** similarly focused on predominantly tactical activity, introducing their own 'Money back' campaign as well as other event focused specials such as the Melbourne Cup and NRL grand final
- ***Sportingbet*** concentrated activity in TV (76%), with the brand's leading campaigns including the Melbourne Cup 'Top tote' as well as the 'Shane Warne Special'
- ***Tom Waterhouse*** spent almost exclusively in TV (99%) with month's April and May of 2013 accounting for just over 50% of total period spend
- ***Betfair*** led spend over the period in TV (76%), with their brand campaign 'Power to the punter' leading all campaigns and accounting for 44% of total period spend
- ***Tattsbet*** led spend in Press (65%) over the period with leading campaigns focusing on the Melbourne Cup

TAB

No.	1	2	3	4
Creative				
Spend	$738k	$446k	$340k	$171k

sportingbet

No.	1	2	3	4
Creative				
Spend	$2,813	$634k	$325k	$260k

betfair

No.	1	2	3	4
Creative				
Spend	$1,877k	$474k	$203k	$181k

sportsbet

No.	1	2	3	4
Creative				
Spend	$460k	$315k	$305k	$291k

TOM WATERHOUSE .COM ONLINE BETTING

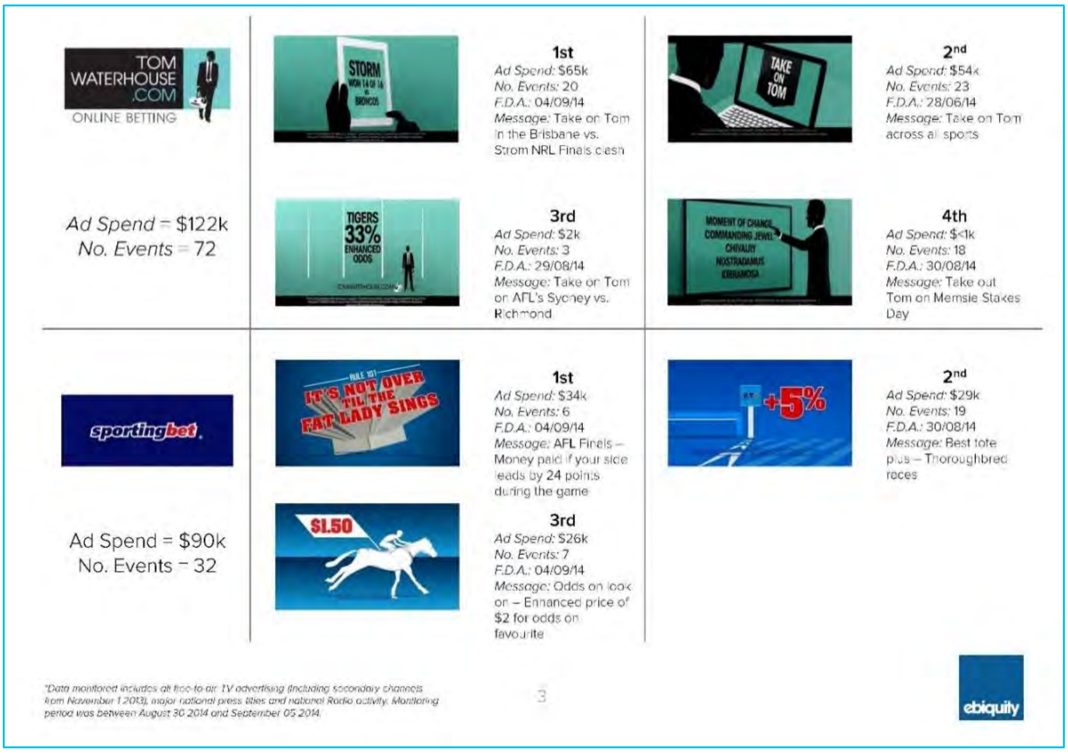
No.	1	2	3	4
Creative				
Spend	$529	$376k	$356k	$276k

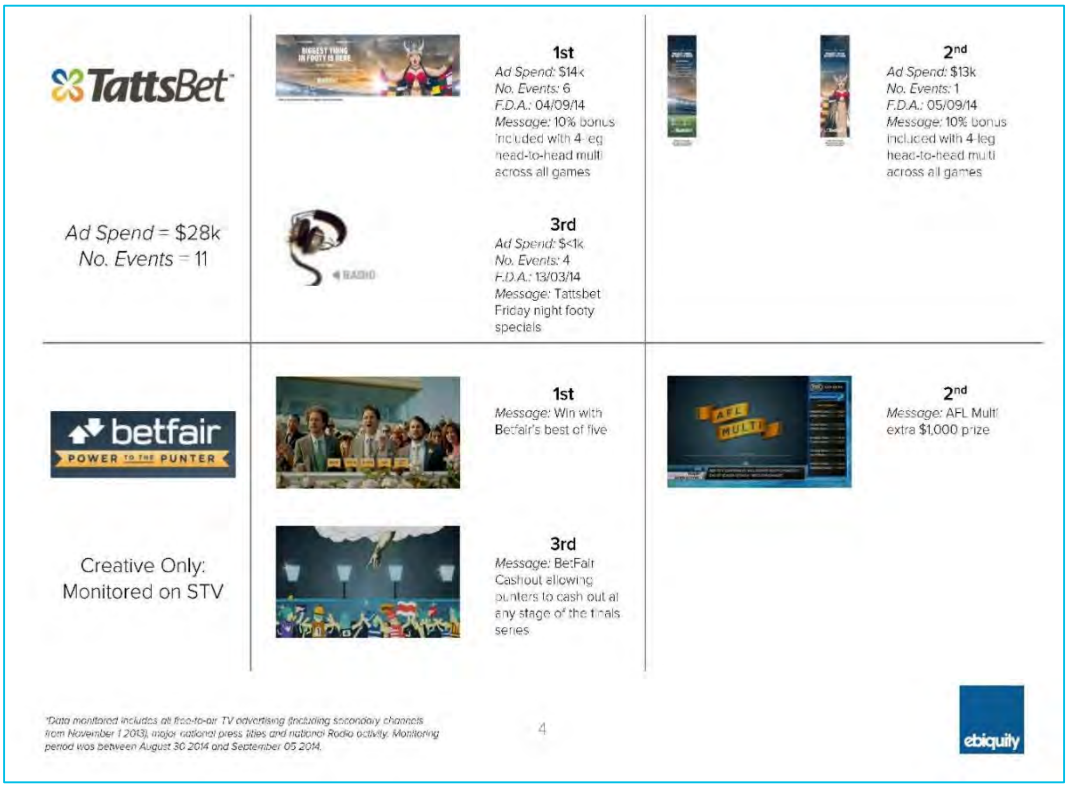
TattsBet

No.	1	2	3	4
Creative				
Spend	$401k	$261k	$49k	$39k

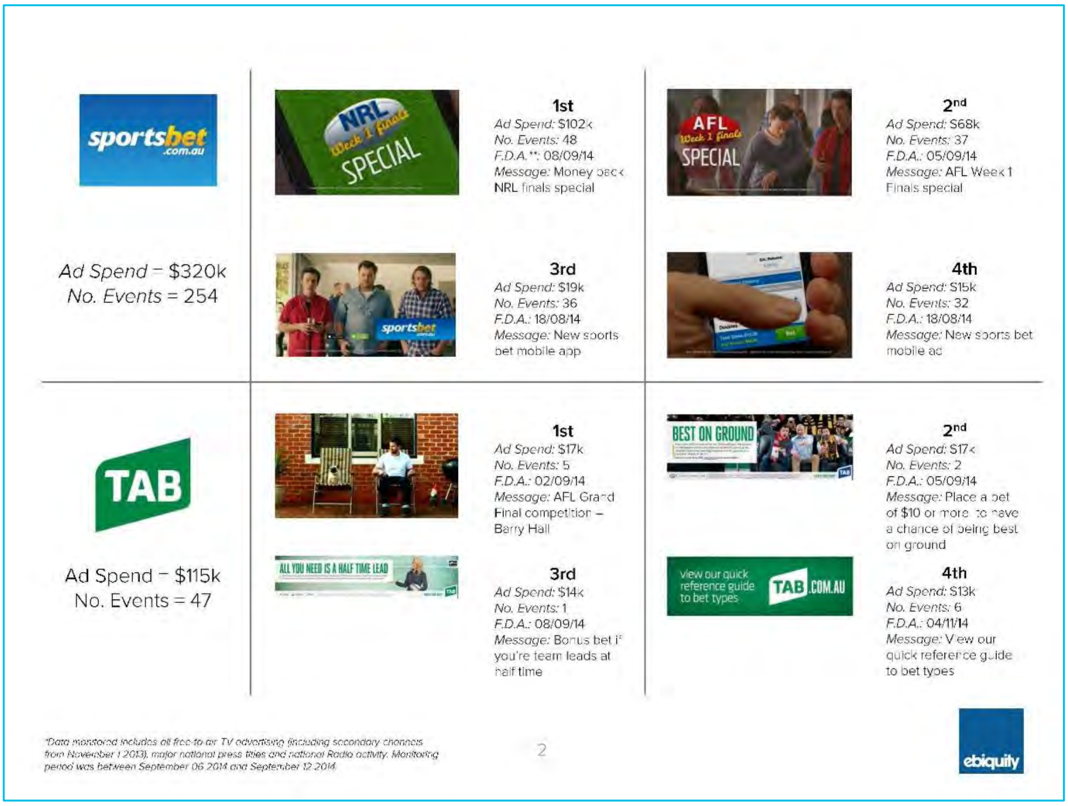
Appendix B: Advertising tracking reports

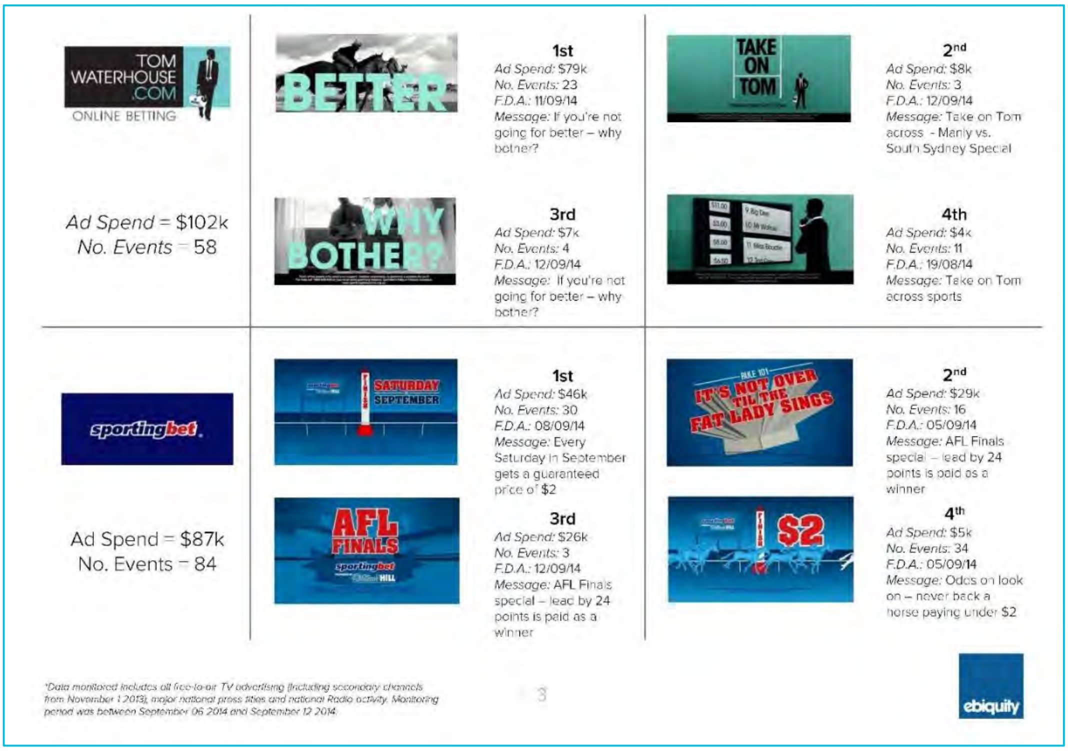
Online Betting Review – Week 1 (August 30 2014 – September 05 2014)




TattsBet
Ad Spend = $28k
No. Events = 11
1st
Ad Spend: $14k
No. Events: 6
F.D.A.: 04/09/14
Message: 10% bonus included with 4-leg head-to-head multi across all games
2nd
Ad Spend: $13k
No. Events: 1
F.D.A.: 05/09/14
Message: 10% bonus included with 4-leg head-to-head multi across all games
RADIO
3rd
Ad Spend: $<1k
No. Events: 4
F.D.A.: 13/03/14
Message: Tattsbet Friday night footy specials
betfair
POWER TO THE PUNTER
Creative Only: Monitored on STV
1st
Message: Win with Betfair's best of five
2nd
Message: AFL Multi extra $1,000 prize
AFL MULTI
3rd
Message: BetFair Cashout allowing punters to cash out at any stage of the finals series
*Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between August 30 2014 and September 05 2014.
4
ebiquity

Online Betting Review – Week 2 (September 6 2014 – September 12 2014)





ORC INTERNATIONAL

TattsBet

Ad Spend = $75k
No. Events = 27

1st
Ad Spend: $21k
No. Events: 1
F.D.A.: 12/09/14
Message: 10% bonus included with 4 leg head-to-head multi across all games

2nd
Ad Spend: $14k
No. Events: 5
F.D.A.: 12/09/14
Message: 10% bonus included with 4 leg head-to-head multi across all games

3rd
Ad Spend: $13k
No. Events: 2
F.D.A.: 12/09/14
Message: Tattsbet open 24/7 – never sleeps

4th
Ad Spend: $10k
No. Events: 7
F.D.A.: 12/09/14
Message: Tattsbet Friday night footy specials

betfair POWER TO THE PUNTER

Creative Only:
Monitored on STV

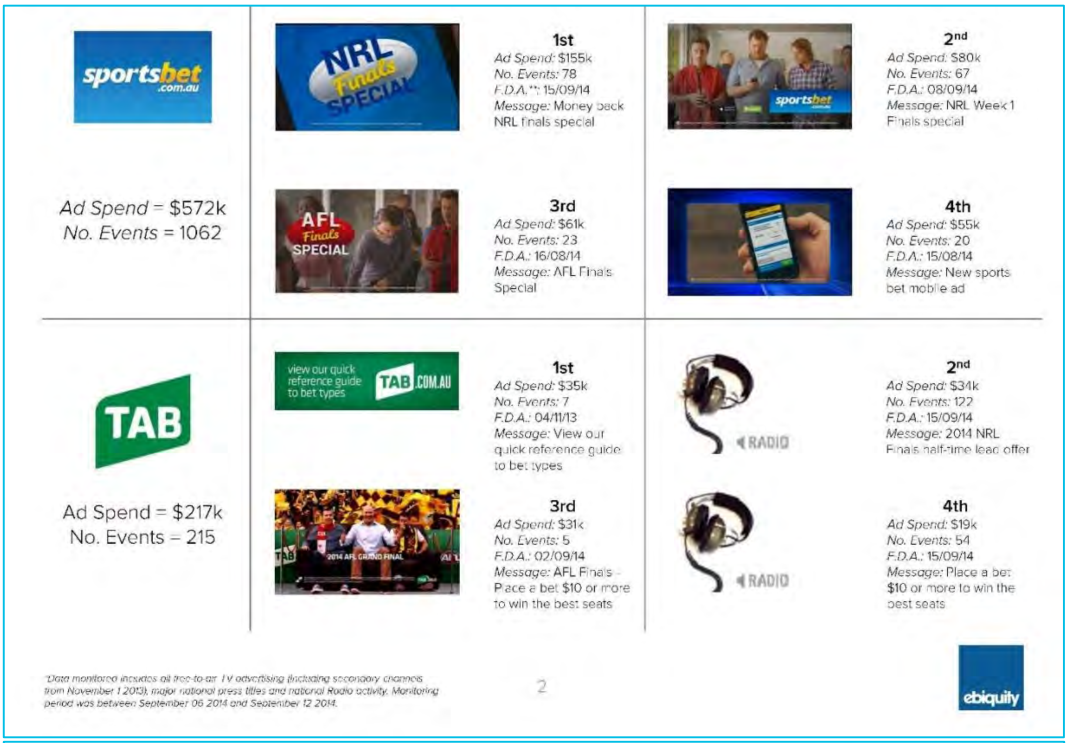
1st
Message: Win with Betfair's best of five

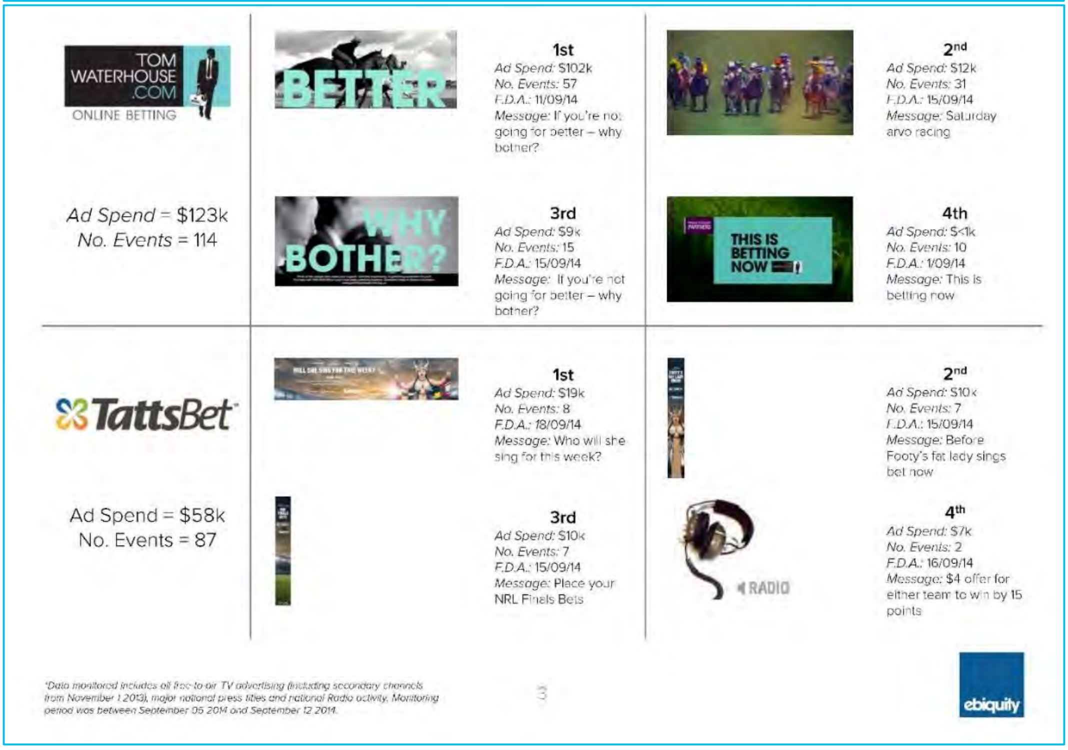
**Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between September 06 2014 and September 12 2014.*

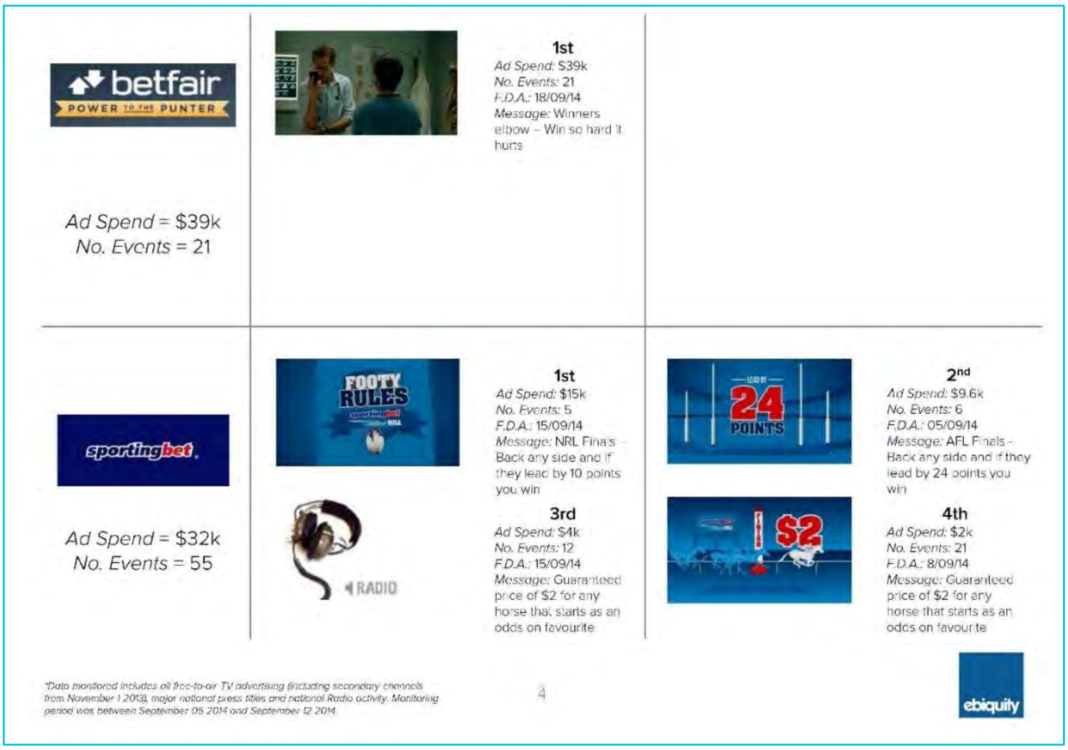
4

ebiquity

Online Betting Review – Week 3 (September 13 2014 – September 19 2014)

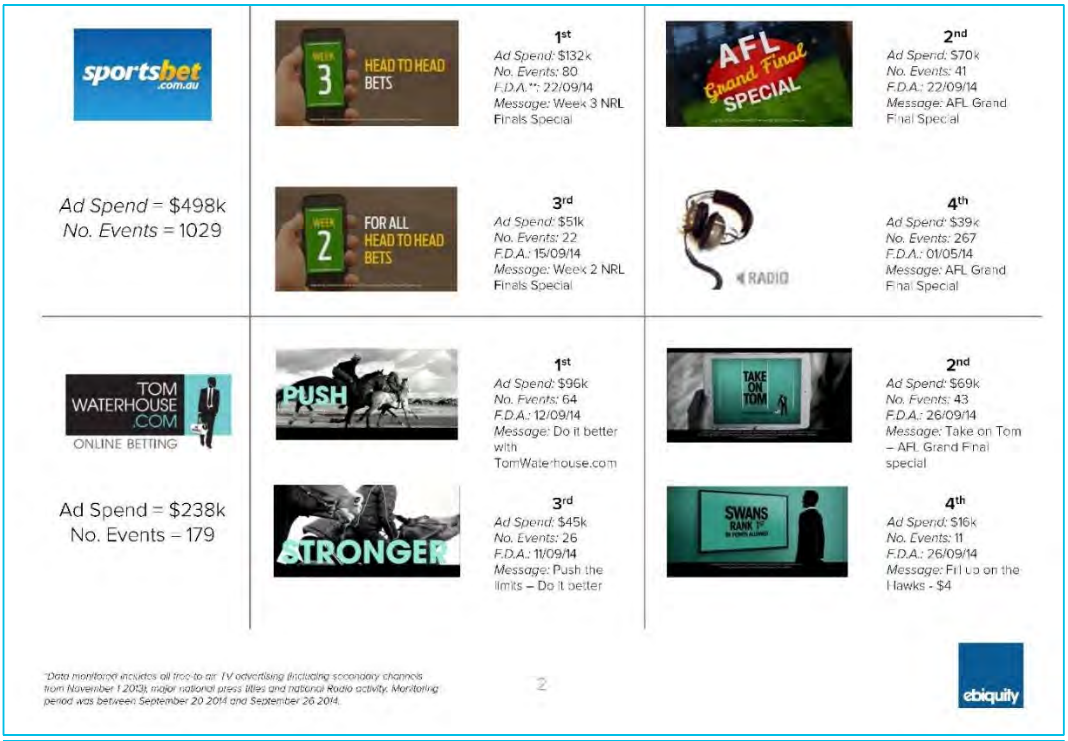


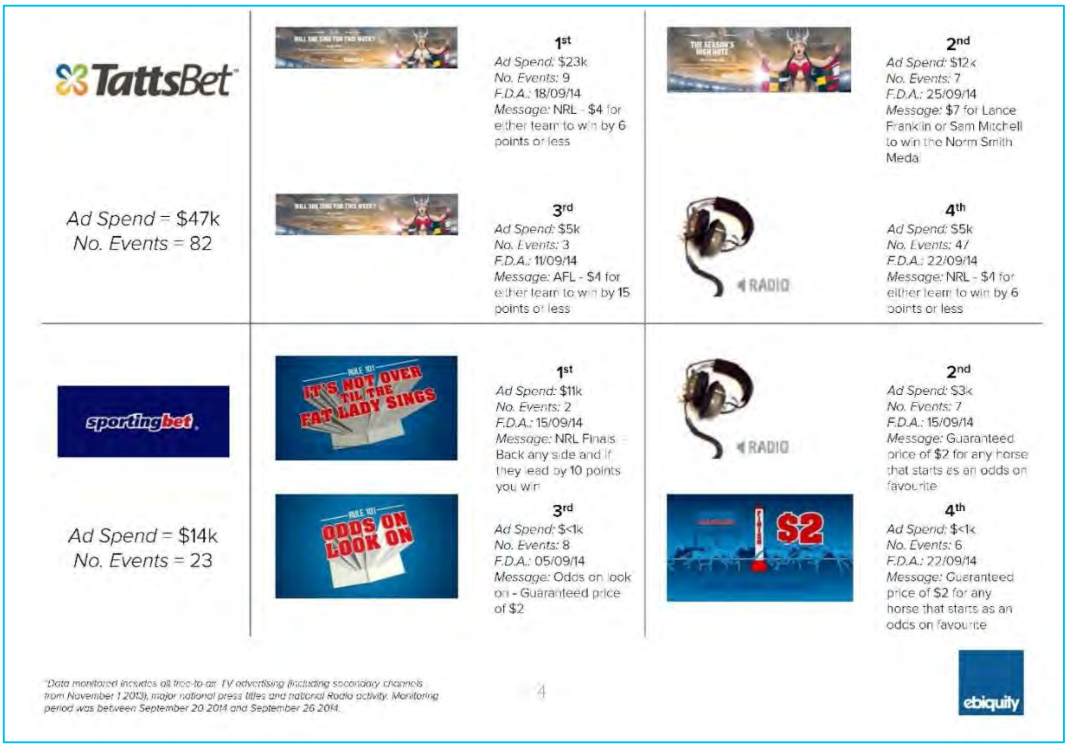




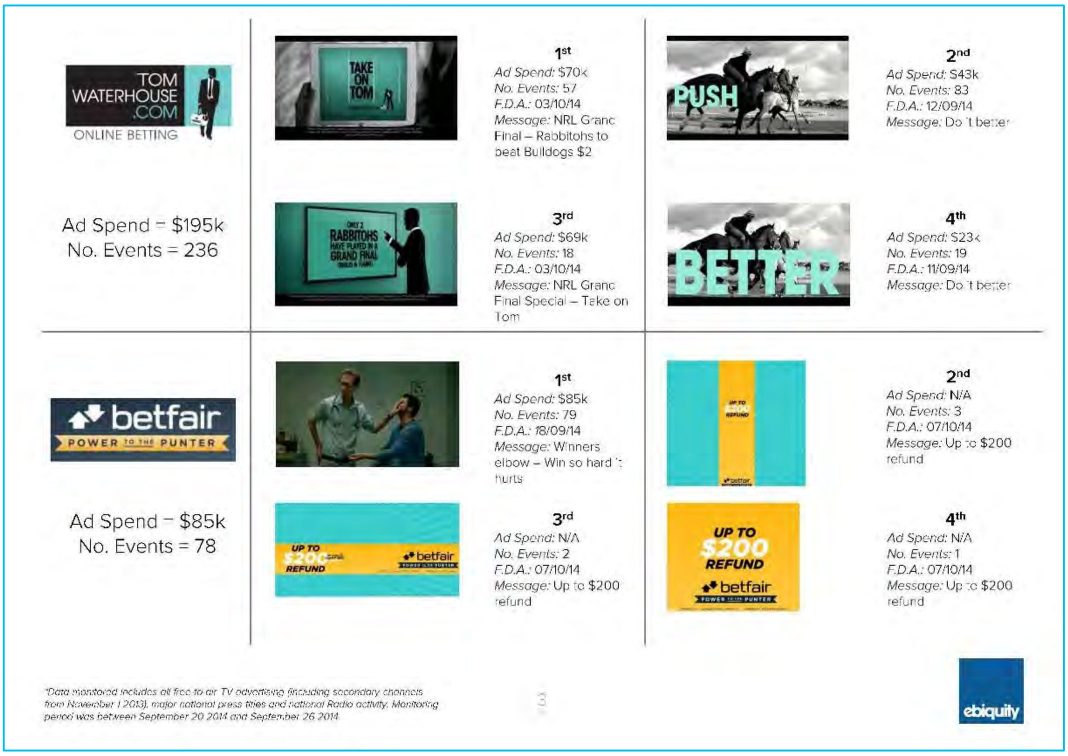
betfair
POWER TO THE PUNTER
Ad Spend = $39k
No. Events = 21
1st
Ad Spend: $39k
No. Events: 21
F.D.A.: 18/09/14
Message: Winners elbow – Win so hard it hurts
sportingbet
Ad Spend = $32k
No. Events = 55
FOOTY RULES
1st
Ad Spend: $15k
No. Events: 5
F.D.A.: 15/09/14
Message: NRL Finals – Back any side and if they lead by 10 points you win
24 POINTS
2nd
Ad Spend: $9.6k
No. Events: 6
F.D.A.: 05/09/14
Message: AFL Finals – Back any side and if they lead by 24 points you win
RADIO
3rd
Ad Spend: $4k
No. Events: 12
F.D.A.: 15/09/14
Message: Guaranteed price of $2 for any horse that starts as an odds on favourite
$2
4th
Ad Spend: $2k
No. Events: 21
F.D.A.: 8/09/14
Message: Guaranteed price of $2 for any horse that starts as an odds on favourite
*Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between September 05 2014 and September 12 2014.
4
ebiquity

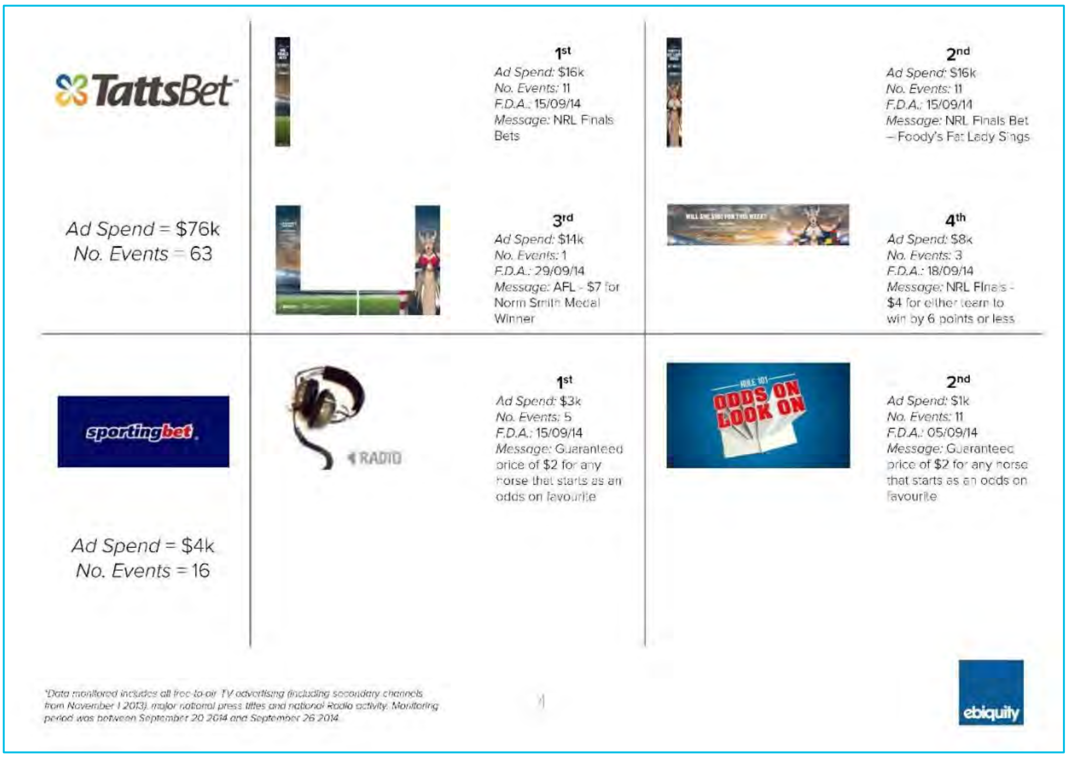
Online Betting Review – Week 4 (September 20 2014 – September 26 2014)




TattsBet
Ad Spend = $47k
No. Events = 82
WILL SHE SING FOR THIS WEEK?
1st
Ad Spend: $23k
No. Events: 9
F.D.A.: 18/09/14
Message: NRL - $4 for either team to win by 6 points or less
THE SEASON'S HIGH NOTE
2nd
Ad Spend: $12k
No. Events: 7
F.D.A.: 25/09/14
Message: $7 for Lance Franklin or Sam Mitchell to win the Norm Smith Medal
3rd
Ad Spend: $5k
No. Events: 3
F.D.A.: 11/09/14
Message: AFL - $4 for either team to win by 15 points or less
RADIO
4th
Ad Spend: $5k
No. Events: 47
F.D.A.: 22/09/14
Message: NRL - $4 for either team to win by 6 points or less
sportingbet
Ad Spend = $14k
No. Events = 23
RULE 101
IT'S NOT OVER TIL THE FAT LADY SINGS
1st
Ad Spend: $11k
No. Events: 2
F.D.A.: 15/09/14
Message: NRL Finals - Back any side and if they lead by 10 points you win
RADIO
2nd
Ad Spend: $3k
No. Events: 7
F.D.A.: 15/09/14
Message: Guaranteed price of $2 for any horse that starts as an odds on favourite
RULE 101
ODDS ON LOOK ON
3rd
Ad Spend: $<1k
No. Events: 8
F.D.A.: 05/09/14
Message: Odds on look on - Guaranteed price of $2
$2
4th
Ad Spend: $<1k
No. Events: 6
F.D.A.: 22/09/14
Message: Guaranteed price of $2 for any horse that starts as an odds on favourite
*Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between September 20 2014 and September 26 2014.
4
ebiquity

Online Betting Review – Week 5 (September 27 2014 – October 3 2014)




TattsBet
Ad Spend = $76k
No. Events = 63
1st
Ad Spend: $16k
No. Events: 11
F.D.A.: 15/09/14
Message: NRL Finals Bets
2nd
Ad Spend: $16k
No. Events: 11
F.D.A.: 15/09/14
Message: NRL Finals Bet – Foody's Fat Lady Sings
3rd
Ad Spend: $14k
No. Events: 1
F.D.A.: 29/09/14
Message: AFL - $7 for Norm Smith Medal Winner
4th
Ad Spend: $8k
No. Events: 3
F.D.A.: 18/09/14
Message: NRL Finals - $4 for either team to win by 6 points or less
sportingbet
Ad Spend = $4k
No. Events = 16
RADIO
1st
Ad Spend: $3k
No. Events: 5
F.D.A.: 15/09/14
Message: Guaranteed price of $2 for any horse that starts as an odds on favourite
ODDS ON LOOK ON
2nd
Ad Spend: $1k
No. Events: 11
F.D.A.: 05/09/14
Message: Guaranteed price of $2 for any horse that starts as an odds on favourite
*Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between September 20 2014 and September 26 2014
ebiquity

ORC INTERNATIONAL

Online Betting Review – Week 6 (October 4 2014 – October 10 2014)

sportsbet.com.au

Ad Spend = $622k
No. Events = 789

1st
Ad Spend: $237k
No. Events: 303
*F.D.A.**:* 08/10/14
Message: Caulfield Guineas and Thousands Guineas bet special

2nd
Ad Spend: $66k
No. Events: 83
F.D.A.: 30/09/14
Message: Sportsbet mobile App – "fasterer, betterer"

3rd
Ad Spend: $57k
No. Events: 86
F.D.A.: 30/09/14
Message: Hand holder: All new sports bet mobile app

4th
Ad Spend: $50k
No. Events: 1
F.D.A.: 10/10/14
Message: Money back if your horse runs 2nd or 3rd

TOM WATERHOUSE.COM ONLINE BETTING

Ad Spend = $168k
No. Events = 193

1st
Ad Spend: $72k
No. Events: 88
F.D.A.: 12/09/14
Message: Do it better

2nd
Ad Spend: $71k
No. Events: 39
F.D.A.: 11/09/14
Message: Do it better

3rd
Ad Spend: $12k
No. Events: 39
F.D.A.: 03/10/14
Message: NRL Grand Final – Rabbitohs to beat Bulldogs $2

4th
Ad Spend: $3k
No. Events: 5
F.D.A.: 15/09/14
Message: Go better

**Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between October 04 2014 and October 10 2014*

2

ebiquity

TAB

Ad Spend = $158k
No. Events = 121

1st
Ad Spend: $44k
No. Events: 1
F.D.A.: Bonus Bet if selection runs 2nd or 3rd

2nd
Ad Spend: $16k
No. Events: 23
F.D.A.: 29/09/14
Message: Its Betting Season – "Time to go shopping"

3rd
Ad Spend: $15k
No. Events: 1
F.D.A.: 10/10/14
Message: Luck of the draw – A League special

4th
Ad Spend: $15k
No. Events: 1
F.D.A.: 10/10/14
Message: Bonus Bet if selection runs 2nd or 3rd

TattsBet

Ad Spend = $133k
No. Events = 23

1st
Ad Spend: $75k
No. Events: 1
F.D.A.: 07/10/14
Message: The season's high note – Greg Inglis or Josh Reynolds

2nd
Ad Spend: $30k
No. Events: 2
F.D.A.: 02/10/14
Message: The season's high note – Greg Inglis or Josh Reynolds

3rd
Ad Spend: $7k
No. Events: 5
F.D.A.: 15/09/14
Message: Before the Fat lady sings

4th
Ad Spend: $7k
No. Events: 5
F.D.A.: 15/09/14
Message: NRL Finals bet

**Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between October 04 2014 and October 10 2014*

3

ebiquity

betfair POWER TO THE PUNTER

Ad Spend = $71k
No. Events = 73

1st
Ad Spend: $71k
No. Events: 69
F.D.A.: 18/09/14
Message: Winners elbow – Win so hard it hurts

3rd
Ad Spend: N/A
No. Events: 1
F.D.A.: 07/10/14
Message: Up to $200 refund

2nd
Ad Spend: N/A
No. Events: 3
F.D.A.: 07/10/14
Message: Up to $200 refund

sportingbet

Ad Spend = $6k
No. Events = 12

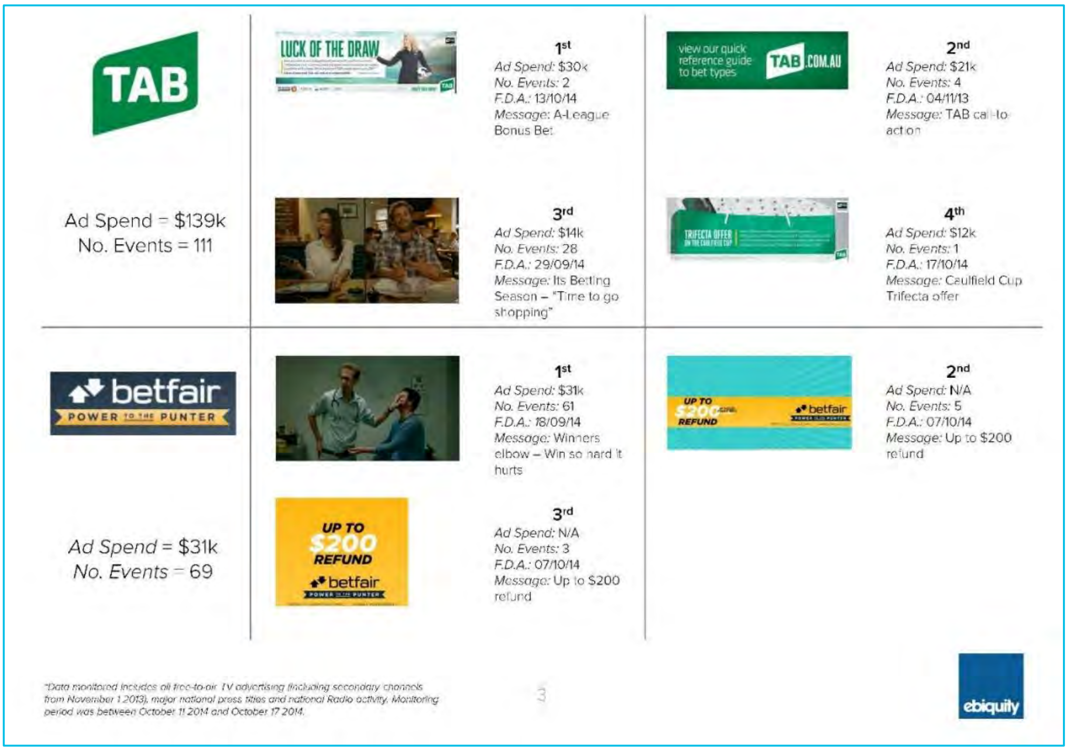
1st
Ad Spend: $6k
No. Events: 12
F.D.A.: 07/09/14
Message: Group 1 Turnbull Stakes – Refund Bonus Bet of up to $100

**Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between October 04 2014 and October 10 2014.*

4

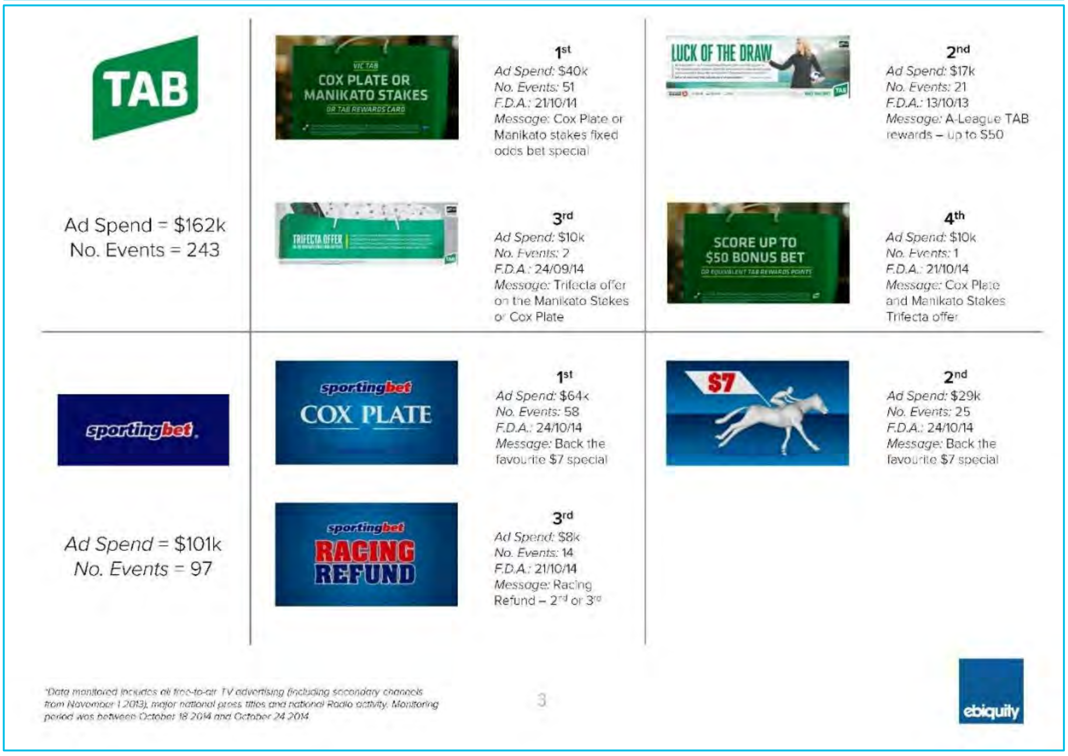
ebiquity

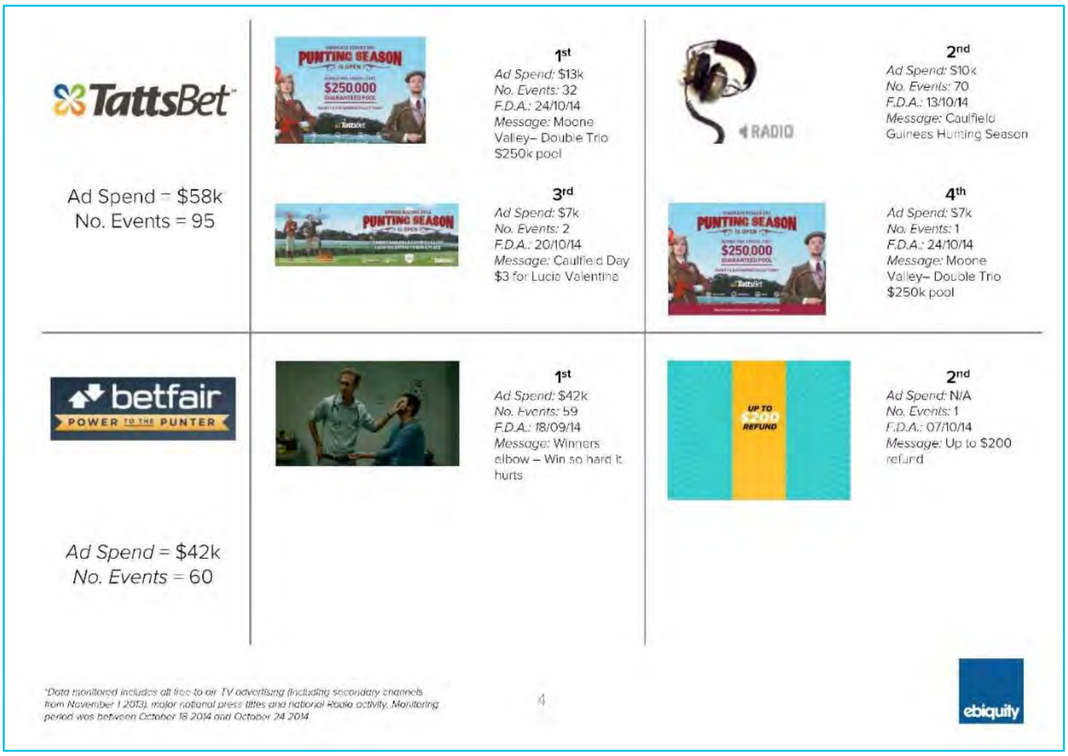
Online Betting Review – Week 7 (October 11 2014 – October 17 2014)



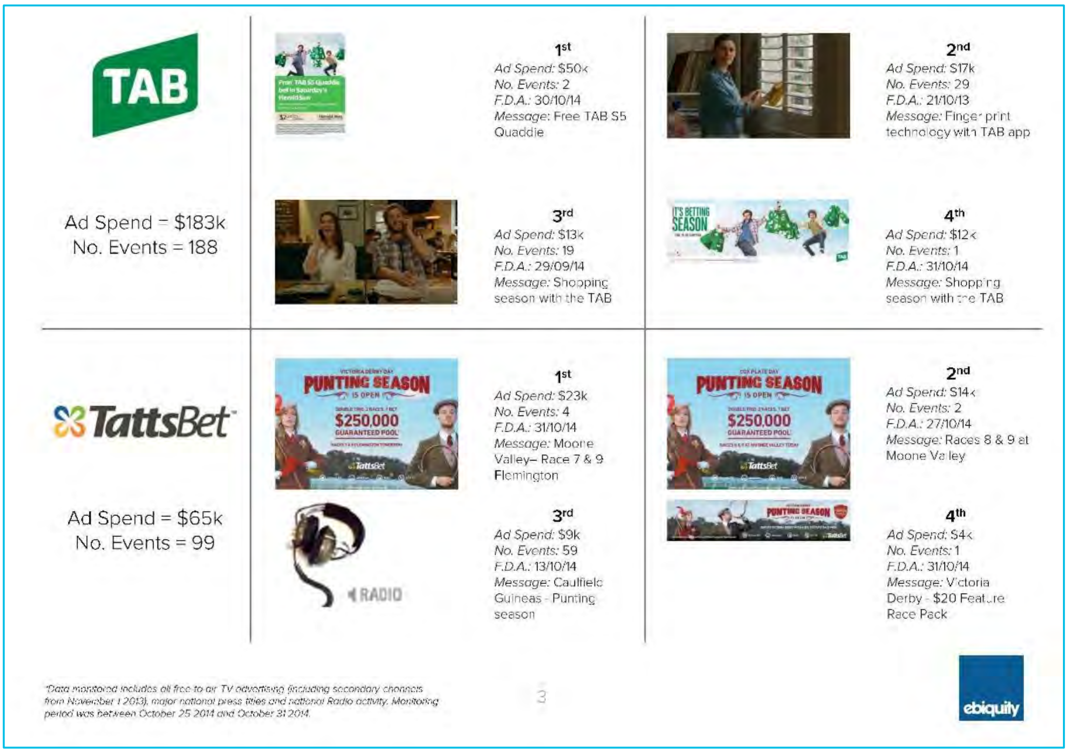

TattsBet
Ad Spend = $26k
No. Events = 11
1st
Ad Spend: $6k
No. Events: 3
F.D.A.: 17/10/14
Message: Caulfield Day – Double Trio
2nd
Ad Spend: $4k
No. Events: 1
F.D.A.: 14/10/14
Message: Caulfield Day
3rd
Ad Spend: $4k
No. Events: 1
F.D.A.: 14/10/14
Message: Caulfield Day $3
4th
Ad Spend: $4k
No. Events: 1
F.D.A.: 17/10/14
Message: Caulfield Day - Double Trio
sportingbet
Ad Spend = $1k
No. Events = 16
CAULFIELD GUINEAS
1st
Ad Spend: $1k
No. Events: 16
F.D.A.: 13/10/14
Message: Group 1 Caulfield Guineas Special
*Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between October 11 2014 and October 17 2014.
4
ebiquity

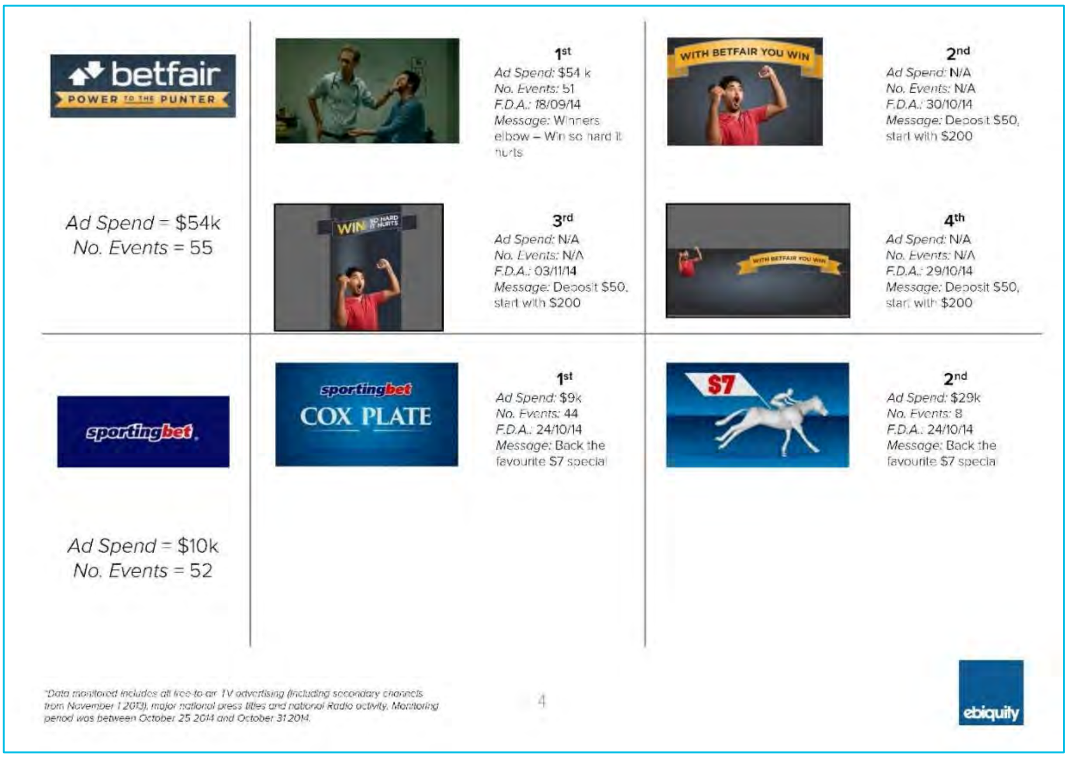
Online Betting Review – Week 8 (October 18 2014 – October 24 2014)




TattsBet
Ad Spend = $58k
No. Events = 95
1st
Ad Spend: $13k
No. Events: 32
F.D.A.: 24/10/14
Message: Moone Valley– Double Trio $250k pool
2nd
Ad Spend: $10k
No. Events: 70
F.D.A.: 13/10/14
Message: Caulfield Guineas Hunting Season
RADIO
3rd
Ad Spend: $7k
No. Events: 2
F.D.A.: 20/10/14
Message: Caulfield Day $3 for Lucia Valentina
4th
Ad Spend: $7k
No. Events: 1
F.D.A.: 24/10/14
Message: Moone Valley– Double Trio $250k pool
PUNTING SEASON
$250,000
betfair
POWER TO THE PUNTER
Ad Spend = $42k
No. Events = 60
1st
Ad Spend: $42k
No. Events: 59
F.D.A.: 18/09/14
Message: Winners elbow – Win so hard it hurts
2nd
Ad Spend: N/A
No. Events: 1
F.D.A.: 07/10/14
Message: Up to $200 refund
*Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between October 18 2014 and October 24 2014
4
ebiquity

Online Betting Review – Week 9 (October 25 2014 – October 31 2014)




betfair
POWER TO THE PUNTER
Ad Spend = $54k
No. Events = 55
1st
Ad Spend: $54 k
No. Events: 51
F.D.A.: 18/09/14
Message: Winners elbow – Win so hard it hurts
2nd
WITH BETFAIR YOU WIN
Ad Spend: N/A
No. Events: N/A
F.D.A.: 30/10/14
Message: Deposit $50, start with $200
3rd
WIN SO HARD IT HURTS
Ad Spend: N/A
No. Events: N/A
F.D.A.: 03/11/14
Message: Deposit $50, start with $200
4th
WITH BETFAIR YOU WIN
Ad Spend: N/A
No. Events: N/A
F.D.A.: 29/10/14
Message: Deposit $50, start with $200
sportingbet
Ad Spend = $10k
No. Events = 52
1st
sportingbet
COX PLATE
Ad Spend: $9k
No. Events: 44
F.D.A.: 24/10/14
Message: Back the favourite $7 special
2nd
$7
Ad Spend: $29k
No. Events: 8
F.D.A.: 24/10/14
Message: Back the favourite $7 specia
*Data monitored includes all free-to-air TV advertising (including secondary channels from November 1 2013), major national press titles and national Radio activity. Monitoring period was between October 25 2014 and October 31 2014.
4
ebiquity

Appendix C: Social Media Review

22 September – 03 October 2014

Social Media Review: Executive Summary

sportsbet
- Sportsbet recorded consistent increases in both Facebook 'Likes' (+0.33%) and Twitter Followers (+0.43%).
- Core Social Media content was based around the NRL and AFL Grand Finals.

TAB
- TAB recorded increases in both Facebook 'Likes' (+0.17%) and Twitter Followers (+0.79%).
- Social Media content was across a wide range of sports: NRL, AFL, Racing, A-League, EPL, MLB

TattsBet
- TattsBet recorded the highest increase in Facebook 'Likes' (+0.92%) but one of the lowest in Twitter (+0.16%).
- Core Social Media content was founded in its paid media advertising campaign i.e. Fat Lady Sings
- Only Facebook monitored activity

TOM WATERHOUSE .COM
- Tom Waterhouse recorded consistent increases in both Facebook 'Likes' (+0.59%) and Twitter (+0.41%).
- Core Social Media content was based around Social Media competitors awarding the Best AFL/NRL Players of 2014

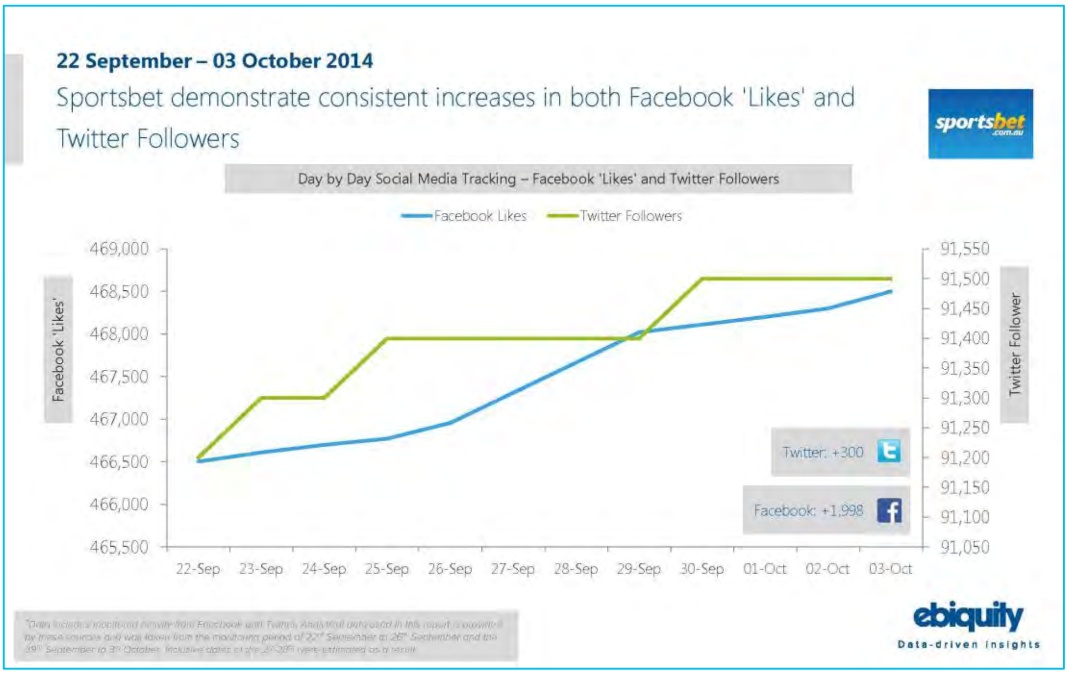
sportingbet
- Sportsbet recorded slight increases in Facebook 'Likes' (+0.14%) and no increase in Twitter Followers.
- Core Social Media content was based around the NRL/AFL Finals as well as the Cox Plate Race Day (sponsored by Sportingbet)

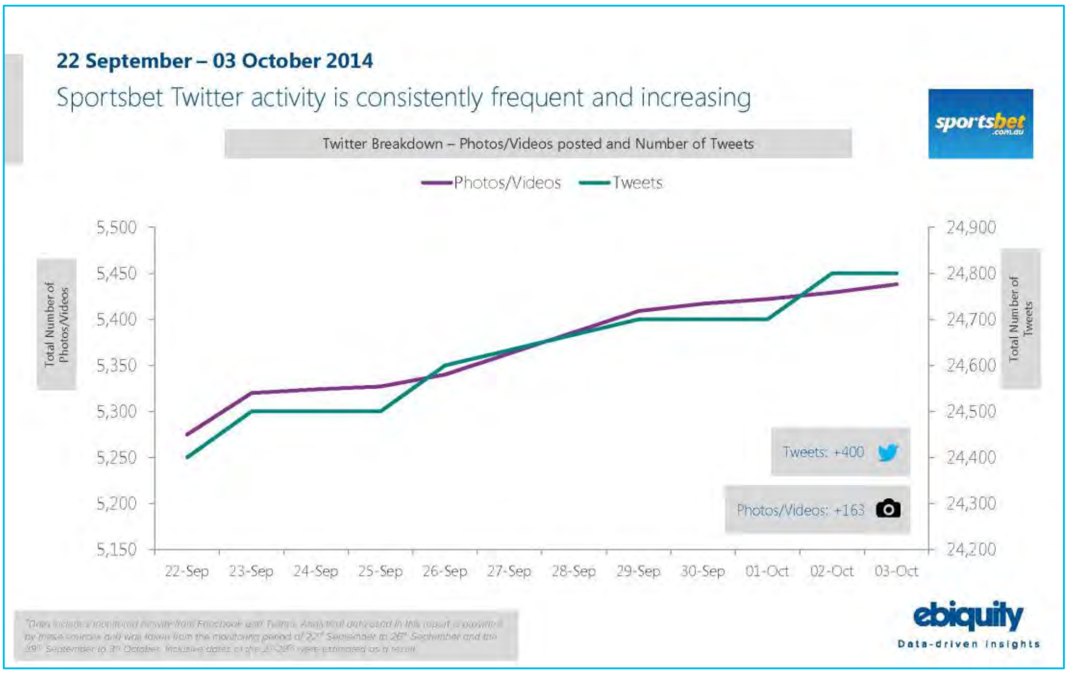
betfair
- Betfair recorded consistent increases in both Facebook 'Likes' (+0.79%) and Twitter Followers (+0.34%).
- Social Media content was primarily based around horse racing with special attention given to Lankan Rupee (2014 Australian Horse of the Year Winner)

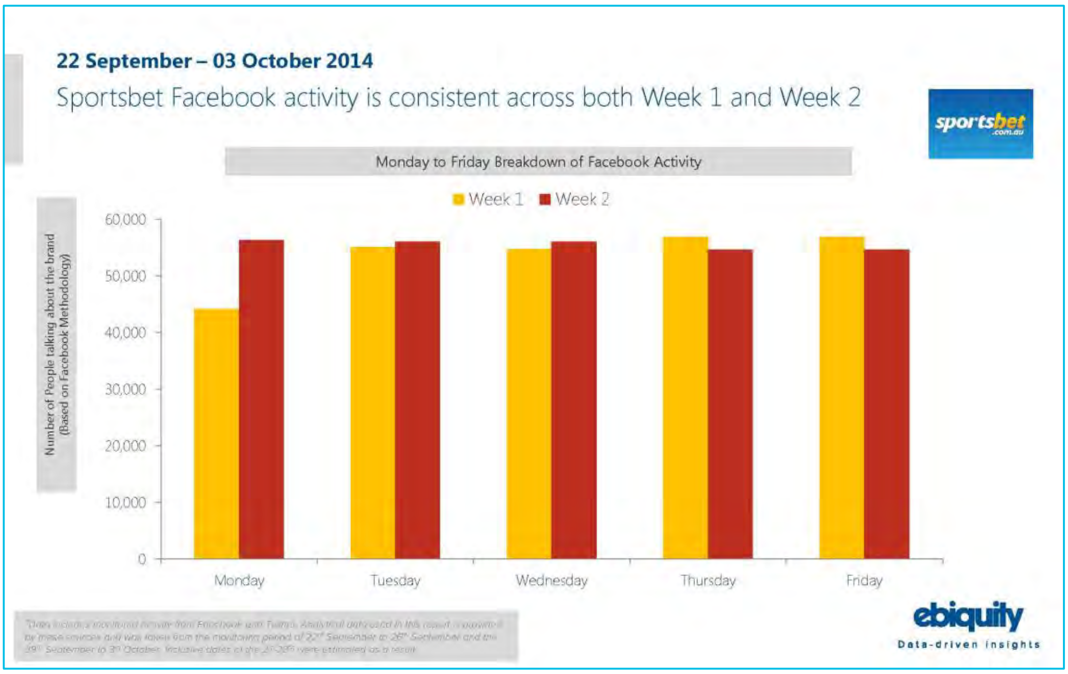
Data includes monitored activity from Facebook and Twitter. Analytical data used in this report is provided by these sources and was taken from the monitoring period of 22nd September to 26th September and the 29th September to 3rd October. Inclusive dates of the 27-28th were estimated as a result.

ebiquity
Data-driven insights

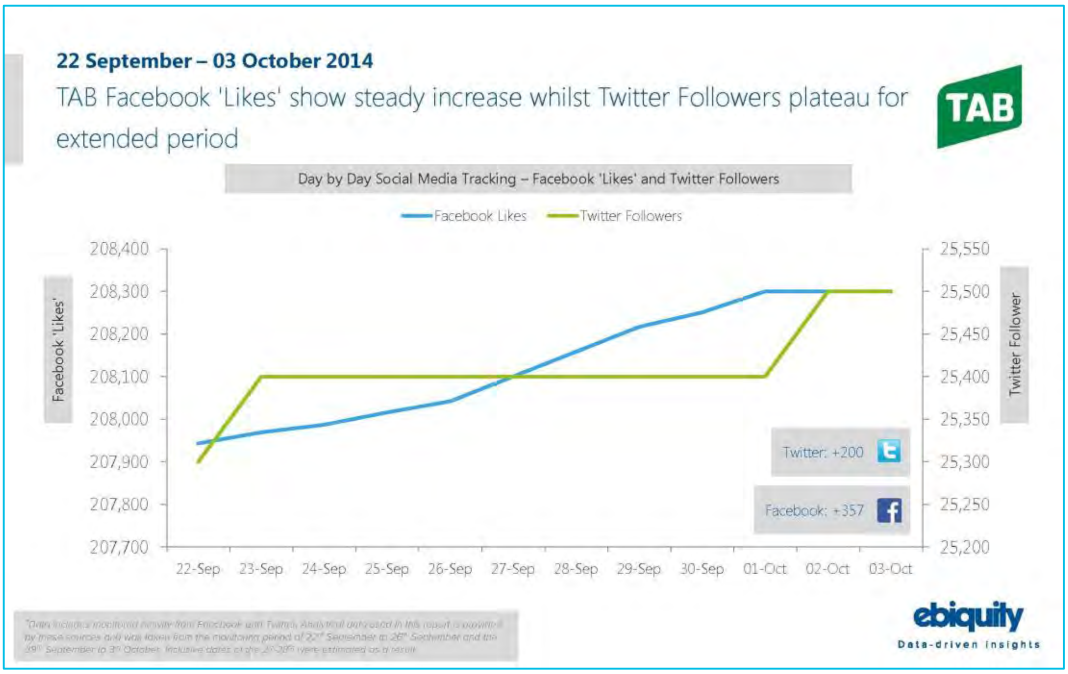

sportsbet .com.au
SOCIAL MEDIA REVIEW
Facebook
22nd Sept: "Congratulations Matt Priddis" – Brownlow Medal Winner
27th Sept: Humorous excerpt from an interview between ex-AFL star Campbell Brown and Sir Tom Jones (Famous Singer). 28th Sept:
27th Sept: Sydney Swans Micro-Figures
29th Sept: Discussion post on Dally M. Medal tie between Johnathan Thurston and Jarryd Hayne
30th Sept: Discussion post on Isaac Luke's Judicairy
Twitter
Twitter activity reflects Facebook activity with majority of posts revolved around building discussion for the AFL and NRL Grand Final.
ebiquity
Data-driven insights


22 September – 03 October 2014
Sportsbet demonstrate consistent increases in both Facebook 'Likes' and Twitter Followers
sportsbet .com.au
Day by Day Social Media Tracking – Facebook 'Likes' and Twitter Followers
Facebook Likes
Twitter Followers
Facebook 'Likes'
469,000
468,500
468,000
467,500
467,000
466,500
466,000
465,500
Twitter Follower
91,550
91,500
91,450
91,400
91,350
91,300
91,250
91,200
91,150
91,100
91,050
Twitter: +300
Facebook: +1,998
22-Sep
23-Sep
24-Sep
25-Sep
26-Sep
27-Sep
28-Sep
29-Sep
30-Sep
01-Oct
02-Oct
03-Oct
ebiquity
Data-driven insights

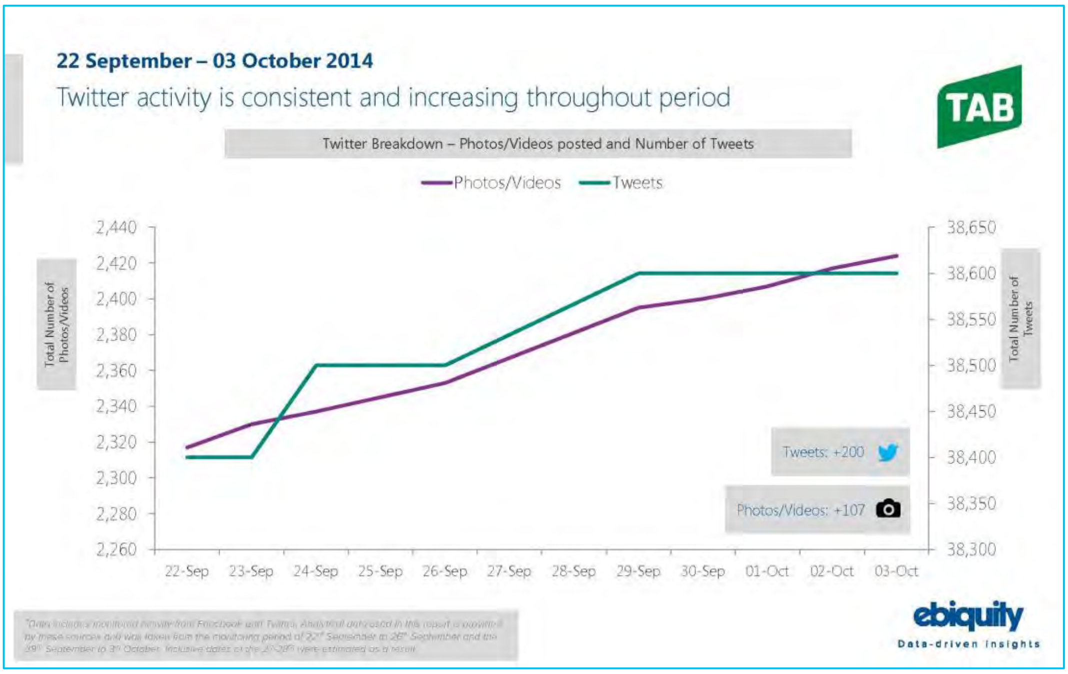

22 September – 03 October 2014
Sportsbet Twitter activity is consistently frequent and increasing
sportsbet.com.au
Twitter Breakdown – Photos/Videos posted and Number of Tweets
Photos/Videos
Tweets
Total Number of Photos/Videos
5,500
5,450
5,400
5,350
5,300
5,250
5,200
5,150
Total Number of Tweets
24,900
24,800
24,700
24,600
24,500
24,400
24,300
24,200
Tweets: +400
Photos/Videos: +163
22-Sep
23-Sep
24-Sep
25-Sep
26-Sep
27-Sep
28-Sep
29-Sep
30-Sep
01-Oct
02-Oct
03-Oct
ebiquity
Data-driven insights

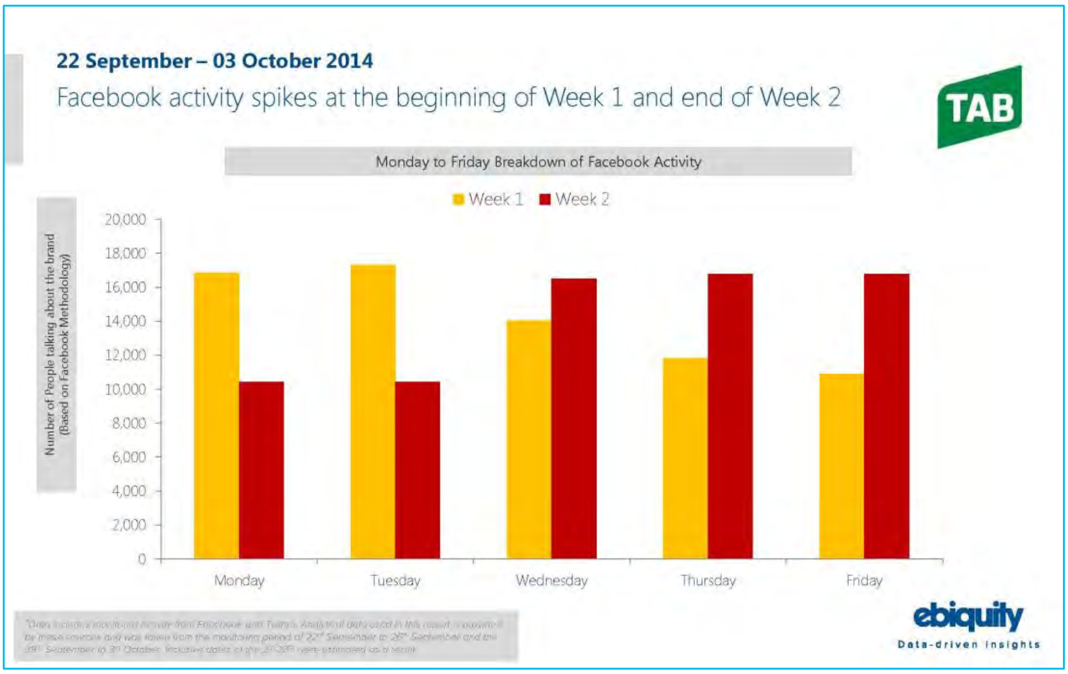

22 September – 03 October 2014
Sportsbet Facebook activity is consistent across both Week 1 and Week 2
sportsbet.com.au
Monday to Friday Breakdown of Facebook Activity
Week 1
Week 2
Number of People talking about the brand (Based on Facebook Methodology)
60,000
50,000
40,000
30,000
20,000
10,000
0
Monday
Tuesday
Wednesday
Thursday
Friday
ebiquity
Data-driven insights


TAB
SOCIAL MEDIA REVIEW
Facebook
27th Sept: Video post of the making of the Tab Couch for the AFL Grand Final Day
28th Sept: Discussion post counting down the NRL Grand Final
29th Sept: Post of a punter's winning ticket: $10 Multi-bet paying out $99,722.20 following the Hawks AFL Grand Final win
1st Oct: Western Sydney Wanderers are through to the AFC Champions League Final
1st Oct: TAB donate $100k to charity to send George Piggins to the NRL Grand Final
1st Oct: Punting Makeover competition: VIP of Stakes Day with $14k worth of TAB vouchers
3rd Oct: NRL Grand Final Competition for 'STHS14' or 'DOGS14' Licence plates
Twitter
TAB activity reflects Facebook activity with Australian sports and Australian racing receiving the majority of coverage. Other activity includes TAB's coverage of Football's EPL and Major League Baseball.
ebiquity
Data-driven insights


22 September – 03 October 2014
TAB Facebook 'Likes' show steady increase whilst Twitter Followers plateau for extended period
TAB
Day by Day Social Media Tracking – Facebook 'Likes' and Twitter Followers
Facebook Likes
Twitter Followers
Facebook 'Likes'
Twitter Follower
208,400
208,300
208,200
208,100
208,000
207,900
207,800
207,700
25,550
25,500
25,450
25,400
25,350
25,300
25,250
25,200
22-Sep
23-Sep
24-Sep
25-Sep
26-Sep
27-Sep
28-Sep
29-Sep
30-Sep
01-Oct
02-Oct
03-Oct
Twitter: +200
Facebook: +357
ebiquity
Data-driven insights

ORC INTERNATIONAL





TattsBet

SOCIAL MEDIA REVIEW

Facebook

26th Sept: Humorous Sam Burgess and Russel Crowe post supporting the Rabbitohs

26th Sept: 'Fatty Lady Sings' campaign announces the Roosters finish to the season

27th Sept: AFL Grand Final betting promotion: Tip winning margin and norm smith winner for a chance to win a $500

27th Sept: "Hawks go back-to-back!"

29th Sept: 'Fatty Lady Sings' campaign announces the Panthers finish to the season

Twitter

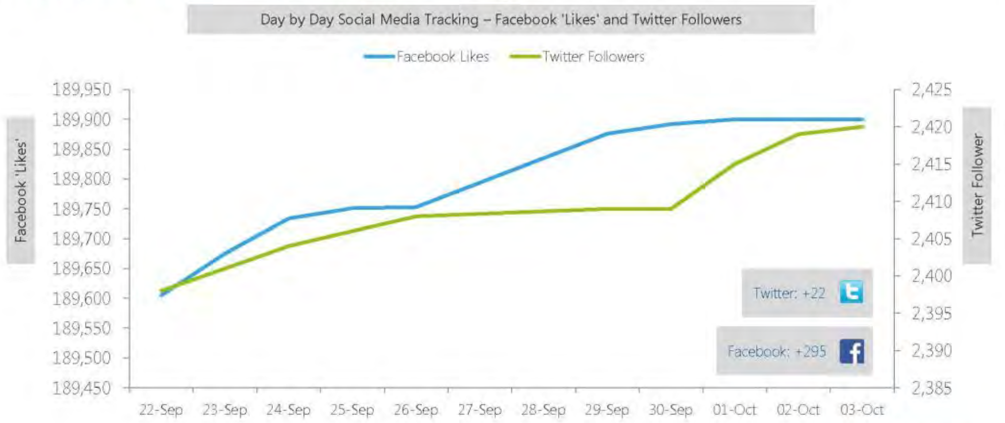
Tatts.com released no activity during monitored period

ebiquity
Data-driven insights

22 September – 03 October 2014

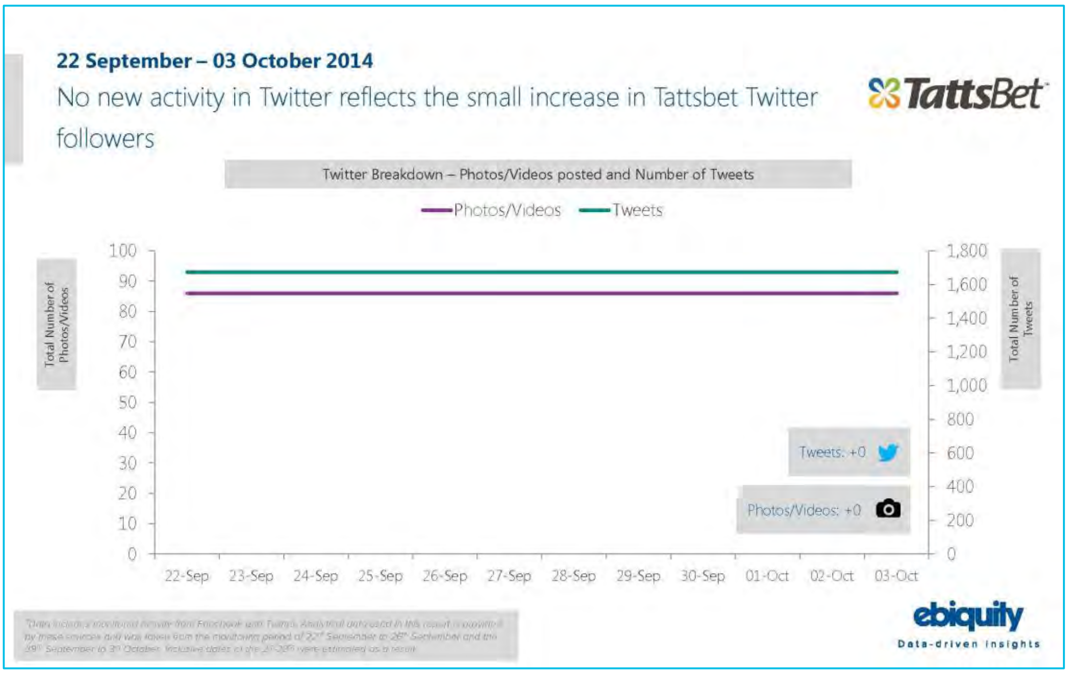
TattsBet Facebook 'Likes' shows strong increases of 295 (almost a full 1%), whilst Twitter followers only increases by 22

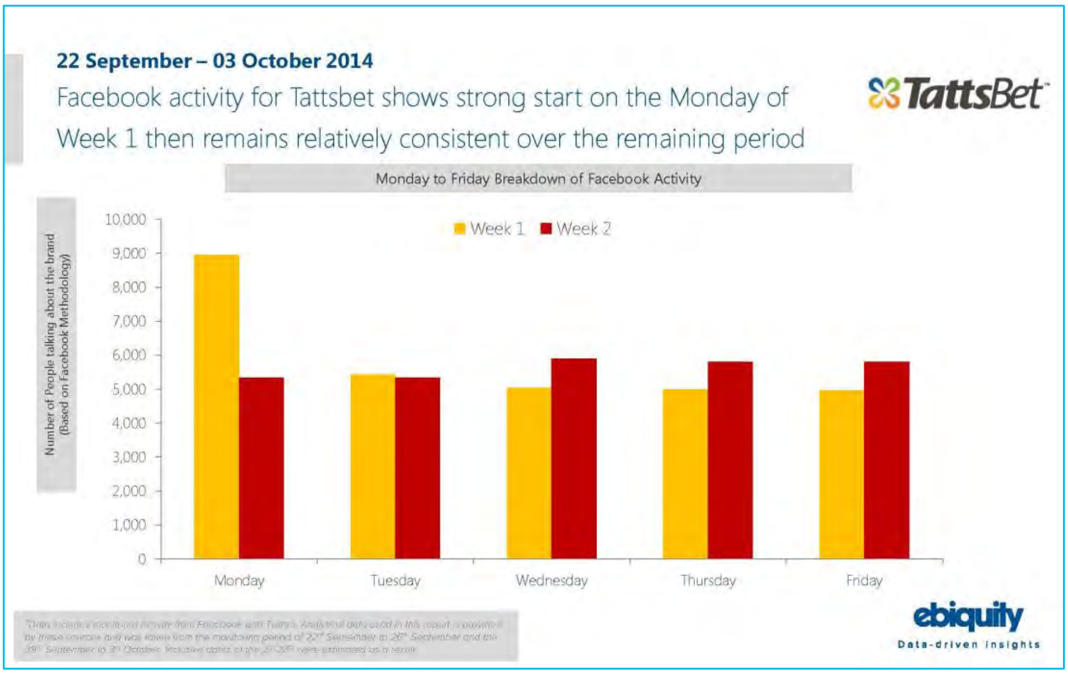
TattsBet



ebiquity
Data-driven insights

ORC INTERNATIONAL





ORC INTERNATIONAL

TOM WATERHOUSE .COM ONLINE BETTING

SOCIAL MEDIA REVIEW

Facebook

22nd Sept: QF2 of Tom Waterhouse's NRL Player of the Year – Kieran Foran vs Ben Hunt – Users vote by comments
23rd Sept: QF2 of Tom Waterhouse's AFL Player of the Year – Nat Fyfe vs Jordan Lewis – Users vote by comments
24th Sept: QF2 of Tom Waterhouse's NRL Player of the Year – Sam Burgess vs Cameron Smith– Users vote by comments
24th Sept: QF2 of Tom Waterhouse's AFL Player of the Year – Joel Selwood vs Robbie Gray – Users vote by comments
25th Sept: QF2 of Tom Waterhouse's AFL Player of the Year – Lance Franklin vs Jarryd Roughead – Users vote by comments
27th Sept: Betting Promotion – 'Take on Tom' Hawks to Win by $4
27th Sept: SF2 of Tom Waterhouse's AFL Player of the Year – Lance Franklin vs Joel Selwood – Users vote by comments
29th Sept: Grand Final of Tom Waterhouse's AFL Player of the Year – Joel Selwood vs Gary Ablett– Users vote by comments
2nd Oct: Australian Horse of the Year promotion: Fiorente vs Lankan Rupee
3rd Oct: Clive Churchill Medal promotion

Twitter

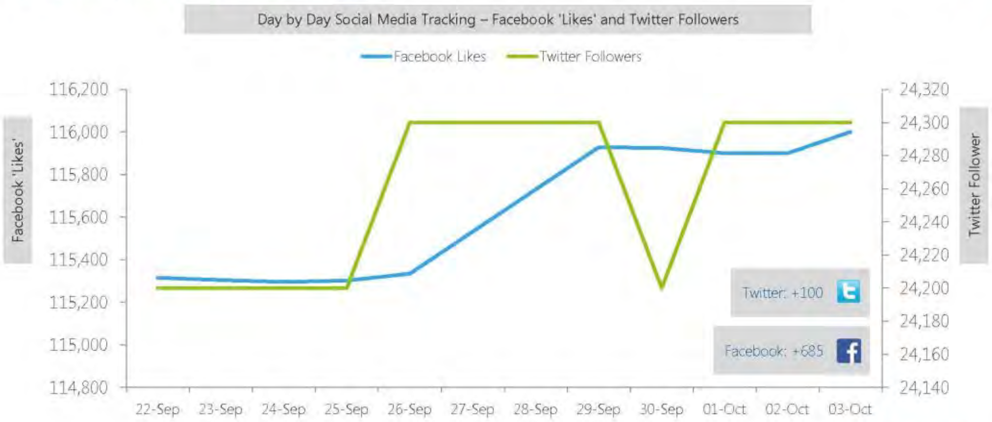
Twitter activity focuses on daily 'Take on Tom' bets revolving mainly around Horse Racing odds. Other Take on Tom Bets include the Rabbitons (pushed up to $2) and the Hawks (pushed up to $4) in their respective code finals.

ebiquity Data-driven insights

22 September – 03 October 2014

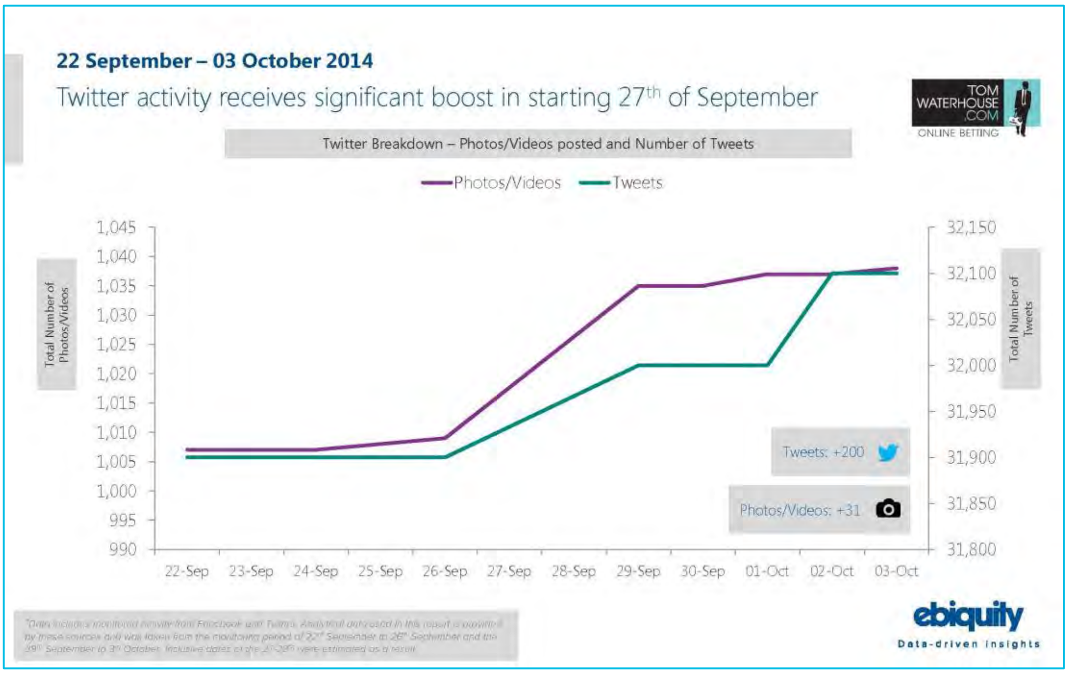
Tom Waterhouse represents the only monitored brand to reflect a decrease at some point in Twitter Followers

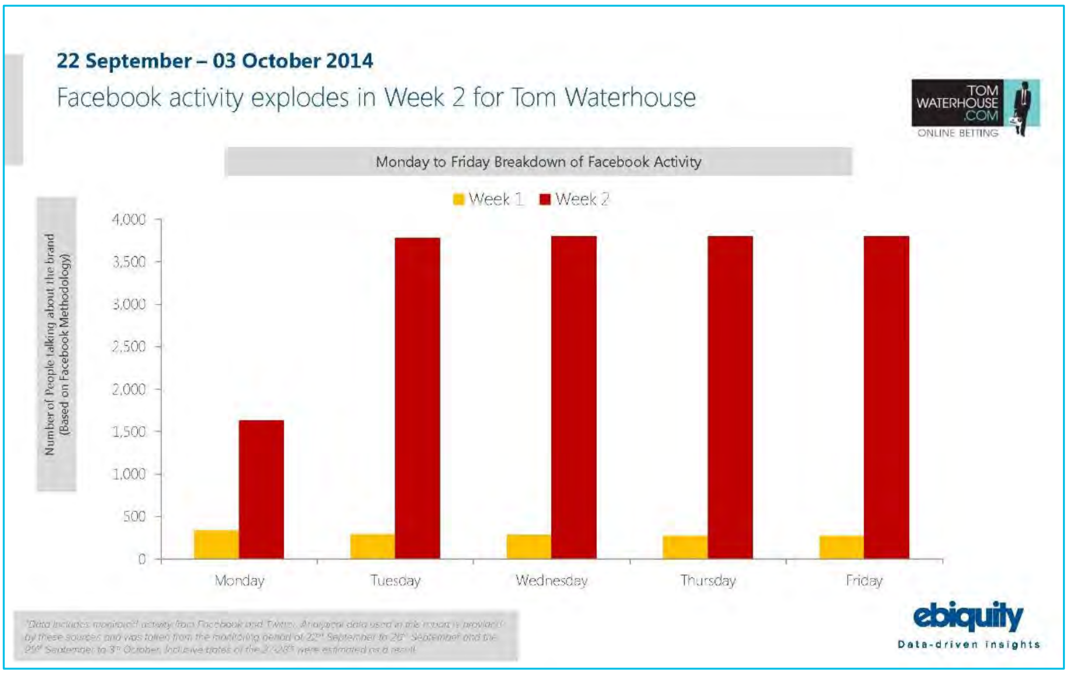
TOM WATERHOUSE .COM ONLINE BETTING



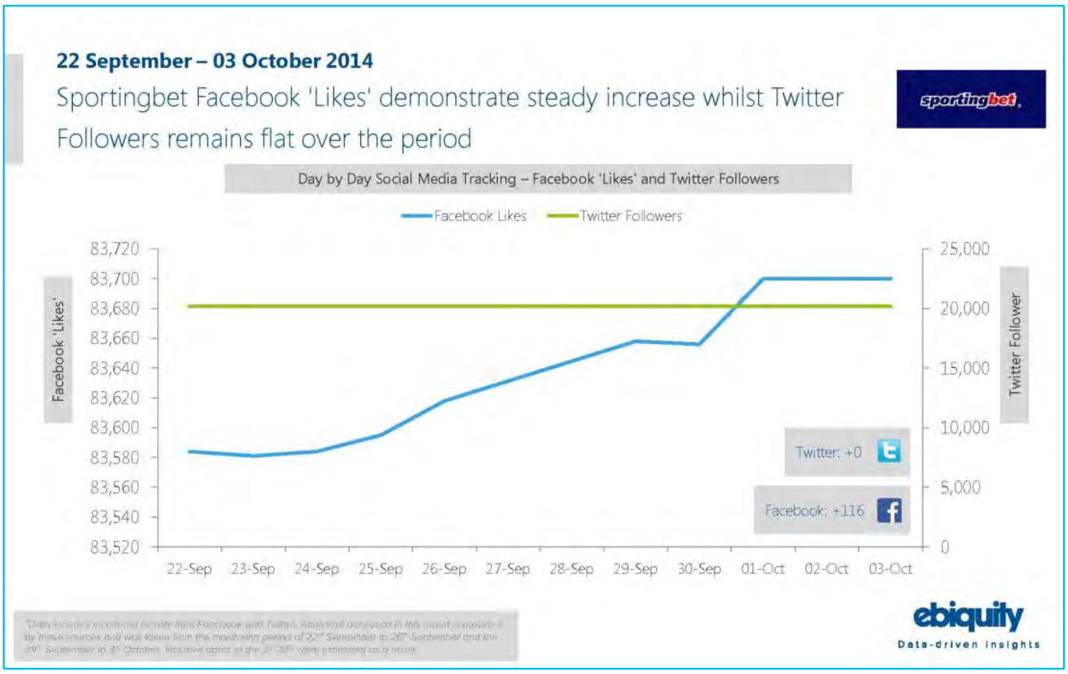
*Data includes monitored activity from Facebook and Twitter. Analytical data used in this report is provided by these sources and was taken from the monitoring period of 22nd September to 26th September and the 29th September to 3rd October. Inclusive dates of the 27-28th were estimated as a result.

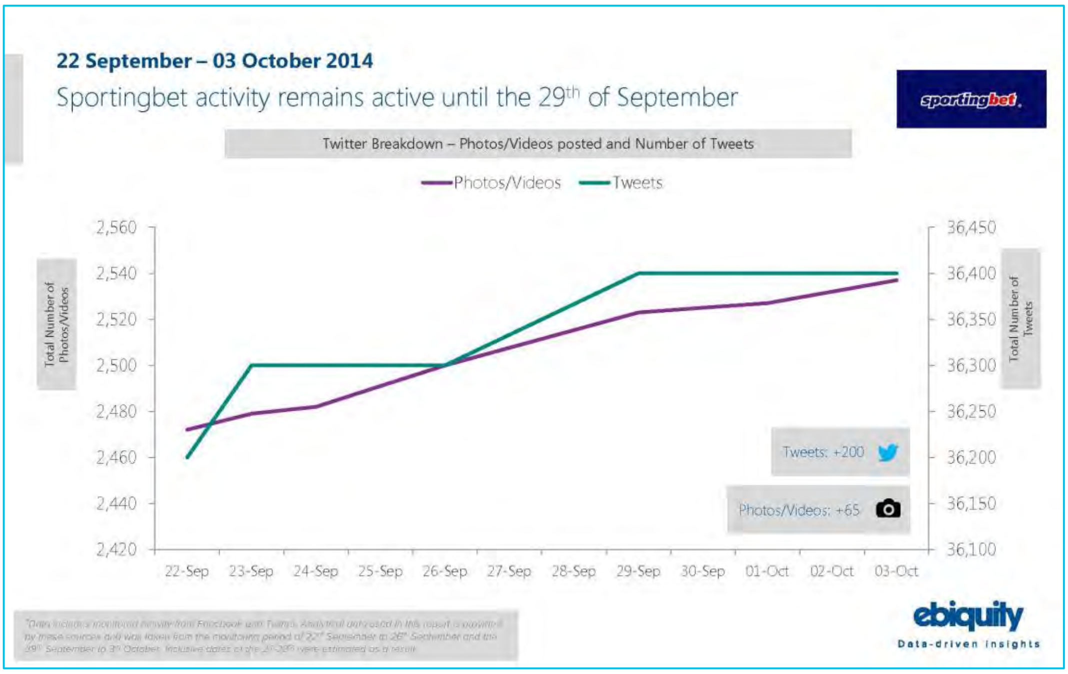
ebiquity Data-driven insights

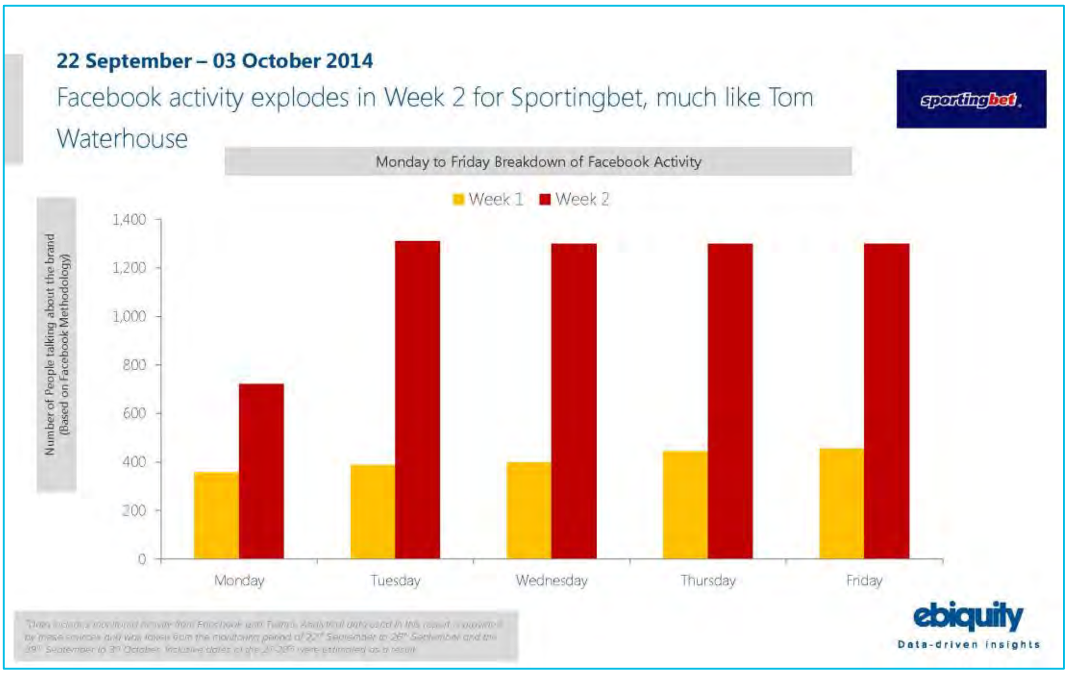

22 September – 03 October 2014
Twitter activity receives significant boost in starting 27th of September
TOM WATERHOUSE .COM ONLINE BETTING
Twitter Breakdown – Photos/Videos posted and Number of Tweets
Photos/Videos
Tweets
Total Number of Photos/Videos
Total Number of Tweets
1,045
1,040
1,035
1,030
1,025
1,020
1,015
1,010
1,005
1,000
995
990
32,150
32,100
32,050
32,000
31,950
31,900
31,850
31,800
22-Sep 23-Sep 24-Sep 25-Sep 26-Sep 27-Sep 28-Sep 29-Sep 30-Sep 01-Oct 02-Oct 03-Oct
Tweets: +200
Photos/Videos: +31
ebiquity
Data-driven insights


22 September – 03 October 2014
Facebook activity explodes in Week 2 for Tom Waterhouse
TOM WATERHOUSE .COM ONLINE BETTING
Monday to Friday Breakdown of Facebook Activity
Week 1
Week 2
Number of People talking about the brand (Based on Facebook Methodology)
4,000
3,500
3,000
2,500
2,000
1,500
1,000
500
0
Monday Tuesday Wednesday Thursday Friday
ebiquity
Data-driven insights


sportingbet
SOCIAL MEDIA REVIEW
Facebook
25th Sept: Hawks pick Rioli in line up for Grand Final
26th Sept: Norm Smith Medal promotion
27th Sept: "Congratulations Canterbury" – Announcement of Grand Final
28th Sept: Sporting Bet Cox Plate Ticket Giveaway
2nd Oct: Sportingbet Cox Plate Tickets Giveaway
Twitter
Activity linking to Facebook with majority of posts focused on Sportingbet's Cox Plate give away
ebiquity
Data-driven insights


22 September – 03 October 2014
Sportingbet Facebook 'Likes' demonstrate steady increase whilst Twitter Followers remains flat over the period
sportingbet
Day by Day Social Media Tracking – Facebook 'Likes' and Twitter Followers
Facebook Likes
Twitter Followers
Facebook 'Likes'
Twitter Follower
83,720
83,700
83,680
83,660
83,640
83,620
83,600
83,580
83,560
83,540
83,520
25,000
20,000
15,000
10,000
5,000
0
22-Sep
23-Sep
24-Sep
25-Sep
26-Sep
27-Sep
28-Sep
29-Sep
30-Sep
01-Oct
02-Oct
03-Oct
Twitter: +0
Facebook: +116
ebiquity
Data-driven insights


22 September – 03 October 2014
Sportingbet activity remains active until the 29th of September
sportingbet
Twitter Breakdown – Photos/Videos posted and Number of Tweets
Photos/Videos
Tweets
Total Number of Photos/Videos
Total Number of Tweets
2,560
2,540
2,520
2,500
2,480
2,460
2,440
2,420
36,450
36,400
36,350
36,300
36,250
36,200
36,150
36,100
Tweets: +200
Photos/Videos: +65
22-Sep
23-Sep
24-Sep
25-Sep
26-Sep
27-Sep
28-Sep
29-Sep
30-Sep
01-Oct
02-Oct
03-Oct
ebiquity
Data-driven insights


22 September – 03 October 2014
Facebook activity explodes in Week 2 for Sportingbet, much like Tom Waterhouse
sportingbet
Monday to Friday Breakdown of Facebook Activity
Week 1
Week 2
Number of People talking about the brand (Based on Facebook Methodology)
1,400
1,200
1,000
800
600
400
200
0
Monday
Tuesday
Wednesday
Thursday
Friday
ebiquity
Data-driven insights

betfair POWER TO THE PUNTER

SOCIAL MEDIA REVIEW

Facebook

23rd Sept: Brownlow Medal night promotion
25th Sept: Lankan Rupee offer for AJ Moir Stakes
26th Sept: Tactical $400 of Betfair Account give aways
3rd Oct: Betfair Spring Racing Carnival Lunch promotion
3rd Oct: Lankan Rupee wins Australian Horse of the year

Twitter

Twitter activity reflects Facebook activity with multiple posts on Lankan Rupee's race ahead of the AJ Moir Stakes.

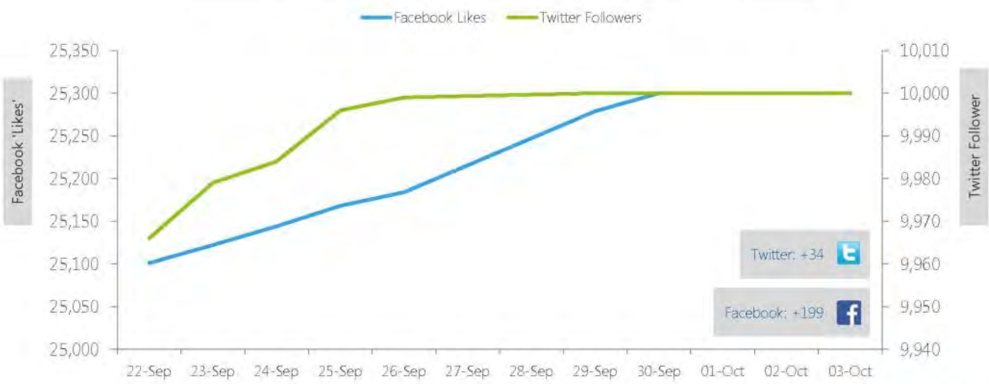
ebiquity Data-driven insights

22 September – 03 October 2014

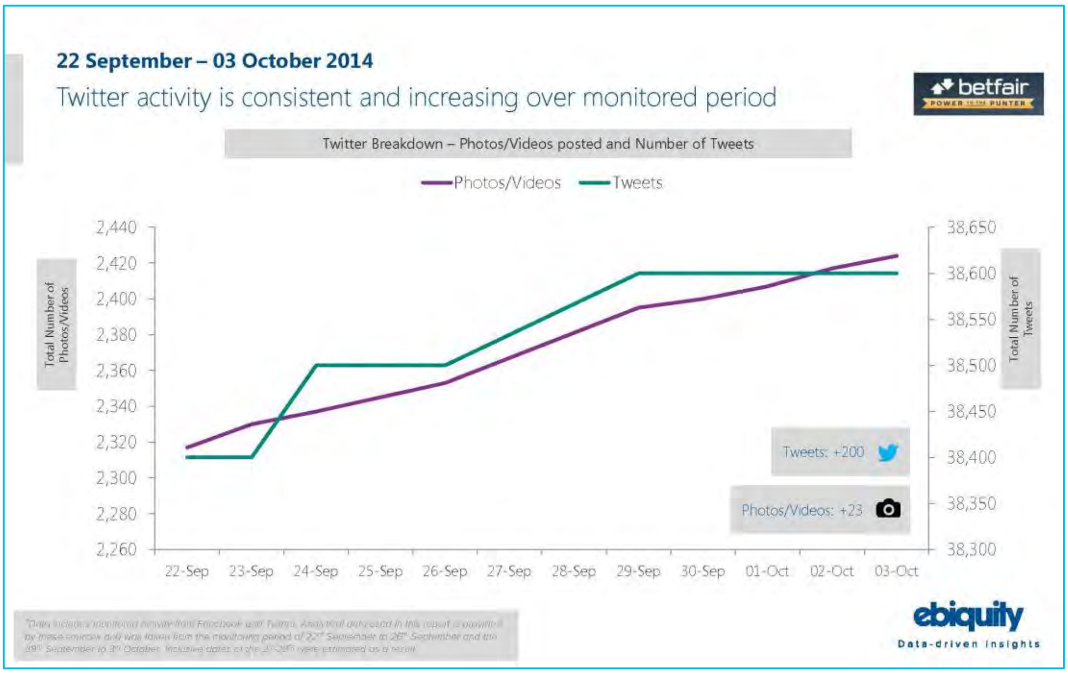
Betfair Facebook 'Likes' demonstrates steady increase whilst Twitter followers plateau following 26th of September

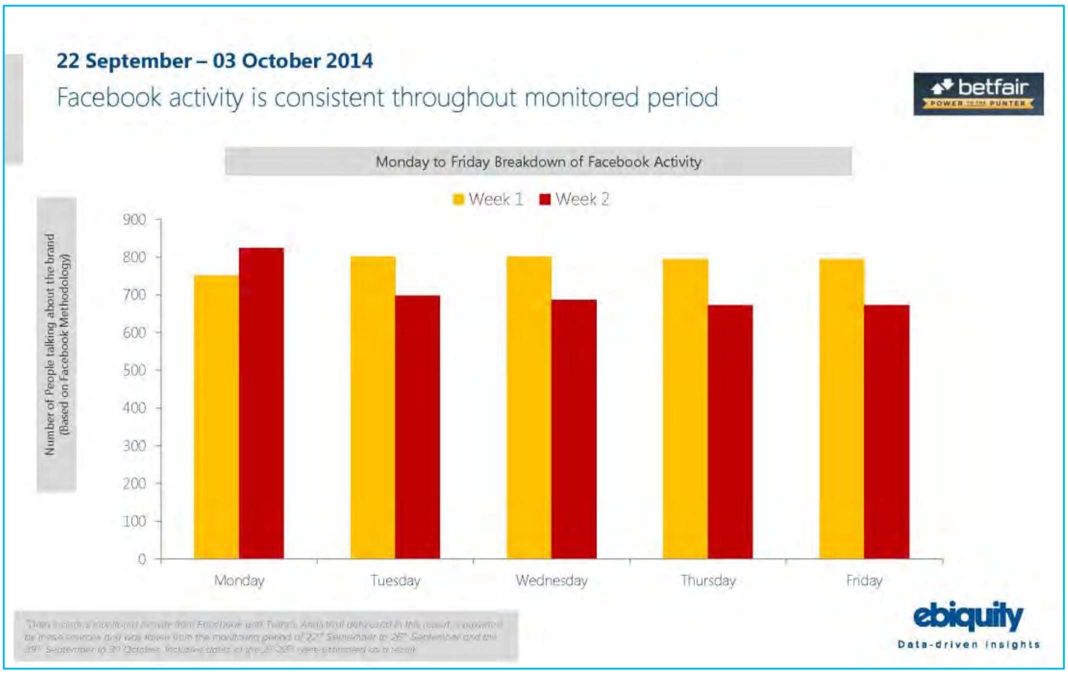
betfair POWER TO THE PUNTER

Day by Day Social Media Tracking – Facebook 'Likes' and Twitter Followers



ebiquity Data-driven insights


22 September – 03 October 2014
Twitter activity is consistent and increasing over monitored period
betfair
Twitter Breakdown – Photos/Videos posted and Number of Tweets
Photos/Videos
Tweets
Total Number of Photos/Videos
2,440
2,420
2,400
2,380
2,360
2,340
2,320
2,300
2,280
2,260
Total Number of Tweets
38,650
38,600
38,550
38,500
38,450
38,400
38,350
38,300
22-Sep
23-Sep
24-Sep
25-Sep
26-Sep
27-Sep
28-Sep
29-Sep
30-Sep
01-Oct
02-Oct
03-Oct
Tweets: +200
Photos/Videos: +23
ebiquity
Data-driven insights


22 September – 03 October 2014
Facebook activity is consistent throughout monitored period
betfair
Monday to Friday Breakdown of Facebook Activity
Week 1
Week 2
Number of People talking about the brand (Based on Facebook Methodology)
900
800
700
600
500
400
300
200
100
0
Monday
Tuesday
Wednesday
Thursday
Friday
ebiquity
Data-driven insights

Appendix D: Content analysis

This element of the environmental scan involved systematic analysis of the content of a range of paid advertisements in the sports and race betting marketing category. Four advertisements were selected for each of the six companies covered in the case studies (see Addendum – Company Case Studies) which, in turn, had been selected on the basis of having the highest expenditure on paid advertising during the period 1 April 2013 to 31 March 2014. The adverts themselves were selected on a similar basis; within each of the six companies in focus, the four advertisements representing their highest expenditure within the same period were chosen.

Three were included in the qualitative research focus groups. The focus groups aimed to cover examples of a range of different types of marketing, including paid advertisement, in terms of, for example, medium, tone, message etc. In order to ensure variety for the focus stimulus materials, additional examples were included.

The advertisements covered in this content analysis which were also used as examples in the focus groups are highlighted with an asterisk * in the summary table below. The summary table outlines the main features of each of the 24 advertisements; the following discussion provides more detail. The advertisements cover both sports and race betting marketing. For a similar content analysis of sports betting marketing, see Milner, L., Hing, N., Vitartas, P. & Lamont, M. 2013.[17]

[17] Milner, L., Hing, N., Vitartas, P., & Lamont, M. (2013). An exploratory study of embedded gambling promotion in Australian football television broadcasts. *Communication, Politics and Culture, 46*, 177-198.

Summary table of all 24 ads.

Operator	Ad descriptor	Medium	Tone / mood	Brief description	Narrative	Focus	Target audience	Message	Responsible Gambling message
#1 Sportsbet*	Avoid the kick in the guts	TV	Humorous, upbeat	Two mates sitting in a pub. One wins on a horse race but is disappointed to find that another TAB pays out more. The disappointment is depicted by a panto horse delivering a kick in the guts.	The 'narrator' is sitting in front of the screen which depicts the action unfolding, and talks directly to the audience. He explains that Top TAB plus guarantees the best payout of all three TABS and the starting price, on every race, every day.	Product-focused	Young males, racing bettors	'Win more' with Sportsbet	Message displayed at end of the advertisement: Is gambling a problem for you? Call Gamblers Help Online 1800 858 858 or your local state gambling helpline. Gamble Responsibly. www.gamblinghelponline.org.au
#2 Sportsbet	Top TAB plus	TV	Humorous, upbeat	Two mates sitting at a pub watching horse racing on TV. One has a loud shirt, the other a 'mullet' haircut. Mullet man bet with Sportsbet (which means he can 'get his haircut finished'; loud shirt didn't (if he had, he could have spent the extra winnings on a better shirt).	The 'narrator' is part of the scene, but the players are seemingly oblivious to his presence. The narrator talks directly to the audience, and comments on the two 'protagonists' and explaining that one of them wins more, for the same bet, because he bet with Sportsbet. The narrator explains that you get the highest pay-out of the TABs.	Product-focused	Young males, racing bettors	'Win more' with Sportsbet	The words 'is gambling a problem for you?' and helpline details in very small font at the bottom of the screen towards the end of the advert.

Operator	Ad descriptor	Medium	Tone / mood	Brief description	Narrative	Focus	Target audience	Message	Responsible Gambling message
#3 Sportsbet	Money Back AFL Special (August)	Radio	Fast-paced, informative	Conveys information about the money back product.	Generic 'Aussie' male voice-over tells us that you will get your bet money back if your first goal-scorer selection doesn't score a goal.	Product-focused	Males, AFL bettors	Use this gambling product, you can't lose	Right at the end, the words: Conditions apply and gamble responsibly.
#4 Sportsbet	Money Back AFL Special (June)	Radio	Fast-paced, informative	Conveys information about the money back product.	Generic 'Aussie' male voice-over tells us that you will get your bet money back if your first goal-scorer selection doesn't score a goal.	Product-focused	Males, AFL bettors	Use this gambling product, you can't lose	Right at the end, the words: Conditions apply and gamble responsibly.
#5 Sportingbet*	Shane Warne Special	TV	Light-hearted, humorous, naturalistic	'Shane Warne faces his fear of spiders'	'Documentary-like' voice-over, lending 'authenticity' to the televised 'event'	Celebrity, comedy	Wider target audience than young males, given Shane Warne's popularity with the Australian public	'There's no better bet than a Sportingbet'. You can bet on anything. We're linked with Australian celebrities, we're an 'Aussie' brand.	Message in small font and very difficult to read against the backdrop of the glass table. Impact diluted by the fact that the 'joke' is continued into the message, with the first words reading 'Don't try this at home'.
#6 Sportingbet	There's no better bet than a Sporting bet	TV	Factual, fast-paced, informative.	Focus on particular product – Best Tote + 5%	Down to earth 'Aussie' voice-over, basic and 'no frills'	Product-focused	Racing bettors	There's no better bet – bet with us on the horses and you will get a better payout than with our competitors.	At the bottom of the screen, in relatively small black font, the terms and conditions of the product are summarised, along details of gambling help services, and the Gamble Responsibly tagline.

Operator	Ad descriptor	Medium	Tone / mood	Brief description	Narrative	Focus	Target audience	Message	Responsible Gambling message
#7 **Sportingbet**	There's no better bet than a Sporting bet	Radio	Factual, fast-paced, informative.	Focus on particular product – Best Tote Plus.	Down to earth 'Aussie' voice-over, basic and 'no frills'	Product-focused	Racing bettors	There's no better bet – bet with us on the horses and you will get a better payout than with our competitors.	'Gamble responsibly' is said right at the end of the advert.
#8 **Sportingbet**	Beat the Totes	Print	Simple, succinct	Focus on encouraging punters to use the company	Succinct, to the point, no frills.	Company /product focused	Racing bettors	Get value for money by betting through us. Join now.	None
#9 **TAB**	Set betting	TV	Upbeat, informative, fast-paced, short	Focus on particular product in the Australian Open, emphasis on getting your money back if your player loses all 5 sets.	The whole ad is a voice-over, with relatively basic visuals of a tennis ball and racquet.	Specific product/ specific event-focused	Australian Open bettors	'Only with the TAB' – this product is only available with us	White banner at bottom of screen throughout includes T&C of the bet, and also a responsible gambling message
#10 **TAB**	TAB 'This magic moment' (1)	TV	Humorous, 'feel good', fun, convivial.	Two mates bet on a horse race in the pub and win. They perform an inimitable celebration dance. They then bump into each other a number of times and repeat this ritual in different circumstances, and by doing so are marking/reminiscing on their win.	No words, but a song 'soundtrack': This magic moment will stay with us till the end of time', which supports and highlights the story of the ad.	Humour, friendship, sociability.	Young males	Bet with TAB and you will have a win to remember, which will bond you with your mates.	The final few frames of the advert show a responsible gambling message in white font towards the bottom of the screen. The text is difficult to read, since the background does not provide good contrast, and consists of moving images.

Operator	Ad descriptor	Medium	Tone / mood	Brief description	Narrative	Focus	Target audience	Message	Responsible Gambling message
#11 **TAB**	TAB 'This magic moment' (2)	TV	Humorous, 'feel good', fun, convivial.	Three regular guys in a generic pub/hotel celebrating a win on the horses through a 'signature' silly dance ritual (similar to the above).	No words, but a song 'soundtrack': This magic moment will stay with us till the end of time', which supports and highlights the story of the ad	Humour, friendship, sociability.	Young males	Bet with TAB and you will have a win to remember, which will bond you with your mates.	The advert lasts around 26 seconds. A responsible gambling message is on screen from around 18 seconds. The text is difficult to read, since the background does not provide good contrast, and consists of moving images.
#12 **TAB**	More Blues for your buck	Print	Factual, call to action.	Tagline and large '25%' overlaid against the back of a rugby player.	N/A	Product focused.	Serious sports fans/bettors	Get behind your team and win more money with TAB.	A responsible gambling message is presented in tiny font in dark grey, placed over a light grey banner at the bottom of the advert. It is very hard to read but presumably displays the terms and conditions of the bet, along with responsible gambling messaging and helpline contact details.
#13 **Betfair**	Betfair Best of Five	TV	Humorous, upbeat, party atmosphere at the races	Focus on three men watching a race to see if their horse comes in. The Betfair product makes the difference between winning in an under-stated (small) way, and WINNING that	The voice-over is central to the narrative – the actors themselves don't say anything. It offers the detail of the product and also the emphasis on the WINNING, which is screamed at the end.	Product-focused, humour, excitement, party atmosphere	Young male racing bettors	Bet with Betfair and make the difference between 'winning and WINNING' i.e. the same bet will pay out more with us.	Although present, it was not possible to view the message displayed at the bottom of the screen.

Operator	Ad descriptor	Medium	Tone / mood	Brief description	Narrative	Focus	Target audience	Message	Responsible Gambling message
				justifies a huge, and humorous, celebration.	The voice-over explains that if you bet on this you will get the best dividends in Australia, compared with the other 4 main players (whose names are shown briefly on screen)				
#14 **Betfair***	Betfair 'Power to the Punter'	TV	Opulence, glamour, quirkiness, surprise; with an undertone of knowing irony	A James Bond type character plays table tennis in opulent surroundings against a bikini clad girl, and then several sportsmen. The protagonist wins, and jets off into the distance.	The protagonist speaks to the audience throughout to deliver the message, emphasising 'Power to the Punter' message and the fact that betting can be done anywhere and at any time.	Glamour, power, sophistication, humour.	Young males	Bet with Betfair and you have power and success at your fingertips.	White text appears at the bottom of the screen part way through. Visibility is very poor against a backdrop of white foam of breaking waves.
#15 **Betfair**	Money talks	TV	Power, glamour, quirkiness, knowing irony.	In this short advert, the same 'James Bond' character sits at an opulent desk and appears to talk to 'money' on the phone: What's that money – you want to buy an island?	The protagonist addresses the audience whilst talking on the phone. Then another voice-over tells us to 'listen to your money this Spring Carnival'.	Product-focused. Get the best odds with Betfair Best of Five.	Racing bettors	Value and 'power to the punter'.	'Don't chase your losses' along with national helpline contact details.
#16 **Betfair**	Best of Five	Banner	Simple.	Promoting 'best odds' during the Spring Racing Carnival	Betfair logo, 2 primary colours, 'Best of Five' logo.	Straightforward.	Racing bettors.	Bet with Betfair and get better value for money than with competitors.	'Think! About your choices. Gamble responsibly.' Helpline and website.

Operator	Ad descriptor	Medium	Tone / mood	Brief description	Narrative	Focus	Target audience	Message	Responsible Gambling message
#17 **Tom Waterhouse**	Sponsored coverage	TV	Excitement, immediacy, direct, race coverage	Precursor to Saturday afternoon racing coverage, feels like an excerpt more than an advert. Compilation of scenes from actual horse races, evoke excitement and nostalgia.	The narrator sounds like a racing commentator, underscoring the sense that this is TV coverage rather than marketing.	Excitement, focus on the horse race itself rather than betting.	Men and women – people who enjoy the races.	Tom Waterhouse brings horse racing coverage, entertainment and excitement to you.	None
#18 **Tom Waterhouse**	Bet with me	TV	Excitement, direct, immediacy, sporting coverage.	Tom Waterhouse appears to walk among football players during a match to convey the message that he understands all sporting codes.	Tom Waterhouse himself is talking directly to the audience.	Excitement, immediacy.	All potential punters on sports or races.	Tom Waterhouse brings all forms of betting to you.	Shown at bottom of screen throughout: Gamble responsibly. Is gambling a problem for you? Call Gamblers Help Online 1800 858 858 or your local state gambling helpline. Gamble Responsibly. www.gamblinghelponline.org.au Message changes at end to say: Gamble responsibly: ACT call Mission Australia on 1800 858 858.
#19 **Tom Waterhouse**	How do I know what punters want	TV	Immediacy, direct, sporting coverage	Tom Waterhouse in 'Head Office' and then in a sports stadium, with the	Tom Waterhouse himself is talking directly to the audience.	Immediacy	All potential punters on sports or races.	Tom Waterhouse listens to punters and	Message displayed briefly at beginning of advertisement: Gamble responsibly. Is gambling a

Operator	Ad descriptor	Medium	Tone / mood	Brief description	Narrative	Focus	Target audience	Message	Responsible Gambling message
				crowd holding up signs to indicate that he listens directly to punters.				knows what they want	problem for you? Call Gamblers Help Online 1800 858 858 or your local state gambling helpline. Gamble Responsibly. www.gamblinghelponline.org.au At the end of the advertisement the following message is shown: Gamble responsibly: ACT call Mission Australia on 1800 858 858.
#20 **Tom Waterhouse**	Tom's Top Div	TV	Immediacy, direct, serious.	Tom Waterhouse with the 'prop' of an 'old-school' bookmakers bag, from which he pulls out an IPad and tells the audience about Tom's Top Div.	Tom Waterhouse himself is talking directly to the audience.	Product-focused, serious, minimalist.	More experienced racing punter	Mixture of 'old school' and modern technology. Tom Waterhouse gives you more for your money	Message displayed briefly at beginning of advertisement: Gamble responsibly. Is gambling a problem for you? Call Gamblers Help Online 1800 858 858 or your local state gambling helpline. Gamble Responsibly. www.gamblinghelponline.org.au At the end of the advertisement the following message is shown:

Operator	Ad descriptor	Medium	Tone / mood	Brief description	Narrative	Focus	Target audience	Message	Responsible Gambling message
									Gamble responsibly: ACT call Mission Australia on 1800 858 858.
#21 Tattsbet	Total Trio	Radio Ad	Simple, straight forward	Female voice, providing details of the product. Focus on luck rather than skill.	Female voice describing the product	Simple, light-hearted, product-focused	Racing bettors, appealing particularly to females	Focus on entertainment and luck	'Gamble responsibly' right at the end of the radio ad
#22 Tattsbet	Free Double Trio	Print	Bold and simple	Specific promotion within SA for limited time.	N/A	Bold, factual	Experienced punters	Product-focused	Relatively large font. No contact details for help. 'You know the score. Stay in control. Gamble responsibly.'
#23 Tattsbet	How to bet on the Melbourne cup	Print	Informative, 'educational'	'Infomercial', with details on how to bet, not selling a particular product	N/A	Informative	Novice bettors, females	Infomercial	Small font. No contact details for help. 'You know the score. Stay in control. Gamble responsibly.'
#24 Tattsbet	Wherever you are, whatever you're doing	Radio	Simple, fast-paced	Male voice. Whether you're betting on the races or taking a punt on your team.	Male voice describing the different ways to place a bet	Focusing on the new technology ways to bet – online and with a smartphone app.	All punters	Focused on betting channels	Gamble responsibly, right at the end of the ad. No contact details.

#1 Sportsbet 'Avoid the kick in the guts' (TV)

This advert takes the format of a TV screen in the background, depicting events unfolding, while a 'commentator' sits in the foreground and talks directly to the audience, using the 'distancing effect' of dismantling the 'fourth wall' between the actors and the audience.

The scene behind the commentator shows two men, sitting in a generic pub/hotel, with one of them celebrating a win on a horse race that they are watching on an unseen TV. The commentator then asks the audience how it feels to win on a horse race only to find out that another TAB pays more. The TV screen focuses in on the 'winning man' jumping up and punching the air in victory, while the commentator declares 'That's a winner…..', while his friend looks to him and smiles, enjoying his win. The commentator then says: 'Now let's see what it pays', as the winning man disappears down below our line of vision. Cue his friend looking back to him and wondering where he has disappeared. The commentator informs us that this event unfolding before us: 'looks like a blow from the TABs' as the friend continues to look puzzled.

Alluding to sports coverage tropes, the commentator says 'let's watch that again' and the TV screen very obviously rewinds the action to allow us to see what happened to the 'winning man'. We see that as he jumps up in the air to celebrate, a pantomime horse appears and backs up in order to kick him in the stomach, resulting in slow motion frames depicting the man's lips wobbling with the impact of the kick. The commentator tells us to 'avoid the kick in the guts, with Top Tab Plus from Sportsbet'.

The 'footage' of the pub scene then disappears, and seriousness resumes, with a graph showing up on the TV screen, against the Sportsbet blue background. The commentator explains that, with Top Tab Plus, the punter is guaranteed the best payout of all three TABS and the starting price. The bar chart shows 5 columns, with the Sportsbet column coloured yellow and the others white. The bars move around to indicate changing odds, but the Sportsbet column remains higher than the others. The commentator tells us that this applies to 'every race, every day'. The screen then shows a large Sportsbet.com.au logo, and the voice-over tells us we can 'win more at Sportsbet.com.au'.

The environment and mood is very similar to the TAB 'magic moment' adverts, evoking a relaxed, convivial Saturday afternoon at the pub. The message plays on the sense of getting value for money, and emphasises the competitiveness of Sportsbet compared with other providers. The message 'avoid the kick in the guts' appeals to the audience's sense of wanting to maximise the win, both financially and in terms of the good feeling that goes with it; playing on the motivation to avoid regret.

Humour is an important element, with the comic panto horse and the wobbling lips clearly playing to a sense of fun and light-heartedness. But the advert ends by evoking a sense of seriousness and trust, with the commentator talking directly to the audience and supporting his message with the visual of a large graph.

The following message is displayed at end of the advertisement: Is gambling a problem for you? Call Gamblers Help Online 1800 858 858 or your local state gambling helpline. Gamble Responsibly. www.gamblinghelponline.org.au

#2 Sportsbet 'Top TAB plus' (TV)

This advert takes a similar format to the previous Sportsbet creative, with the same commentator again using the distancing effect to talk directly to the audience; but this time from within the scene in which the action is taking place (i.e. the generic pub/hotel). The two mates are both cheering and willing their horse to come in, and then celebrating a win, with one holding up betting slips and the other shouting 'YES!'.

The commentator, who is sitting at an adjacent table, nearer to the camera, asks the audience 'what about when another TAB pays more?'. As he says this, one of the men checks on his phone, presumably to see what odds/payout he is about to receive for his win. The frames slow down and a slow motion 'Nooooo' can be heard as disappointment sinks down on the other man, who lets go of his betting slip; while the man checking his phone remains elated.

The frames slow down to a freeze frame. The commentator gets up and walks over to the men, who remain apparently oblivious to his presence, and 'frozen' while the commentator continues to talk. He tells us that one of the men, who is wearing a very loud shirt, 'could have put the extra money towards a better shirt'. He then moves to stand behind the second man, and informs us that he bets with Top Tab Plus from Sportsbet, which means he is guaranteed the best payout of all three TABS plus the starting price, 'every race, every day…. Which means he can get his haircut finished' (the man is sporting a 'mullet'). As the commentator says this, the mullet man's eyes move to indicate that he has heard this 'insult', though he needs to remain 'frozen' in the apparent 'still frame'. The final frame is the Sportsbet logo and the voice over telling us to 'win more, win at Sportsbet.com.au'.

Comedy is an important mechanism in this advert, with the commentator gently making fun of the two men – one about his shirt, the other about his haircut. The freeze frame, which is not quite a freeze frame in that the men indicate that they are aware of the commentator, is also part of the comedic tone. The commentator draws the audience in, and we are almost colluding with him as he enters into the action and makes fun of the two protagonists; and this implicitly makes us more likely to engage with, and trust, the message that the commentator is imparting. The impression is of a brand that does not take itself too seriously, but is, nevertheless, trustworthy and accessible –in terms of the capacity to relate to the commentator and the bettors.

The words 'is gambling a problem for you?' and helpline details in very small font at the bottom of the screen towards the end of the advert.

#3 Sportsbet 'Money Back AFL Special' (1) (Radio)

This advert follows a very similar format to the Sportingbet radio advert (described below), with a generic Australian male voice-over, set against pacey, energetic, loud music. As with the Sportingbet radio advert, the message is product-focused, imparting information about the 'Sportsbet Money-Back AFL Special'.

The details of the product are quite specific and form the content of the advertisement: 'For every game in August, if your first goal-scorer selection doesn't find the goals for the whole match, we'll give your bet back!' The voice-over provides the website address, and tells the audience to 'find us in the App store'.

As with the Sportingbet radio advert, the production is simple and straightforward, imparting a sense of 'no nonsense' factual information.

The message is appealing to a sense of not wanting to lose money 'you won't be penniless' if your bet is not successful, with the underlying message being that you can't lose.

The responsible gambling message comes right at the end, from the same voice-over: 'Conditions apply and gamble responsibly'.

#4 Sportsbet 'Money Back AFL Special' (2) (Radio)

This advert is in the same series as the previous radio advert, focusing on the Sportsbet Money Back AFL special – this time during June and with a slightly different focus – 'if the first score is a… point, we'll refund first goal-scorer bets, if the first score's a behind, you won't mind'. In other words, if the first goal scorer preference does not score a goal (6 points) you get your money back.

The voice-over provides the website address, and tells the audience to 'find us in the App store'. As with the Sportingbet radio advert, the production is simple and straightforward. The message is appealing to a sense of not wanting to lose money if your bet is not successful, with the underlying message being that you can't lose.

The responsible gambling message comes right at the end, from the same voice-over: 'Conditions apply and gamble responsibly'.

#5 Sportingbet 'Shane Warne hates spiders' (TV)

The advert opens with a shot of a nervous looking Shane Warned seated at a glass table and looking over his shoulder, as if something unpleasant is about to arrive. A 'serious' male voice commentator asks 'Did you know that Warney is arachnophobia?' The voice has a sense of urgency, to underline the anxiety being displayed by Shane Warne. The setting appears to be a normal dining room in a large house (his?).

The voice-over continues by explaining that Sportingbet have bet him $5,000 to face his fear of spiders. Shane Warne then begins to describe his state of mind: 'Apprehensive, yes, nervous, yes' and the camera focuses in on his hands, which he is wringing. He says he is 'more nervous than anything {presumably compared with the prospect of losing $5,000} about this f**** spider' (the expletive is 'beeped out'). He is dressed in a regular looking shirt, except that it has a clear Sportingbet logo on the left side of his chest.

A silver covered platter is then brought out, and the lid is lifted to show a large spider. The 'authenticity' of the set-up is underlined by the fact that the person carrying the platter is wearing a Taronga Zoo uniform. As soon as the sporting star lays eyes on the spider, he lets out a stifled shout/scream, immediately get ups from his chair (somewhat violently) and walks out of the room. He exclaims 'I'm not doing this ****' (further expletives are again 'bleeped out'). The spider is then seen running off the plate on which it has been 'served', while the 'handler' attempts to recapture it under the silver lid. However, since the table is made of glass, we can see that the spider, in fact, escapes.

The screen is then briefly covered by the Sportingbet logo against a blue colour background with the words: 'There's no better bet than a Sportingbet. Download the App'. The camera then briefly pans to an image of Warne sitting on a sofa, presumably trying to relax and recover from the traumatic event, but immediately shouting again and jumping up as the spider 'appears' next to him.

The tone of the advert is informal, as if we are being invited into Shane Warne's living room to witness him facing his fears, in real time. Clearly he is a well-known celebrity, but the audience can identify with him as a 'normal bloke' given that he is openly admitting his vulnerability in the form of his arachnophobia. The impact of the advert comes through the sense that it is 'for real', in a naturalistic setting, as well as through the tension which is underlined by the dramatic voice-over. The advert is short. It grabs and keeps the audience's attention as they wonder how he will react: is his phobia so bad that he will lose $5,000?

Humour is important too, and comes through Shane Warne's apparently 'real' reaction, which is to 'fail' to face his fears, and to exit swearing. When we think the advert has finished there is another 'punchline' with an 'epilogue' involving the cricketer sitting and relaxing after the event, only to encounter the spider for a second time.

Shane Warne is an Australian icon, but for a few seconds the audience is in his living room, able to relate to him as a 'real bloke'; moreover to laugh at/with him as he makes a fool of himself.

The Sportingbet brand is clearly being identified and associated with the celebrity, to the extent that (even though he appears to be at home) he is wearing the logo on his shirt (almost like a uniform) and has allowed the company into his house. The brand image being conveyed is that Sportingbet is a trustworthy operator, on good terms with popular Australian sporting stars.

The advert conveys that Sportingbet also has a sense of humour, for arranging the whole exercise. The amount ($5,000) is something that an average punter can relate to as a large amount of money (i.e. there is a lot of money at stake); although one of our focus group participants felt that this advert was normalising large bets. (The fact that the advert itself, and Shane Warne's fees for being part of it, no doubt exceed this amount by a considerable amount is overlooked.)

The advert appears to be more of an 'entertainment-piece' than explicit marketing; the latter is confined to a brief 'screenshot' which states that 'There is no better bet than a Sportingbet' and encourages people to 'download the app'. Because of Shane Warne's widespread appeal, and the fact that there is no technical content on betting or odds, or particular codes, the potential target audience is wider than many of the other adverts covered, which focus very much on young males and/or on particular betting products.

A message shows up at the bottom of the screen at around 16 seconds in. It is small font and, with the backdrop of the glass table, is very difficult to read. Moreover, its impact is diluted somewhat by the fact that the 'joke' is continued into the message, with the first words reading 'Don't try this at home'. The text says 'Is gambling a problem for you?' and provides the national helpline contact number and website, along with the words 'Gamble responsibly'.

#6 Sportingbet 'There's no better bet than a Sportingbet' (TV)

This advert opens with single words (one word per frame) in very large font: THERE'S/NO/BETTER/BET. The screen then fills with a graphic of a large mobile phone, with Sportingbet logo in the centre – highly visible against a white background. At the bottom of the screen, in relatively small black font, the terms and conditions of the product are summarised, along details of gambling help services, and the Gamble Responsibly tagline.

The remainder of the advert focuses on the individual product being advertised – 'Best Tote + 5%'. The voiceover goes on to explain that the punter is guaranteed to get the best price of the three totes (NSW, Vic and Tatts) plus an extra 5% on your winnings, on all Australian thoroughbred races. The information is represented visually through graphics, overlaid onto the graphic of two animated horses racing against each other. The colour tones are blue, reminiscent of Sportingbet colours, and the Sportingbet logo appears on the screen above the horses. 'With best tote plus, when you're on the right horse, you'll always finish in front of the TABs.'

The graphics and 'production' for this advert are simple and appear to be deliberately 'low budget' in order not to distract from the content and impact of the message. The aesthetics and 'feel' of the advert are similar to the TAB 'set betting' advert (described below), and are even reminiscent of government social marketing campaigns.

The voice-over is a very down to earth, 'Aussie' accent, almost 'ocker' – an everyday man whom you can trust. The matter of fact, quick-paced tone is reminiscent of horse racing commentary, which is no doubt a deliberate association with the sporting code itself, to invoke the sense of excitement that racing spectators and bettors experience when watching race events.

#7 Sportingbet 'There's no better bet than a Sportingbet' (Radio)

This radio advert features a voice-over with a male, typically 'Aussie' voice set against an 'action-type' music fanfare in the background. The voice-over is fast-paced and reminiscent of a racing commentary, to evoke the sense of excitement of horse racing and betting.

The focus is on the product, and on providing information about the particular bet: 'Best Tote Plus', which is specific to Sportingbet. The voice-over informs us that we are 'guaranteed the best price of the three totes, plus an extra five per cent on top of your winnings on all Australian thoroughbred races'.

We are told to 'download the app, or go to Sportingbet.com.au' – clearly the emphasis is on digital channels for placing bets. The message is product-focused, appealing to a sense of value for money and getting more than with other operators. The style is 'no-nonsense' and factual, with a simple 'no frills' production, perhaps appealing to the more serious punter. The script emphasises the tagline: 'there's no better bet than a Sportingbet' which is central to the campaign.

The responsible gambling message comes at the end of the advert, with another man's voice – somewhat quieter and less imposing than the first, but similarly fast-paced –telling the audience to 'Gamble responsibly. See Sportingbet.com.au for terms and conditions'.

#8 Sportingbet 'Beat the Totes' (Print)

This print advert uses horse racing imagery to convey the message that Sportingbet is in the lead when it comes to value for money. The image shows two silhouettes of racing horses, with one in the lead. The winner has the Sportingbet logo above it, while the other has a dotted line linking it to three other operators (TAB, Vic TAB and Tatts). The only words, apart from the logo, are 'Beat the Totes by 5%' and below this 'Join Now'. This verbal message takes up around a third of the surface area. The colours are almost monochrome, with the losing horse shaded grey and the winning (Sportingbet) horse shaded blue.

The message is clearly appealing to punters' sense of value for money, and wanting to maximise their winnings. The target audience is relatively experienced race bettors, in that there is very little information or explanation around the potential benefit, or the terms and conditions of the '5%' advantage, nor is there any explanation of what 'joining now' involves; a substantial amount of knowledge is assumed. The visuals, and the written message, are simple and straightforward, with a sense that there is no need for 'glitz' – underlying the fundamental appeal of the advert which is based on motivations around thrift and financial sense. There is no responsible gambling message on the advert.

#9 TAB 'Set betting with the TAB' (TV)

The advert opens with a shot of a green screen, upon which an image of a large yellow tennis ball immediately appears, with the TAB.com.au logo highly visible on the middle of it. This advert is product-focused – a particular bet for a specific sporting event (The Australian Open Tennis). It is short and simple and focuses on getting information across on how the bet works. As such, the target audience is relatively focused (potential Australian Open bettors) and the advert takes a 'no frills' approach. It is even reminiscent of government social marketing campaigns in its simplicity and the type of graphics used.

The ‘upbeat’ voice-over provides all of the information, supported and reinforced by the simple visuals with summaries of the voice-over script appearing on graphics of a tennis racquet. The voice-over tells us ‘This Australian Open, place a bet on the Set Betting market of any men’s match on Rod Laver arena’. If you do so, and ‘if your player loses in 5 sets, you’ll get your money back in full. Only with the TAB’.

The final screenshot has no voiceover and simply displays the text: ‘How’s your form?’ along with the TAB logo and a pedestrian icon indicating ‘local TAB’, a computer icon symbolising ‘TAB.com.au’ and a mobile phone icon indicating smartphone access.

The entire advert lasts for only around 13 seconds. A white banner at bottom of screen throughout the advert includes the ‘small print’ terms and conditions of the bet, and also a responsible gambling message.

#10 TAB ‘This magic moment’ (1) (TV)

This advert opens with a full screen shot of two good looking, but ‘regular’, guys sitting in a pub and looking beyond the camera to an inferred TV screen. Behind them, we can see other pub patrons (female and male) and two TV screens showing horse races. The whole scene brings to mind a Saturday afternoon in the pub, with mates.

Our two protagonists are clearly willing a horse across the line as it wins, which one of them (it emerges) has bet on. A ‘backing track’ starts to play, and continues for the rest of the advert: ‘This Magic Moment’, a kind of derivative, ‘old-style’ song that you feel like you’ve heard before, and evokes a somewhat nostalgic sense of wellbeing. The sentiment of the song is that ‘this magic moment will be with us till the end of time’.

Upon the horse winning, the two men engage in a humorous celebratory ‘robotic’ dance (while the winner picks up his betting slip from the table) which we infer to be their signature winning ritual dance. They gain the attention of the other patrons around them, who are delighted and amused by this ‘performance’. The ‘dance’ is reminiscent of the kind of rituals performed on pitch by football players after scoring a goal.

The next shot shows the winner kissing a wad of money, and walking, with his mate, over to the bar to buy them both a drink. An attractive, female barmaid is waiting (with a TV screen, still showing horse racing, partially visible behind the bar). Pan next to the men’s faces, from the perspective of the barmaid. Their expressions are somewhat smug – particularly the winner - but accessible/friendly. The shot then opens out to show the barmaid smiling broadly.

The remainder of the advert shows these two mates ‘happening upon’ each other in three different ‘every day’ scenarios: a swimming pool, walking the dog in a park, and on an escalator in a shopping mall (one going up, the other down). Each time they ‘bump into’ each other, they immediately engage in their signature celebratory moves. By repeating this ritual they are reminding each other/reminiscing about their win. No words are spoken between the men, with the implication that there is no need for words. As in the pub, the men appear to be oblivious to those around them and remarkably unselfconscious as they perform their somewhat embarrassing moves.

The final screenshot has no voiceover and simply displays the text: ‘How’s your form?’ along with the TAB logo and a pedestrian icon indicating ‘local TAB’, a computer icon symbolising ‘TAB.com.AU’ and a mobile phone icon indicating smartphone access.

The sentiment of the advert appeals to friendship – the idea of having mates with shared experiences (in this case, a happy and lucrative win on the races). Their 'mateyness' is underlined by the fact that their relationship, and their shared ritual, is central to the story – the winner's mate appears to be just as happy as he is with the result. Those around them (even the 'non-winner's' girlfriend) in some sense fall into the 'extras' category. The depth of their friendship is underlined by the backing track, which is in fact a love song, about the magic moment of a kiss, the memory of which will remain with the lovers forever. The experience of winning a bet on the races is, therefore, associated with an enduring and important life event.

The advert, and the sound track, evoke a sentiment of wellbeing, fun, high spirits and conviviality. Humour is an important mechanism, which keeps the audience's attention and encourages us to relate to these likeable guys who are prepared to look foolish in the name of friendship and shared experiences. The song helps to increase the entertainment appeal of the advert, and to add a sense of 'drama' and import to the events as they unfold.

The target audience is young men, who can relate to the pub environment, the friendship, and the experience of betting on horse races and the high that comes with a win; on one's own behalf or on behalf of a good friend. The final few frames of the advert show a responsible gambling message in white font towards the bottom of the screen. The text is difficult to read, since the background does not provide good contrast, and consists of moving images.

#11 TAB 'This magic moment' (2) (TV)

This advert is in the same series as the previous one and follows the same format with the same backing track. The opening full screen shot shows three regular guys in a generic pub/hotel, with TV screens all around evoking the environment of a TAB annex.

The opening scene shows them smiling and waving their hands to indicate a successful outcome on a bet. They then segue seamlessly into a choreographed set of moves – their signature celebration dance – involving high fives and 'comedy' dance moves, as they make their way to collect their winnings. Several attractive female patrons look at them and smile, clearly amused by their antics. The men continue to move, and dance, seemingly unaware of the impression they are making. An attractive blonde woman is waiting to collect their betting slip. The three men slide up to the counter and, in turn, raise their arms above their heads in a victory V shape. The advert then finishes and the TAB logo appears on the screen along with the words "HOW'S YOUR FORM?"

As with the previous advert, this shorter creative appeals to male friendship, camaraderie and fun. The emotion evoked is a sense of goodwill and joviality. Humour, again, is an important mechanism, with the men appearing to be notably unself-conscious about their 'goofy' dance moves. They come across as likeable and easy to relate to, and the other people in the bar are clearly amused and entertained by them. The scene evokes a relaxed Saturday afternoon with friends.

The advert lasts around 26 seconds. A responsible gambling message is on screen from around 18 seconds. The text is difficult to read, since the background does not provide good contrast, and consists of moving images.

#12 TAB 'More Blues for Your Buck' (Print)

This print advert plays on the Australian slang saying 'more bang for your buck' (meaning greater value for money). The tagline, and the figure of 25% is in large font, overlaid against the back of a rugby player in a blue top (presumably a member of the team in question, though not an identifiable one).

The glare of the stadium lights in the background gives the impression that we are seeing the ground from the perspective of this player, invoking the passion and excitement of the game, and inviting the audience to identify directly with the players on the pitch. Team loyalty is further appealed to by the words ‘Get behind the Blues today’, as if to say that betting on a team is a demonstration of commitment and loyalty, and is naturally concomitant to being a fan of that team.

The advert is product-focused, and appealing to the ‘cognoscenti’ in that those who do not know what NSW Blues refers to, are immune to/ignorant of the message. This means that the target audience is quite specific – NRL supporters, with an emphasis on those who support the Blues. Those in the target audience would know that the NSW Blues are the rugby league team who compete in the State of Origin Cup. The advert explains that ‘We’re offering a 25% First Try Scorer bonus on all NSW Blues Players’. Again, this product description is esoteric, and likely only to be understood by the target segment. The TAB logo, and standard tagline ‘How’s your form?’ is visible at the bottom of the screen.

A responsible gambling message is presented in tiny font in dark grey, placed over a light grey banner at the bottom of the advert. It is very hard to read but presumably displays the terms and conditions of the bet, along with responsible gambling messaging and helpline contact details.

#13 Betfair ‘Best of Five’ (TV)

This advert opens with a shot of three men, clearly friends, watching a horse racing event ‘trackside’. The men, as well as the other people in the crowd standing in the frame, are dressed elegantly and lavishly for the races, with women wearing hats and fascinators, creating the impression that this is a high prestige event, such as the Melbourne Cup.

The men look slightly anxious as they cheer and will their horse(s) to do well. There is background crowd noise (chattering and cheering) and a voiceover, male voice, comes on to tell us about the product ‘Betfair’s Best of Five’. As the scene progresses, the voiceover explains that you get ‘the best dividends in Australia’, as the names of the five comparative betting operators are briefly flashed up at the bottom of the screen.

The concept then realised in the advert is that of two alternative realities. First we see the men winning in a low-key, understated way, having placed their bets with one of the competitors; followed immediately by the version of reality where they have bet through Betfair, and have therefore won more, with their celebrations being correspondingly more lively and exhilarated. In this vein, the voiceover tells us that the product is ‘the difference between winning’ and WINNING.

The first juxtaposition of alternative realities involves, firstly, one of the men acknowledging that his horse has come in, and engaging in a somewhat subdued/nonplussed celebratory high five with his mate; compared with ‘WINNING’ (and this is shouted by the voiceover) with the same man looking at his phone to (presumably) see how much he has won, and then screaming loudly and acting in a far more exuberant manner.

This format of ‘winning versus WINNING’ continues, as the voiceover re-emphasises the point – the difference between winning ‘small’, and in an under-stated way, and winning ‘big’ and in a crazy, over-the-top type way. The WINNING shots become increasingly more extreme. The second scene shows the men crossing the screen with one man carrying the other in a piggy back, like a horse and jockey. The ‘jockey’ has his tie around his head and is being led by the third man.

The final ‘WINNING’ shot shows the winner screaming and pouring his drink all over himself, reminiscent of racing car victors and champagne. The final screen image shows Betfair logo along with tagline ‘Power to the punter’, which is also voiced by the voiceover.

The message is that your experience of winning will be significantly amplified, and the amount won significantly more, if you use Betfair's Best of Five (rather than competitors). This, in turn, will make the experience of going to the races far more memorable and fun. The advert uses humour, with the WINNING scenarios being somewhat 'crazy' as the men celebrate in an increasingly exuberant manner. The 'sliding doors' concept could also be perceived as 'clever' and is certainly central to the entertainment and execution of the advert. The people involved are young, attractive, and are having a fun-filled, exciting experience. The target audience is potential racing bettors, who want to maximise their winnings, either male or female. The invocation of a wide appeal event, such as the Melbourne Cup, and the lack of technical product detail, widens the target audience to less serious racing punters.

Although present, it is not possible to view the message displayed at the bottom of the screen.

#14 Betfair 'Power to the punter' (TV)

This advert opens with a handsome man, sophisticated and smartly dressed in a well-cut suit, walking into a huge, opulent boardroom, holding a cup (of coffee?). The man talks to the camera, and therefore directly to the audience, as he enters the room. The room is opulent: all dark wooden, glossy surfaces, wooden panels, and a fireplace above which hangs an expensive 'olde worlde' style portrait. On the large boardroom table, which is made of similar dark wood as the wall panelling, sit two cut-glass crystal decanters, and several place settings with matching cut-glass crystal glasses. The implication is that the room is set up to host an important meeting, involving important (and rich) people.

The protagonist's monologue, which continues throughout, and is central to, the advert explains that 'When you have power, you can do what you want, with whoever you want, whenever you want.' Part way through this opening sentence, the man flicks a switch on the wall, and a table tennis bat appears in his hand. The frame pans out to reveal a table tennis table in the boardroom, and the man begins to play, against an attractive woman dressed in a bikini. The style of the bikini, and the hairstyle and hairband, are reminiscent of a Bond girl from the '60s era.

The man smiles slightly and shares a meaningful, and sultry look, with the woman; who, though playing table tennis, appears to only have eyes for the protagonist. As the shot pans outwards, we see an eclectic group of bohemian, but sophisticated, looking people (both men and women), standing around the sides of the room, watching the table tennis game, but looking somewhat bored. There is even a mannequin in the group. In keeping with the woman's style, these individuals appear to be from the 60s or 70s and have a bizarre, and eccentric, array of clothing.

On the (protagonist's) words 'wherever you want' the game is transported to a beach scenario, with the couple continuing to play against a backdrop of palm trees, blue sky, a bamboo parasol, and a man playing the piano against which a swimming costume clad woman leans and sips a cocktail. Again, an odd selection of people watch the game, remaining expressionless and inscrutable.

The shot then pans out further, to reveal that the table tennis table is on the sand, with the sea in the background. We now see that some of the spectators are sporting types, with a stereotypically short jockey, dressed in racing colours and a helmet, an AFL player, a tennis player, and a cricket player. These 'sportsmen' have table tennis bats in hand, and appear to be queuing up, behind the bikini-clad woman, to test their mettle against the 'hero'. Indeed, the cricket player then takes his place and returns a shot, followed by the AFL player, and a racing car driver (??).

The protagonist more than holds his own against these sportsmen, and we see that, as well as returning all of their 'smashes', he holds his mobile phone in his left hand and looks down at it briefly, and carries out some smartphone action (presumably placing a bet), whilst continuing to play table tennis and talk, telling us: 'Yep, power is a powerful thing'.

The hero wins the rally, places his bat on the table, and walks off to a waiting jet ski to make his exit (doing up his suit jacket as he walks). The spectators are lined up along the beach, watching him depart.

The next shot sees him speeding off into oncoming waves, whilst continuing his soliloquy. He raises his voice, almost shouting now, to counteract the sound of the waves and the powerful jet ski engine. At this point, some white text appears at the bottom of the screen. Visibility is very poor against the backdrop of the white foam of the breaking waves. The man continues to tell us that 'with more ways to bet, bigger odds and better returns, Betfair is 'power to the punter'; he shouts the tagline as his jet ski passes a buoy with a large orange horseshoe attached to it, presumably to invoke horse racing as well as sports betting. The Betfair logo, along with the tagline 'Power to the punter' appears on the screen, overlaid across the man disappearing fast into the ocean on his jet ski.

The ambience of the environment evoked in the advert is opulent and glamorous. The scenes evoke a James Bond movie, and the protagonist is portrayed as a James Bond type hero. The advert is somewhat 'tongue in cheek' and 'knowing', almost to the point of post-modern self-parody; in turn creating the impression that it does not take itself too seriously. The fact that the protagonist wins at table tennis, not the most macho or physical of sports, is central to this knowing irony; which is presumably, a deliberate mechanism to dilute any distaste or offence that the message might incite.

The main character appears to be infallible. He is rich and powerful, but with a sense of fun (as evidenced by the 'quirky' table tennis game). Elements of humour and surprise are key to the entertainment factor of the advert, which is fast paced, slickly produced, and keeps the audience guessing about what will happen next. The message is that using Betfair you can beat the sporting representatives (if not at their own game, then at least at table tennis).

The advert emphasises the ease of betting, any time, any place, by using a smartphone and that this convenience empowers and enables the bettor – providing 'power to the punter' and, literally, offering success at your fingertips. The phrase 'power to the punter' is succinct and memorable, alliterative, symmetrical and balanced; designed to stick in the head. The subtext of the advert is that if you gamble with Betfair, you too can be rich and powerful, although, as previously stated, the underlying knowing irony of the tone potentially dilutes the directness of this message.

White text appears at the bottom of the screen part way through. Visibility is very poor against a backdrop of white foam of breaking waves.

#15 Betfair 'Money Talks' (TV)

In this short advert, the same 'James Bond' character as in the previous advert, sits at an opulent desk. He opens by declaring 'Money talks' and appears to talk to 'money' on his phone: "What's that money – you want to buy an island?" Another voice-over then takes over and tells the audience to 'listen to your money this Spring Carnival' and then describes the details of the Best of Five Betfair product.

The responsible gambling message is in very small font at the bottom of the screen for a short time only: 'Don't chase your losses' along with national helpline contact details.

#16 Betfair 'Best of Five' (Banner)

This is an online banner promoting Betfair's 'Best of Five' product which claims to have 'Australia's best odds during the Spring Racing Carnival'. The advert is simple, using only two colours, with both the Betfair and the Best of Five logo prominent as well as the 'power to the punter' mantra.

The responsible gambling message is also comparatively prominent – at the bottom of this relatively narrow banner. Think! About your choices. Gamble responsibly.' It provides the national helpline number and the website. Immediately next to it is the statement 'Terms and Conditions apply' which could be confusing in that punters may think that the terms and conditions apply to the website/helpline.

#17 Tom Waterhouse – sponsored coverage (TV)

This marketing example is the precursor to Saturday afternoon racing coverage, sponsored by Tom Waterhouse.com. As such, the creative feels more like an excerpt from televised racing coverage than an advertisement. It opens with a full screen shot of a race horse's eyes, looking at the camera, while a commentator style voice says: 'We just hold our breath, and wait for a moment'. A number of typical horse race scenes are then projected in single frames: a man putting binoculars to his face to watch the race, the side of a horse's head, the stalls opening as a race starts. The fast-moving scenes are engaging and hold the attention. The scenes evoke the drama and excitement and grandeur of the race. A sense of nostalgia is also invoked, through shots of famous events and winning horses, including Black Caviar, and the words 'when a champion becomes a legend'.

The target audience is horse race spectators, not necessarily bettors. In the focus groups, this marketing appealed to race lovers, both male and female in that it conjures up the excitement and immediacy of being part of the event. There is no marketing, no mention of betting; we are simply told that the coverage 'Seven Saturday arvo racing coverage proudly brought to you by Tom Waterhouse.com', as the logo and 'online betting' is displayed on the centre of the screen, above the green turf of the track. There is no responsible gambling message, presumably because this creative is not classified as an advertisement.

#18 Tom Waterhouse 'Bet with me' (TV)

This TV advert features Tom Waterhouse himself, walking amongst (literally) football players and then highlighting his family's experience in horse racing betting, in order to convey the message that he understands the punter, and that it is possible to bet on any sport or race with his company.

The scene opens with a wide screen shot of an AFL ground, in black and white, with a large TOMWATERHOUSE.COM logo set against the grass pitch, and the man himself standing, solitary and suited, in the middle of the pitch. The next scene shows football players in action, jumping for the ball. The stadium seats are all empty, but Tom is in the middle of the action, walking and watching play, looking impressed and relaxed, with the sportsmen oblivious to his presence. The voice over is his voice, conveying his high esteem of the players he walks amongst. The script and the footage support each other as he says: 'I don't know how they take the big marks', and then 'I don't know how they take those hits, and keep going'.

The colours are monochrome, black and white, like the protagonist's suit. The stadium lights are on but, as previously stated, the stadium is empty. These features, plus the fact that Tom Waterhouse is walking, unscathed and calm, in the midst of the action, all suggest a dreamlike quality. The Tom Waterhouse brand is repeated, almost subliminally, throughout – it is at the bottom of the screen like a banner, then ONLINE BETTING is shown on the perimeter fence, and then the words JOIN ME are briefly displayed, followed by TOMWATERHOUSE.COM on the perimeter fence.

We then see Tom Waterhouse sitting, alone, in one of the crowd seats, as he tells us 'But I do know what punters want', as the coverage switches to horse racing – the event that is more readily associated with the Waterhouse brand. The scene shows Tom Waterhouse standing at the end of a bend, as several horses race towards the straight behind him and he walks calmly, unscathed by the hooves and horses that are approaching dangerously close.

He continues ‘Four generations of Waterhouse betting in my blood tells me what you want’. We see Tom holding his mobile phone which shows the options: RACING and SPORTS. The shot then switches to what appears to be Tom Waterhouse central headquarters, with Tom himself standing in the middle of the shot, with his back to a wall full of screens showing sporting and racing events. Tom is directing his staff (somewhat histrionically) who are depicted by a number of individuals sitting at computer terminals with their backs to us.

He promises that ‘At Tom Waterhouse.com I give you great odds on all bet types on all sports’. The shot then shows Tom Waterhouse against a backdrop of his own logo, as he looks directly at the camera and says ‘Bet with me at Tom Waterhouse.com’ and smiles in a way that is intended to evoke a sense of likeability, accessibility and trust.

The message is that the Tom Waterhouse brand is not just about racing, although the experience and racing pedigree of his family makes him ideally placed to expand into sports betting. The advert emphasises the longevity and resultant trustworthiness of the brand, which has history but is also, as depicted by the smart phone and technical equipment in the headquarters, embracing new technology.

The fact that Tom Waterhouse is literally portrayed as part of the action within sporting and horse racing events conveys that he is in touch with the ‘grass roots’ of the events, but also that he has VIP access to places that normal punters do not. The campaign features Tom Waterhouse himself as central to the brand, as he personally delivers the narrative and is in every frame. This, and the fact that the advertising strategy was to achieve saturation, resulted in a well-publicised backlash, which came up in the focus groups. People felt that they were over-exposed to Tom Waterhouse, and many members of the focus groups, and the Australian public, found his ‘self-spruiking’ extremely irritating. As a result of media and public feedback, subsequent campaigns featured the man himself far less.

The following message is displayed at the bottom of the screen throughout most of the advertisement: Gamble responsibly. Is gambling a problem for you? Call Gamblers Help Online 1800 858 858 or your local state gambling helpline. Gamble Responsibly. www.gamblinghelponline.org.au. The message then changes to: Gamble responsibly: ACT call Mission Australia on 1800 858 858, at the end of the advertisement.

#19 Tom Waterhouse ‘How do I know what punters want’ (TV)

This TV advert is short and fast-paced. The focus of this advert is on NRL bettors, in order to expand his potential market from the horse racing that he traditionally associated with.

The advert opens with Tom Waterhouse standing in the headquarters evoked in the previous advert, talking directly to the camera, with his back to a wall of screens featuring NRL match action. Tom asks the audience ‘How do I know what NRL punters want? You tell me.’ As with the other adverts in this series, he is conveying the message that he has a direct, and two-way relationship with his market. The coverage then moves from the ‘office’ environment, to a sports stadium, where each member of the seated crowd has a green piece of paper, which they use to create words, summarising the message while Tom continues to talk. So, Tom tells us that he will refund ‘losing first try scorer bets for Round 2 games if the favourite team gets beaten. So get skin in the game, back your team with me.’ The underlying message that his information is ‘crowd-sourced’, and that he listens to punters, is reinforced by the fact that the crowd make words which directly summarise his message, such as ‘Back the first try scorer’ and ‘Up to $100 money back guarantee’.

The target audience is, clearly, NRL punters, with an emphasis on more serious bettors, in that there is no explanation for the terms of the bet, or of the idiom ‘get skin in the game’. He appears to be demonstrating that he knows about this code (as well as horse racing).

The following message is displayed briefly at beginning of the advertisement: Gamble responsibly. Is gambling a problem for you? Call Gamblers Help Online 1800 858 858 or your local state gambling helpline. Gamble Responsibly. www.gamblinghelponline.org.au. At the end of the advertisement the following message is shown: Gamble responsibly: ACT call Mission Australia on 1800 858 858.

#20 Tom Waterhouse ‘Tom’s Top Div’ (TV)

This TV advert is short and fast-paced, focusing on Tom Waterhouse in his signature suit. The set is minimalist, with simply a white floor, a tall black table and a green wall background with large letters: I KNOW WHAT PUNTERS WANT and the Tom Waterhouse logo.

Tom walks up to the table, carrying a white bag, suggesting of an ‘old-school’ bookmakers bag, with the Tom Waterhouse branding on it. His opening line is ‘I know what punters want’ as he puts the bag on the table and starts to open it. Despite the somewhat ‘retro’ style of the bag, Tom pulls out an IPad. He continues: ‘At Tom Waterhouse.com I give you Tom’s Top Div’. The words Tom’s Top Div are displayed on the IPad as he says this.

The IPad screen then ‘becomes’ the full screen of the TV, as he explains that the product being advertised means that you can ‘bet on any Aussie horse race and I’ll pay you the best odds of all three TABs or the SP’. One half of the screen shows us a graph with 4 columns, and then Tom’s Top Div column, which is clearly higher than the others; the other has the words ‘TOP PRICE GUARANTEED’. Tom finishes by saying ‘Bet with me, on your mobile, at Tom Waterhouse.com.

The advert appears to be appealing to the more experienced racing punter, since the term SP is not explained. The message, as with others in this study, appeals to a sense of value for money, and the impression that Tom Waterhouse gives you more for your money. This competitiveness, between operators, is an important tool within this marketing. The advert is simple and slick, featuring Tom talking directly to the audience, in order to elicit trust and the association with the brand, as well as Tom’s alleged understanding of his market: ‘I know what punters want’ – as if he has direct two way communication with his patrons. The message is simple and short, with no extraneous information or detail – it is product focused.

The following message is displayed briefly at beginning of the advertisement: Gamble responsibly. Is gambling a problem for you? Call Gamblers Help Online 1800 858 858 or your local state gambling helpline. Gamble Responsibly. www.gamblinghelponline.org.au. At the end of the advertisement the following message is shown: Gamble responsibly: ACT call Mission Australia on 1800 858 858.

#21 Tattsbet ‘Total Trio’ (Radio)

This radio advert stands out in that the voice-over is a female voice. The production is simple and straightforward, focusing simply on the voice which provides details of the particular bet in question – the ‘Total Trio’. The opening sentence, as well as the fact that the speaker is a woman, widens the potential market to females by asking ‘How do you punt on the races?’ The voice then explains that Tattsbet offers more betting options and more choice ‘and more entertainment’. Interestingly, while the other radio adverts covered here tend to focus on value for money, or money back if you lose, this female voice is highlighting the entertainment element of betting, rather than financial gain.

Tattsbet Total Trio involves picking a number range, adding up the numbers of the first three runners to cross the finish line and 'if the total of those numbers is in your range, you're a winner'. The ability to win with this particular bet seems to be random, and therefore related to luck rather than any skill or knowledge about form; again potentially appealing more to the female market than the experienced male punter. In fact, the 'how do you punt on the races?' opening question seems to be answered through this advert by reference to numbers fortuitously adding up, rather than picking a winner. The product information is reminiscent of a lottery-type game rather than a traditional horse betting product.

The female voice is quite well-spoken and less accented than the male radio voice-overs from the other radio adverts. The pace is somewhat slower and less impulsive/urgent.

Options for placing a bet include the website, and a telephone number is also provided (unlike with the other radio adverts), as well as the mobile app. The final words are 'gamble responsibly' right at the end of the advert.

#22 Tattsbet 'Free Double Trios' (Print)

This print advert is promoting a specific race betting product promotion – the chance to get a double trio bet for free – within South Australia only. This promotional offer of a free bet is available for a limited period (September) and for an hour a week (Saturdays between 1.30pm and 2.30pm). Even within these specific time slots, the offer is not guaranteed; there will be $100,000 worth of these bets given away (the probability or means of selection is not stipulated; the small print explains that the terms and conditions will be displayed in store).

The offer is only available in the TAB venues (within South Australia). The look of the advert is bold and simple, with only two main colours used: green writing against a blue background. The target audience is experienced race bettors (in South Australia) and a good deal of knowledge is assumed; particularly around the product in question – the Double Trio, which is not explained at all. Indeed, even regular race bettors in the focus groups were unclear what the advert was promoting.

The responsible gambling message is relatively large (compared with many of the other advertisements considered) though it is in relatively feint font. There are no contact details or information on how to access support, only the message: 'You know the score. Stay in control. Gamble responsibly.'

#23 Tattsbet 'How to bet on the Melbourne Cup' (Print)

This print advert is not explicitly trying to sell or promote any particular product or brand; rather it is 'educating' people on how to place a bet. As such, the target market is clearly the 'novice punter' who, perhaps, is deterred from betting by lack of knowledge of the procedures, and too embarrassed to ask for help. Whilst not explicitly marketing Tattsbet, or explicitly conveying the 'bet with us' message, the advert is nevertheless increasing awareness of their brand whilst offering this 'information/service', and the Tattsbet logo and colours are prominent.

The advert visuals are colourful, particularly when compared with the adverts aimed more exclusively at more experienced gamblers, and evoke a sense of carnival and festivities – in keeping with the Spring Carnival theme, which is explicitly linked to the Tattsbet logo in the bottom right had corner of the advert. The graphics and text are also much more detailed and 'busy' than the more simple style adopted by the previous two print adverts discussed.

The graphics depict three different examples of betting forms: a 'win/place', a 'trifecta' and a 'first 4'. Against each one there are instructions on how to complete the form.

Icons at the bottom of the advert symbolise the different betting channels (at the outlet, by phone, PC and smartphone). The responsible gambling message is, unusually, in the top right hand corner (rather than at the bottom of the advert). No helpline details are provided, the message simply says ‘You know the score. Stay in control. Gamble responsibly.’ The font is very small relative to the rest of the advert, and is easily missed since given the amount of information on the page, and the fact that the colour and visuals attract the eye to the main part of the page.

#24 Tattsbet ‘Wherever you are, whatever you’re doing’ (Radio)

This radio advert opens with a male voice grabbing attention with the words ‘Wherever you are, whatever you’re doing’. The voice explains that it’s possible to bet online, over the phone, and now with a new free app. The message is that you can get ‘more action’ in more places, whether it’s race betting or sports betting. There is no mention of a particular product, instead the advert is promoting the fact that Tattsbet provides different channels of betting.

The words ‘gamble responsibly’ are the final words of the advert. No contact information is provided.

Appendix E: Advertising tracking reports

AFL: Sydney Swans vs. Hawthorn

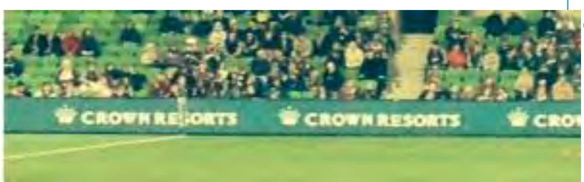
Proforma for observation of advertising during sporting events – Live match observation (1)			
Sporting Code:	AFL	**Match Between**	Sydney Swans vs Hawthorn
Venue:	ANZ Stadium	**Attendance on Ground:**	34,506
Date:	9/05/2014	**Time:**	19.50
Observation Start Time:	130 mins	**Observation Finish Time:**	22.00
Total Time Watched:	130mins	**Observer Name:**	Kerry Sproston
Notes: The only wagering advertising was perimeter fence signage for TAB, which was constant throughout the match (i.e. the signage did not change).			

ORC INTERNATIONAL

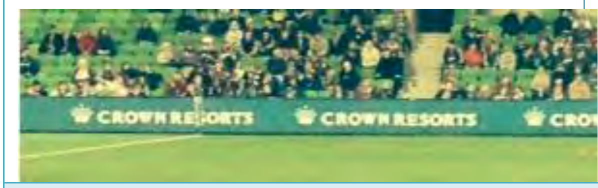
NRL: Melbourne Storm vs Canberra Raiders

Proforma for observation of advertising during sporting events – Live match observation (2)			
Sporting Code:	NRL	**Match Between**	Melbourne Storm vs Canberra Raiders
Venue:	AAMI Park	**Attendance on Ground:**	11,479
Date:	19/07/2014	**Time:**	5:30pm
Observation Start Time:	17.25pm	**Observation Finish Time:**	19.26pm
Total Time Watched:	2 Hours, 1 min	**Observer Name:**	Clare Hanley
Notes: Not as much advertising compared to pilot AFL match observation at MCG. No advertising on the large screen showing the replays etc. Also didn't notice TAB advertising like at Etihad. Alcohol sponsorship – Wild Turkey observed on big screen. At half time performance of 'the Voice' shown.			

#1 FIXED ADVERTISING SIGNAGE	• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops			
Brief description	**Gambling Operator and Gambling Activity**	**Number of seconds**	**Placement**	**Counter message**
	Crown resorts	N.B. Could only observe 3 sides of the pitch. Could have been additional signs.	8 signs in total could be observed around the pitch. Approx. 2m long each.	N/A
TOTAL TIME FIXED ADVERTISING SIGNAGE DISPLAYED: 1410 S (23.5 MINS)				

#2 DYNAMIC ADVERTISING	• Revolving or electronic banners in the stadium			
Brief description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter message**
	Bet365	30s – Pre-match	Perimeter fence –long side. Scrolling to the right	"18 + www.gambleresponsibly.com.au" followed by: "Gamble responsibly". Smaller white typeface than logo – shown briefly for 2-3 s.
	Keno	30s – Pre-match	Perimeter fence – long side. Flashing logo and text with different background colours etc. Also showed NRL logo next to Keno logo.	N/A
	Crown Resorts	Prior to match: Approx 270s – during minute silence for player and for MH17 victims.	Perimeter fence – long side. Static.	N/A
	Bet365	During 1st half: 30s, 30s, 30s, 30s, 30s (150s)	Perimeter fence –long side. Scrolling to the right	"18 + www.gambleresponsibly.com.au" followed by:

#2 DYNAMIC ADVERTISING	• Revolving or electronic banners in the stadium			
Brief description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter message**
				"Gamble responsibly". Smaller white typeface than logo – shown briefly for 2-3 s.
	Keno	During 1st half: 30s, 30s, 30s, 30s, 30s (150s)	Perimeter fence – long side. Flashing logo and text with different background colours etc.	N/A
	Crown Resorts	During 1st half: 30s, 30s, 30s, 30s, 30s (150s)	Perimeter fence – long side. Static.	N/A
	Bet365	Half time: 30s, 30s (60s)	Perimeter fence –long side. Scrolling to the right	"18 + www.gambleresponsibly.com.au" followed by: "Gamble responsibly". Smaller white typeface than logo – shown briefly for 2-3 s.
	Keno	Half time: 30s, 30s (60s)	Perimeter fence – long side. Flashing logo and	N/A

#2 DYNAMIC ADVERTISING	• Revolving or electronic banners in the stadium			
Brief description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter message**
			text with different background colours etc.	
	Crown Resorts	Half time: 60s	Perimeter fence – long side. Static.	N/A
	Bet365	During 2nd half: 30s, 30s, 30s, 30s, 30s (150s)	Perimeter fence –long side. Scrolling to the right	"18 + www.gamblerespsonsibly.com.au" followed by: "Gamble responsibly". Smaller white typeface than logo – shown briefly for 2-3 s.
	Keno	During 2nd half: 30s, 30s, 30s, 30s, 30s (150s)	Perimeter fence – long side. Flashing logo and text with different background colours etc.	N/A
	Crown Resorts	During 2nd half: 30s, 30s, 30s, 30s, 30s (150s)	Perimeter fence – long side. Static.	N/A
TOTAL DYNAMIC ADVERTISING DISPLAYED: 1410 S (23.5 MINS)				

#5 TEAM SPONSORSHIP

Brief description	Gambling Operator and Gambling Activity	Number of seconds	Placement	Counter message
 Logo on front of player shirts. Also displayed on rain jackets of team assistants (Not sure who they were exactly).	Crown casinos	Ongoing	On players shirts. Also displayed on rain coats of	N/A

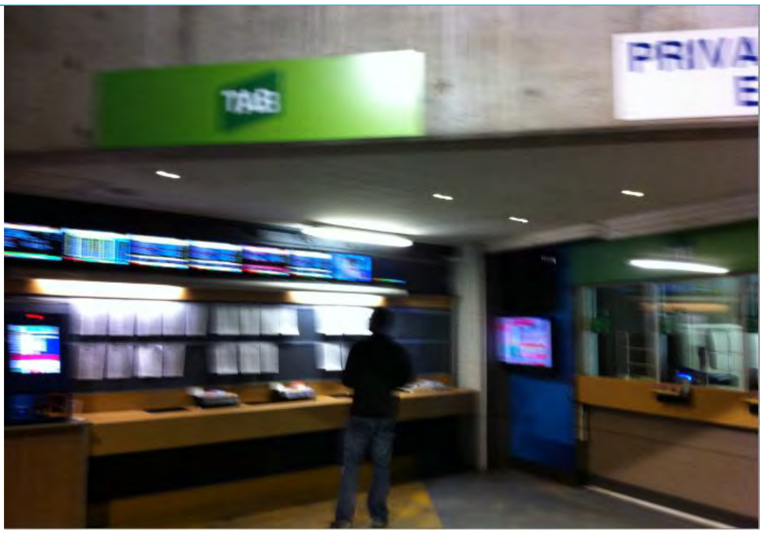
Rugby Union: Waratahs vs. Bulls

Proforma for observation of advertising during sporting events: Live match observation (3)			
Sporting Code:	Rugby Union	Match between:	Waratahs vs. Bulls
Venue:	Allianz Stadium	Attendance at ground:	15,773
Date:	19th April 2014,	Time:	19.40
Amount of time before match:	19.30	Time finished observing:	21.20
Total time watched:	110mins	Observer name:	Kerry Sproston

Notes: Very little advertising at this game.

A TAB sign outside the stadium, said that you could ‘Bet live during the game’ at two TAB outlets within the stadium. See photo of sign, and the TAB outlet.

There was one person manning the TAB outlet, which had two ‘tills’, one of which was closed. There was nobody betting just before half time. There were also TV screens with details of horse racing events, and you could place your bets on those races there too.

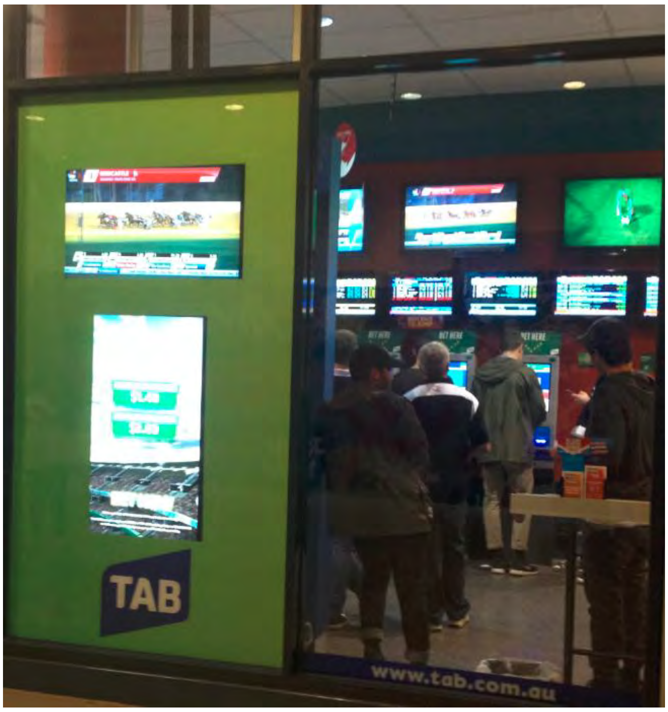


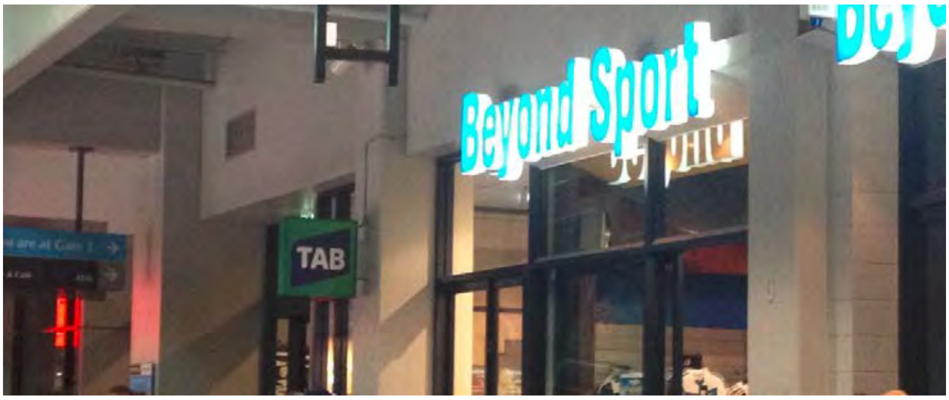
There was one TAB logo advert on the higher tier seating (see blurry photo). Was quite distant.

Soccer: Melbourne Victory vs. Melbourne City

Proforma for observation of advertising during sporting events: Live match observation (4)			
Sporting Code:	Soccer	**Match Between**	Melbourne Victory vs. Melbourne City
Venue:	Etihad stadium Melbourne	**Attendance on Ground:**	43, 729
Date:	25/10/14		
Time watched before match:	25 minutes	**Observation Finish Time:**	9.30pm
Total Time Watched:	2 Hours	**Observer Name:**	Clare Hanley

Notes: No sports betting advertising before or during match at the ground. Some TAB logos and advertising within the building and a TAB outlet.





Advertising at the ground included: KFC, Budget, MYOB, Powerade, La Ionica (had greatest amount of advertising because they sponsor one of the teams), Adecco, Adidas etc.

Dynamic advertising pre-match and at half time: #10 years proud. Celebrating 10 year anniversary of Melbourne Victory football club.

Greyhound racing – Sandown Racecourse

Proforma for observation of advertising during sporting events: Live race observation (5)			
Sporting Code:	Greyhound Racing	**Match Between**	6 Greyhound Races Observed
Venue:	Sandown Greyhounds – Springvale, Melbourne	**Attendance on Ground:**	Estimated 300/400
Date:	28/11/2014	**Time:**	5:30pm
Observation Start Time:	7.00pm	**Observation Finish Time:**	9.00pm
Total Time Watched:	2 Hours	**Observer Name:**	Clare Hanley
Notes: Majority of advertising fixed trackside. TAB was the only gambling operator represented. Handlers wearing vests with TAB logo were visible throughout observation period. TAB advertising at outlet in venue.			

#1 FIXED ADVERTISING SIGNAGE

- Name of stadium
- Stadium tier boards
- Perimeter fence signs
- Corner flag
- On-field A-Frame signs
- Bolster signs
- Interview backdrops

Brief description	Gambling Operator and Gambling Activity	Number of seconds	Placement	Counter message
TAB logo on square board.		N/A	Next to main entrance	N/A
				
X 21 Rectangular TAB billboards around perimeter of track		N/A	Perimeter of track	

#1 FIXED ADVERTISING SIGNAGE			• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops	
Brief description	**Gambling Operator and Gambling Activity**	**Number of seconds**	**Placement**	**Counter message**
				
TAB logo		N/A	Above gates which greyhounds race out of	N/A
				
TAB logo		N/A	Next to score board	N/A
				
TAB logo		N/A	Top right of stands.	N/A

ORC INTERNATIONAL

#1 FIXED ADVERTISING SIGNAGE			• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops	
Brief description	**Gambling Operator and Gambling Activity**	**Number of seconds**	**Placement**	**Counter message**

#4 INTEGRATED ADVERTISING			• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) • Broadcast gambling sponsorship announcement	
Brief description	**Gambling Operator and Gambling Activity**	**Number of seconds** .	**Placement – screen vs script**	**Counter message**
Announcement for each race stating the: "TAB double".	TAB – advertising a type of bet.	2s, 2s, 2s, 2s, 2s. Total: 10s.	Audio.	N/A
TOTAL TIME INTEGRATED ADVERTISING DISPLAYED: 1410 S (23.5 MINS)				

#5 TEAM SPONSORSHIP				
Brief description	**Gambling Operator and Gambling Activity**	**Number of seconds**	**Placement**	**Counter message**
TAB logo on dog handlers' vests. Could be observed continuously as		*Continuous*	*Dog handlers' vests*	N/A

#5 TEAM SPONSORSHIP				
Brief description	**Gambling Operator and Gambling Activity**	**Number of seconds**	**Placement**	**Counter message**
dogs were either being walked next to kennels pre-race and to and around the gates before the race.				
				
TOTAL TIME TEAM SPONSORSHIP DISPLAYED: 1410 S (23.5 MINS)				

Horseracing: Emirates Melbourne Cup Day

Proforma for observation of advertising during sporting events: Live race event (6)

Sporting Code:	Horse Racing	**Match Between**	Emirates Melbourne Cup Day
Venue:	Flemington Racecourse – General Admission	**Attendance on Ground:**	Approx. 100,794
Date:	4/11/2014		
Observation Start Time:	10:00am	**Observation Finish Time:**	12:00pm
Total Time Watched:	2 Hours	**Observer Name:**	Clare Hanley

Notes:

- Three races observed in total. First race sponsored by Emirates, second by tab.com.au and third by the City of Melbourne/Tourism Victoria.
- TAB and Crown Casino only gambling operators represented at the grounds. Large amount of advertising by bet365.com observed at Southern Cross station which many attendees passed through to reach the race ground. One approx. two metre banner observed for BetRegret campaign when train passing through a station on the way to the grounds.
- Advertising intensity for TAB increased significantly before, during and after the second race which they sponsored (the dynamic and integrated advertising specifically).

#1 FIXED ADVERTISING SIGNAGE

- Name of stadium
- Stadium tier boards
- Perimeter fence signs
- Corner flag
- On-field A-Frame signs
- Bolster signs

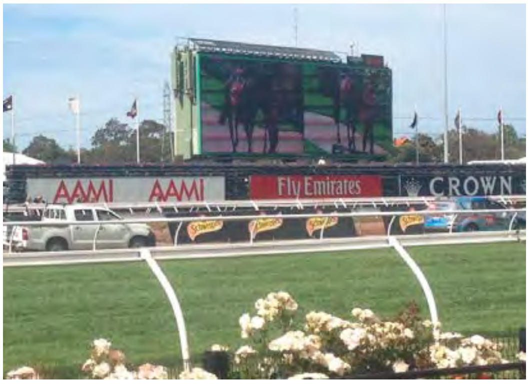
Interview backdrops

Brief Description	Gambling Operator & Gambling Activity	Placement	Counter Message
Terminals to bet at	TAB 	Betting ring. For GA, have to pass through this to get to track.	N/A

#1 FIXED ADVERTISING SIGNAGE

- Name of stadium
- Stadium tier boards
- Perimeter fence signs
- Corner flag
- On-field A-Frame signs
- Bolster signs

Interview backdrops

Brief Description	Gambling Operator & Gambling Activity	Placement	Counter Message
TAB Logo – (3 x 6m) boards side by side along perimeter of track. 3 of these could be observed – there was probably another behind the Winning Post Enclosure and Home Straight Enclosure.	TAB 	Track side-inner perimeter fence	N/A
Crown casino logo – 2 x 6m boards along perimeter of track	Crown Casino 	Track side inner perimeter fence	N/A
Crown casino logo – above the entrance to a marquee in the Elms Betting Ring. Also observable from track as very large – approx. 10 m.	Crown Casino 	Above entrance to marquee in Elms Betting Ring.	N/A
TAB logo on Racing Victoria vans driving around inner perimeter of track.	TAB	On Racing Victoria vehicles	N/A

#1 FIXED ADVERTISING SIGNAGE	• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops		
Brief Description	**Gambling Operator & Gambling Activity**	**Placement**	**Counter Message**
Markers around race course (perhaps for distance) – lollipop shaped with number on them with TAB logo underneath.	TAB	Around outer perimeter of race track	N/A

#2 DYNAMIC ADVERTISING		• Revolving or electronic banners in the stadium		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
It's betting season campaign. https://www.youtube.com/watch?v=U31_YgVe8bg	TAB	30s each time – this would have been shown on rotation in the betting ring.	Betting Ring	Very fine print at bottom of screen towards end of ad. No voice over.
It's betting season campaign. https://www.youtube.com/watch?v=U31_YgVe8bg	TAB	30s, 30s, 30s, 30s, 30s, 30s, 30s, 30s (Approx. 240s)	Large screen inner perimeter track side – facing towards front lawn, members stand etc.	Very fine print at bottom of screen towards end of ad. No voice over.
TAB logo across top of lectern when winner being presented with prize for tab.com.au race	TAB	Approx. 36s	Large screen inner perimeter track side – facing	N/A

			towards front lawn, members stand etc.	
TAB Logo on dynamic screen	TAB	Approx. 155s	Large screen inner perimeter track side – facing towards front lawn, members stand etc.	N/A
Before, during and after tab.com.au race – horses had logo across their back. Winning horse draped with larger TAB logo. Stewards and other staff leading horses around before and after start of tab.com.au race wore a green apron with TAB logo on it.	TAB 	Approximately 1200s.	Horses backs and aprons worn by staff at the track.	
Gates for tab.com.au race had TAB logos across the top.	TAB	20s	Gates which horses race out of.	N/A
Crown casino logo on large screen	Crown casino	5s, 5s, 5s (approx. 15s).	Inner perimeter of race track on large screen.	N/A
TAB signs on inner perimeter of race track shown on screen during race and replay of raced.	TAB	3s, 3s, 4s, 5s. 3s, 3s, 3s, 3s, 3s (Approx.: 30s).	Inner perimeter of race track on large screen.	N/A
Markers around race course (perhaps for	TAB	8s	Inner perimeter of	N/A

distance) – lollipop shaped with number on them with TAB logo underneath.			race track on large screen.	
TOTAL FIXED DYNAMIC ADVERTISING OBSERVED: 1734 seconds (= 28.9mins)				

#4 INTEGRATED ADVERTISING			• Live betting odds • On screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screens) Broadcast gambling sponsorship announcement (e.g. our sponsors is …)	
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement Screen Vs Script**	**Counter Message**
Presenter for tab.com.au race continuously indicating the race was the tab.com.au.race – e.g. "The tab.com.au trophy this morning…".	TAB	30s.	Presenter talking- displayed on large screen inner perimeter track side – facing towards front lawn, members stand etc.	N/A
Presenter for tab.com.au race advertising new TAB fingerprint technology through which "you can bet in a flash".	TAB	5s.	Presenter talking- displayed on large screen inner perimeter track side – facing towards front lawn, members stand etc.	N/A

#4 INTEGRATED ADVERTISING		• Live betting odds • On screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screens) Broadcast gambling sponsorship announcement (e.g. our sponsors is …)		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement Screen Vs Script**	**Counter Message**
Presenter discussing "TAB FIXED ODDS RACE 2" (odds for second race sponsored by tab.com.au.	TAB	35s	Displayed on large screen inner perimeter track side – facing towards front lawn, members stand etc.	N/A
TOTAL INTERGRATED ADVERTISING OBSERVED: 70 seconds (= 1.1mins)				

#5 TEAM SPONSORSHIP				
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement Screen Vs Script**	**Counter Message**
TAB female staff wearing green dresses. Flyer handed out with: "Score with TAB rewards on one side" and "TAB GRAB" on the other..		-	Exit gates from station into venue and betting ring.	N/A
TAB staff wearing T-shirts which read: "How's your form".			Present in betting ring	N/A

Gates for tab.com.au race with TAB logo across the top being moved by tractor along race track after the race.	TAB	15s, 80s (Approx. 95s)	On race track	N/A
TOTAL TEAM SPONSORSHIP OBSERVED: 70 seconds (= 1.1mins)				

Appendix F: Televised observations

ORC INTERNATIONAL

AFL: Collingwood vs Fremantle

Proforma for observation of advertising during sporting events: Televised sports observation (PILOT)			
Sporting Code:	AFL	**Match Between**	Collingwood vs Fremantle (opening match)
Venue:	Etihad Stadium	**Attendance on Ground:**	3,7571
Date:	14/03/2014 (evening)	**Free to air / subscription TV**	Subscription – Fox Footy
Observation Start Time:	5 mins before	**Observation Finish Time:**	8 mins after
Total Time Watched:	145 mins	**Observer Name:**	Kerry Sproston

#1 FIXED ADVERTISING SIGNAGE

- Name of stadium
- Stadium tier boards
- Perimeter fence signs
- Corner flag
- On-field A-Frame signs
- Bolster signs

Interview backdrops

Brief Description	Gambling Operator Gambling Activity	Number of seconds	Placement	Counter Message
FIRE UP CENTREBET	Centrebet	20 s	Perimeter fence sign, behind one of the goals	N/A
Bet365.com	Bet365	2 s	Perimeter fence	N/A
Bet365.com	Bet365	45 s	Perimeter fence	N/A
FIRE UP CENTREBET	Centrebet	5 s	Perimeter fence sign, behind one of the goals	N/A
FIRE UP CENTREBET	Centrebet	5 s	Perimeter fence sign, behind one of the goals	N/A
FIRE UP CENTREBET	Centrebet	2 s	Perimeter fence sign, behind one of the goals	N/A
FIRE UP CENTREBET	Centrebet	10 s	Perimeter fence sign,	N/A

ORC INTERNATIONAL

#1 FIXED ADVERTISING SIGNAGE		• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
			behind one of the goals	
FIRE UP CENTREBET	Centrebet	2 s	Perimeter fence sign, behind one of the goals	N/A
Bet365.com logo	Bet365	45 s	Perimeter fence	N/A
Bet365.com logo	Bet365	3 s	Perimeter fence	N/A
Bet365.com logo	Bet365	45 s	Perimeter fence	N/A
Bet365.com logo	Bet365	2 s	Perimeter fence	N/A
Sporting bet logo	Sportingbet	60 s	Perimeter fence	N/A
FIRE UP CENTREBET	Centrebet	10 s	Perimeter fence sign, behind one of the goals	N/A
Bet365.com logo	Bet365	30 s	Perimeter fence	N/A
Bet365.com logo	Bet365	20 s	Perimeter fence	N/A
FIRE UP CENTREBET	Centrebet	25 s	Perimeter fence sign, behind one of the goals	N/A
Sporting bet logo	Sporting bet	25 s	Perimeter fence	N/A
Bet365.com logo	Bet365	2 s	Perimeter fence	N/A
Bet365.com logo	Bet365	2 s	Perimeter fence	N/A
Sporting bet logo	Sporting bet	20 s	Perimeter fence	N/A
Sporting bet logo	Sporting bet	15 s	Perimeter fence	N/A

ORC INTERNATIONAL

#1 FIXED ADVERTISING SIGNAGE	• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Sporting bet logo	Sporting bet	2 s	Perimeter fence	N/A
TOTAL TELEVISED FIXED ADVERTISING SIGNAGE OBSERVED: 70 seconds (= 1.1mins)				

#2 DYNAMIC ADVERTISING	Revolving or electronic banners in the stadium			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	4 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	3 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	4 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	3 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	6 s	Tier signage, moving, behind goal	N/A

#2 DYNAMIC ADVERTISING		Revolving or electronic banners in the stadium		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	3 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	3 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	3 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	3 s	Tier signage, moving, behind goal	N/A
Rolling logo	Sportingbet	2 s	Tier signage, moving, behind goal	N/A

ORC INTERNATIONAL

TOTAL TELEVISED DYNAMIC ADVERTISING OBSERVED: 70 seconds (= 1.1mins)

#3 COMMERCIAL BREAKS		During commercial break during or immediately before or after the match		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Before / during / after match**	**Counter Message**
Sportsbet 'near enough is good enough' – money back	Sports bet	18 secs	After 1st quarter	Brief Call Gambling Help Online – is gambling a problem for you? Very small. Only up for a few secs.
Shane Warne and his fear of spiders. There's no better bet than sporting bet.	Sportingbet	30 secs	½ time	Small font, briefly at bottom of screen – Is gambling a problem for you – call national helpline number or your local state helpline, Gamblers Help or Mission Australia. Gamble Responsibly.
Sportsbet 'near enough is good enough' – money back	Sports bet	18 secs	After 1st quarter	Brief Call Gambling Help Online – is gambling a problem for you? Very small. Only up for a few secs.
TOTAL TELEVISED COMMERCIAL BREAKS OBSERVED: 70 seconds (= 1.1mins)				

#4 INTERGRATED ADVERTISING	• Live betting odds • On-screen displays of odds or operators

		• Pull through banners or pop ups or electric banners (on TV screen) • Broadcast gambling sponsorship announcement		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
This match brought to you by x, y and Sports Bet.com.au – focus on money back specials	Sportsbet.com.au	4 secs	Voice over, before match start	Gamble responsibly, Call Gambling Help Online + phone number. Bottom of screen but relatively visible (for these messages)
TOTAL TELEVISED INTEGRATED ADVERTISING OBSERVED: 70 seconds (= 1.1mins)				

AFL: GWS vs. Geelong

Proforma for observation of advertising during sporting events: Televised sports observation (1)			
Sporting Code:	AFL	**Match Between**	GWS vs. Geelong
Venue:	Spotless Stadium Sydney	**Attendance on Ground:**	7,697
Date:	19/07/2014 @ 6.30pm	**Free to air / subscription TV**	Channel 7
Observation Start Time:	62 mins before players ran onto ground pre game coverage	**Observation Finish Time:**	5 mins after game
Total Time Watched:	229 mins	**Observer Name:**	Clare Hanley

#1 FIXED ADVERTISING	• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Signage on perimeter fence (coverage of other events prior to start of game).	Sportingbet	1,1, 1, 2	Perimeter fence in coverage of other events.	N/A
Signage behind goals – during game. Not always very legible.	Bet365	10, 3, 11, 1, 25, 2, 2, 3, 1, 8, 2, 12, 2, 2, 9, 1, 1, 7, 2, 6, 9, 2, 1, 10, 5, 20, 13, 2, 2, 8, 1, 3, 1, 12, 2, 11, 8, 1,2, 3, 4, 8, 1, 2, 30, 5, 3, 13, 1, 3, 13, 2, 4, 2, 3, 7, 12, 3, 4, 4,3, 3, 2, 1, 5, 10.	2nd & 3rd level stands.	N/A
TOTAL TIME FIXED ADVERTISING OBSERVED: 379 seconds (= 6.3mins)				

#2 DYNAMIC ADVERTISING		Revolving or electronic banners in the stadium		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Dynamic banner advertising – pre-match while showing coverage of other games.	Sportingbet	4	Mid level in stadium. Across back of goals and further.	N/A
Dynamic banner advertising pre-match while showing coverage of other games.	Bet365.com	35	Perimeter fence on ground	N/A
Dynamic banner advertising – during game (inc replays)	Bet365.com	18, 15, 10, 3, 4, 2, 4, 50, 1, 5, 15, 3, 2, 3, 3, 2, 6, 4, 3, 4, 7, 5, 3, 8, 4, 2, 2, 1, 5, 7, 7, 2, 2, 34, 3, 5, 6, 7, 10, 2, 2, 4,2 3, 9, 14, 20, 6, 8, 4, 2, 4, 3, 8, 3, 18, 9, 2, 3, 4	Perimeter fence on ground	N/A
TOTAL TIME DYNAMIC ADVERTISING OBSERVED: 434 seconds (= 7.2mins)				

#3 COMMERCIAL BREAKS		During commercial breaks during or immediately before or after the match		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Ad describing meal/food packages at Crown. If you like good value and quality. Also advertises free parking.	Crown	30s (before game), 30s (break between 3rd and 4th quarter).	Before	N/A
Ad for TAB app you can use to watch games lives. "Nothing is more important when you've got a bet riding on the game and tab is only betting app where you can watch it live".	TAB	15s, 15s,	Before	N/A
Ad for TAB app you can use to watch games lives. "Nothing is more important	TAB	15s, 15s (break between	During	N/A

ORC INTERNATIONAL

#3 COMMERCIAL BREAKS — During commercial breaks during or immediately before or after the match

Brief Description	Gambling Operator Gambling Activity	Number of seconds	Placement – screen vs script	Counter Message
when you've got a bet riding on the game and tab is only betting app where you can watch it live".		3rd and 4th quarter)		
Take on Tom. Get massive odds. What punters want tagline.	Tomwaterhouse.com	30s	Break after 1st quarter	At beginning until end when message changes. Bottom of screen "Think about people who need your support. Gamble responsibly. Is gambling a problem for you?". At end of ad, small white writing at bottom: "Gamble responsibly ACT Call Mission Australia on 1800 888 868".
TOTAL TIME COMMERCIAL BREAKS OBSERVED: 150 seconds (= 2.5mins)				

#4 INTEGRATED ADVERTISING

- Live betting odds
- On-screen displays of odds or operators
- Pull through banners or pop ups or electric banners (on TV screen)

Broadcast gambling sponsorship announcement

Brief Description	Gambling Operator Gambling Activity	Number of seconds	Placement – screen vs script	Counter Message
TAB round up of odds. Head to head line bet. Presented in "news" broadcast format.	TAB	30s	Counter message at: At bottom of screen.	"Odds subject to change. Gamble responsibly" (impossible to read the rest of message – text too small)
"7s AFL coverage made possible by: TAB.com.au. How's your form?"	TAB	5s	At bottom of screen. Legible size.	Gamble responsibly. Voice over states message also.
Nab fantasy points.	NAB	126s	Appeared in banner at bottom of screen during half time commentary.	N/A

#4 INTEGRATED ADVERTISING		• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Saturday Lotto results Draw 3443 Supps.		30s	Appeared during play at bottom of screen.	N/A
TOTAL TIME INTEGRATED ADVERTISING OBSERVED: 191 seconds (= 3.2mins)				

#5 TEAM SPONSORSHIP				
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Sponsored by Ford, NIB etc. no gambling operators visible.	N/A	N/A	N/A	N/A
TOTAL TEAM SPONSORSHIP OBSERVED: 191 seconds (= 3.2mins)				

ORC INTERNATIONAL

AFL: North Melbourne vs. Bulldogs

Proforma for observation of advertising during sporting events: Televised sports observation (2)			
Sporting Code:	AFL	**Match Between**	North Melbourne vs. Bulldogs
Venue:	Etihad Stadium	**Attendance on Ground:**	27,164
Date:	14/08/2014	**Free to air / subscription TV**	Subscription: Fox Footy HD
Total Time Watched:	145 mins	**Observer Name:**	Clare Hanley

#2 DYNAMIC ADVERTISING	• Revolving or electronic banners in the stadium			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Sportingbet	Sportsbet	8,5,4, 3,3, 4,6, 4, 1,2,2, 2, 11, 3, 5, 1, 4, 4s, 2, 1, 10, 2, 2, 2, 2, 6	Middle of stands – second tier. Behind the goal.	N/A
Bet365.com	Bet365	5,6,24, 8, 80, 60, 8, 19,6, 16, 16, 38, 19, 37, 13	Perimeter fence.	N/A
Sportingbet	Sportingbet	26, 29, 25, 30, 4, 10. 5, 4, 13, 32, 19, 51, 21, 12	Perimeter fence.	N/A
TOTAL TIME DYNAMIC ADVERTISING OBSERVED: 719 seconds (= 12.0mins)				

AFL: Hawthorn vs. Geelong

Proforma for observation of advertising during sporting events: Televised sports observation (3)			
Sporting Code:	AFL	**Match Between**	Hawthorn vs. Geelong
Venue:	Melbourne Cricket Ground (MCG)	**Attendance on Ground:**	72,216
Date:	23/08/2014 @ 7.40pm	**Free to air / subscription TV**	Subscription
Total Time Watched:	134 mins	**Observer Name:**	Clare Hanley

Note:

Note: Other bands represented on perimeter fencing: Iinet, Maxwell Williams, Carlton Draught, TAC, Chemist Warehouse, Coca Cola, Discover Tasmania, Herald Sun, Toyota, Coca Cola, Triple M, Fujitsu, Russell Hobbs, Polaris, Remington, tyresales.com.au, carsales.com.au, Casa Domani, Coles Home Insurance, Herald Sun. Greater number of advertisers on perimeter fence compared to some other AFL games. There appears to be more competition for advertising space. This is unsurprising as the teams playing are likely contenders for the grand final and there is a strong rivalry between the teams. Attendance at the ground was also high.

N.B: the recording of this game was a replay of the game. Therefore advertising during the commercial breaks may not represent the advertising shown during the live game. No sports/race betting advertising observed during commercial breaks. Instead Optus and other advertisers represented.

#1 FIXED ADVERTISING

- Name of stadium
- Stadium tier boards
- Perimeter fence signs
- Corner flag
- On-field A-Frame signs
- Bolster signs
- Interview backdrops

Brief Description	Gambling Operator Gambling Activity	Number of seconds	Placement – screen vs script	Counter Message
Logo of Crown casino on billboard	Crown casino	*1*	*Third tier of stand under corporate box.*	*N/A*
TOTAL TIME FIXED ADVERTISING OBSERVED: 719 seconds (= 12.0mins)				

#2 DYNAMIC ADVERTISING		Revolving or electronic banners in the stadium		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Bet365.com.au	Bet365	33, 41, 40, , 29, 10, 74	Perimeter fence	N/A

#2 DYNAMIC ADVERTISING		Revolving or electronic banners in the stadium		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Sportingbet.com.au	Sportingbet	55, 6, 16, 7, 58, 22, 51	Perimeter fence	N/A
TOTAL TIME DYNAMIC ADVERTISING OBSERVED: 719 seconds (= 12.0mins)				

NRL: Roosters vs. Manly Sea

Proforma for observation of advertising during sporting events: Televised sports observation (4)			
Sporting Code:	NRL	**Match Between**	Roosters vs. Manly Sea
Venue:	Allianz Stadium	**Attendance on Ground:**	14,902
Date:	28/03/2014 @ 7.30pm	**Free to air / subscription TV**	Channel 9
Total Time Watched:	123 mins	**Observer Name:**	Kerry Sproston
Notes: The TV cameras don't hone in so closely on the perimeter signage, etc., as the Bulldogs Foxtel game. The stadium seems bigger for the free to air game			

#1 FIXED ADVERTISING SIGNAGE		• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Sportsbet logo	Sportsbet	2, 3, 2, 2, 2, 10, 8, 2,3, 5, 5,	Corner flag covering	
TOTAL TELEVISED FIXED ADVERTISING OBSERVED: 44 seconds (= 0.7mins)				

#2 DYNAMIC ADVERTISING		• Revolving or electronic banners in the stadium		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Keno Free footy giveaway	Keno	3, 2, 5, 4, 5, 5, 5, 5, 5, 2, 5, 2, 4, 5, 5, 5, 5,	Perimeter sign - dynamic	
Sportsbet logo	Sportsbet	3, 2, 3, 5, 5, 5, 10, 5, 10, 10, 5, 10, 10, 5, 5, 10, 15, 5, 5, 2, 10,	Perimeter moving sign	
TOTAL TELEVISED DYNAMIC ADVERTISING OBSERVED: 212 seconds (= 3.5mins)				

#3 COMMERCIAL BREAKS		During commercial break during or immediately before or after the match		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Before / during / after match**	**Counter Message**
Sportsbet NRL 20 minute special – money back. Plugging web address and 'find us in the app store'.	*Sportsbet*	*30 secs x twice*	*Before match*	*Is gambling a problem for you? Online help address, hardly visible.*
Sportsbet NRL 20 minute special – money back. Plugging web address and 'find us in the app store'.	*Sportsbet*	*30 secs x once*	*At half time*	*Is gambling a problem for you? Online help address, hardly visible.*
Brought to you by, range of advertisers, incl Sportsbet	Sportsbet	3 secs	At half time	N/A
Tom Waterhouse – Rosehill Guineas Horse race money back guarantee, if 2nd, 3rd or 4th advert	Tom Waterhouse	30 secs	At half time	Gamble Responsibly, call Mission Australia. Small but visible at bottom of screen
TOTAL TIME COMMERCIAL BREAK ADVERTISING OBSERVED: 123 seconds (= 2.1mins)				

#4 INTERGRATED ADVERTISING		• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Sports bet odds update before match. Let's get a quick update from Sportsbet.	Sports bet	63	Script – man in separate studio.	Know when to stop. Don't go over the top. At bottom of screen throughout along with www.gamblinghelpline.org.au. Quite visible, compared with others. Man at end says 'gamble responsibly' too.

#4 INTERGRATED ADVERTISING			• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement	
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Sportsbet live update – money back special plug, but from an individual, looking like a commentator, in a studio	Sportsbet	30	At half time	Know when to stop, don't go over the top. Online help address, very small.
TOTAL TIME INTEGRATED ADVERTISING OBSERVED: 93 seconds (= 1.6mins)				

NRL: Panthers vs. Bulldogs

Proforma for observation of advertising during sporting events: Televised sports observation (5)			
Sporting Code:	NRL	**Match Between**	Panthers vs. Bulldogs
Venue:	Sportingbet Stadium Penrith	**Attendance on Ground:**	13,000
Date:	21/03/2014 @ 4pm	**Free to air / subscription TV**	Subscriptions
Observation Start Time:	2 mins before	**Observation Finish Time:**	2 mins after
Total Time Watched:	95 mins	**Observer Name:**	Kerry Sproston
Notes: The Sportingbet logo was around the ground, pretty much everywhere, so most shots showed it.			

#1 FIXED ADVERTISING SIGNAGE			• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops	
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Logo – fixed – Sportingbet	Sportingbet	10 , 20, 15, 2, 2, 1, 5, 5, 10, 5, 15,	Perimeter, at every corner	N/A

#1 FIXED ADVERTISING SIGNAGE		• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
		7, 4, 5, 5, 5, 20, 20, 10, 5, 3, 5, 3, 7, 7, 15, 6, 10, 12, 2, 10, 10, 10, 10, 5, 3, 5, 5, 2, 2, 3, 3, 10, 3, 5, 5, 2, 3, 3, 3, 5, 2, 3, 2, 3, 5, 5, 10, 5, 10, 5, 5, 2, 10, 15, 3, 10, 5, 5, 2, 5, 10, 10, 10, 15, 5, 3, 15, 15, 10, 5, 5, 10, 4, 5, 6, 5, 5, 10, 5, 5, 4, 3, 3, 5, 3, 4, 4, 5, 5, 5, 5, 10, 60, 3, 3, 2, 5, 5, 5, 10, 5, 5, 8, 4, 12, 6, 3, 3, 5, 2, 2, 5, 5, 4, 15, 8, 5, 3, 5, 5, 5, 5, 5, 3, 5, 3, 6, 6, 3, 3, 3, 10, 5, 5,		
Logo – Sportingbet	Sportingbet	2, 10,5, 5, 2, 3, 1, 4, 2, 1, 2, 2, 5, 10, 5, 2, 3, 3, 3, 3, 2, 2, 2, 8, 8, 2, 2, 5, 3, 4, 3, 3,	Around corner post	N/A
Logo – Sportingbet	Sportingbet	10 , 5, 2, 5, 5, 2, 3, 1, 2, 2, 20, 5, 5, 3, 2, 2, 5, 2, 5, 5, 3, 5, 2, 3, 3, 3, 2, 5, 3, 5, 3, 5, 5 , 3, 2, 3, 3, 2, 2, 2, 2, 2, 2, 2, 2, 2, 3, 2, 2, 3, 3, 2, 2, 5, 10, 10, 10, 5, 5, 2, 5, 5, 5, 2, 15, 15, 10, 3, 6, 5, 5, 5, 5, 5, 3, 3, 3, 3, 2, 3, 6, 5, 8, 5, 5, 5, 5, 5, 5, 12, 3, 2, 3, 2, 2, 3, 4, 2, 5, 5, 3, 2,	Small A frame signs round perimeter x several? (8?)	N/A

#1 FIXED ADVERTISING SIGNAGE		• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
		2, 1, 5, 8, 3, 5, 2, 2, 10, 3, 3, 8, 2, 3, 8, 5, 5, 3,		
Logo – Sportingbet	Sporting bet	3, 3, 3, 3, 10	Top of stadium seating, middle	N/A
Logo – Sportingbet	Sporting bet	5, 5, 10, , 5, 2, 2, 6,	At end of stadium, raised high above TV screen.	N/A
Logo – Sportingbet	Sporting bet	2, 5,	Around top of perimeter seating	N/A
Logo – Sportingbet	Sporting bet	5	Above commentary box	N/A
Logo – Sportingbet	Sporting bet	5	Tier seating sign	N/A
TOTAL TIME FIXED ADVERTISING SIGNAGE TELEVISED: 1649 seconds (= 28mins)				
#2 DYNAMIC ADVERTISING		• Revolving or electronic banners in the stadium		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Sportingbet – download the app	Sportingbet	5, 20, 5, 5, 2, 2, 2, 5, 10, 3, 5, 5, 10, 3, 6, 5, 5, 3, 7, 8, 4, 10	Rotating, perimeter, middle of pitch	N/A
TOTAL DYNAMIC ADVERTISING OBSERVED: 130 seconds (= 2.2mins)				

#3 COMMERCIAL BREAKS		• During commercial break during or immediately before or after the match		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Before / during / after match**	**Counter Message**
The Tab –female – latest offer – bet on	The Tab	15, 15 (on twice during	Half time	www.gamblinghelponline, gamble responsible, at

the tote, finish 2nd or 3rd and you'll get a bonus bet.		same commercial break)		bottom under T&C, barely legible
TOTAL TIME COMMERCIAL ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#4 INTERGRATED ADVERTISING			• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) • Broadcast gambling sponsorship announcement	
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
This program brought to you by TAB's moneyback special	TAB	2 X 2 (TWICE)		Gamble responsibly – small font at bottom of screen
TOTAL TIME INTEGRATED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#5 TEAM SPONSORSHIP				
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
At Sportingbet stadium, Penrith				
TOTAL TEAM SPONSORSHIP OBSERVED: 30 seconds (= 0.5mins)				

AFL: Episode 20: AFL On the Couch

Proforma for observation of advertising during sporting events: Televised sports observation (6)			
Sporting Code:	AFL	**Match Between**	Episode 20: AFL On the Couch
Venue:	N/A	**Attendance on Ground:**	N/A
Date:	21/07/2014 @ 9.30pm	**Free to air / subscription TV**	Subscription Fox Footy HD
Observation Start Time:		**Observation Finish Time:**	
Total Time Watched:	63 mins	**Observer Name:**	Clare Hanley
Notes:			

The show is preceded by another show that covers AFL which during this Sportsbet advertising is also shown.

#1 FIXED ADVERTISING SIGNAGE	• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Banner signage in upper stands behind goals. Shown as part of replay footage.	*Bet365*	2	Upper stands behind goals.	N/A
TOTAL FIXED ADVERTISING SIGNAGE OBSERVED: 30 seconds (= 0.5mins)				

#2 DYNAMIC ADVERTISING	• Revolving or electronic banners in the stadium			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Perimeter advertising. Replay footage shown during commentary.	Bet365	10, 6	Perimeter fence.	N/A
TOTAL DYNAMIC ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#3 COMMERCIAL BREAKS	During commercial break during or immediately before or after the match			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Before / during / after match**	**Counter Message**
Whoopsie daisy, it's our AFL special. In round 18 if your team lose by 20 points or less we'll refund your bet. Money back? Well, you're welcome sir.	Sportsbet	15, 15 (1st commercial break) 15, 15 (3rd commercial break)	During show.	Very small white writing at bottom of screen towards end of ad. Poor visibility. Is gambling a problem for you? Call Gambling Helpline Online 1800 858 858 or your local state gambling helpline. Gamble Responsibly. www.gamblinghelponline.org.au
Sponsoring On the Couch: This program brought to you.	Sportsbet	5s, 5s	During show.	Gamble Responsibly. Call Gambling Help Online 1800 858 858. www.gamblinghelponline.org.au

#3 COMMERCIAL BREAKS		During commercial break during or immediately before or after the match		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Before / during / after match**	**Counter Message**
Money back specials from sportsbet.com.au				
TOTAL COMMERCIAL BREAKS OBSERVED: 30 seconds (= 0.5mins)				

ORC INTERNATIONAL

Cricket: First Test – Australia vs. India

Proforma for observation of advertising during sporting events: Televised sports version (7)			
Sporting Code:	Cricket	**Match Between**	First Test – Australia vs. India
Venue:	Adelaide Oval	**Attendance on Ground:**	N/A
Date:	10:00am	**Free to air / subscription TV**	Channel 9
Observation Start Time:	10:00am	**Observation Finish Time:**	1:00pm
Total Time Watched:	180 mins (Including 64 mins pre-game coverage)	**Observer Name:**	Clare Hanley
Notes: Main Sponsor – Commonwealth Bank.			

#1 FIXED ADVERTISING SIGNAGE		• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Bet365.com – billboard shown during footage pre-match of other games	Bet365	PRE-MATCH: 1, 1	Perimeter fence	N/A
Bet365.com – billboard shown during footage pre-match interviews and coverage of the pitch (pre and during match)	Bet365	PRE-MATCH: 13, 9, 20, 14, 12, 2, 10, 18 DURING MATCH: 3, 5, 3,2,3, 9, 20, 3, 2, 2, 2, 4 , 10, 3, 2	Perimeter fence	Think of people who need your support. Gamble responsibly.
Bet365.com – small signage forming a ring around the oval. Stands in front of main perimeter signage towards inner of oval.	Bet365	PRE-MATCH: 5s, 16s, 15s, 16s, 10s, 20s, 12s, 60s, 20s, 15s, 38s, 48s, 3s, 14s, 4s, 3s, 4s, 4, 10 DURING MATCH: 13, 2, 2, 6, 3, 6, 3, 5, 1, 3, 2, 1, 3, 2, 2, 2, 3, 3, 8, 2,10,4, 4,	Inner perimeter	N/A

#1 FIXED ADVERTISING SIGNAGE		• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
		2, 4, 2, 3,1,2, 9, 14, 4, 10, 11, 12,6 , 2, 3, 5, 9, 1, 8, 2, 4, 2, 10, 5, 8, 3, 4, 3, 9, 3, 2, 1, 2, 3, 3, 8, 4, 6, 3, 2, 3, 2, 1, 6, 1, 1, 10, 8, 2, 5, 4, 1, 4, 9, 2, 2, 10, 1, 1, 2, 7		
TOTAL FIXED ADVERTISING SIGNAGE BREAKS OBSERVED: 30 seconds (= 0.5mins)				

Horseracing: Sky racing 19/07/2014 - various locations/races

Proforma for observation of advertising during sporting events: Televised sports version (8_1)			
Sporting Code:	Horseracing (Thoroughbreds)	**Match Between**	First race watched: Race 3: Belmont 1650 Crown Perth BM 60+ HCP
Venue:	Belmont Racecourse Perth	**Attendance on Ground:**	N/A
Date:	Recording: 19/07/2014 @ 3.35pm	**Free to air / subscription TV**	Subscription TV – iQHD – Sky racing
Total Time Watched:	+283 mins	**Observer Name:**	Clare Hanley
Notes: Approx. 2-4 per race minutes (8_1 – 8_6). It's difficult to define where one race starts and the other finishes as the coverage is simultaneous and seamless.			

#1 FIXED ADVERTISING SIGNAGE		• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Fixed billboards on the ground at perimeter of race track. Observable as horses racing around track.	Crown	3, 3	Fixed billboards on the ground at perimeter of race track.	N/A
Fixed billboards on the ground at perimeter of race track. Observable as horses racing around track.	TABtouch	2, 3, 4	Fixed billboards on the ground at perimeter of race track.	N/A
TOTAL TIME FIXED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#4 INTERGRATED ADVERTISING	• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Table showing odds for horses by operator: S-TAB, NSW, Tatts. Tables appeared at beginning and end of coverage. Commentary at the end of the race about the odds of the winner.	N/A	3 at beginning (probably was longer but recording only started there). At end 40s of tables showing odds for winner and other tables appear too.	Half of screen covered with table.	N/A
Boxes mid- to bottom of screen showing odds for individual horses running the race being shown. 4 boxes available so odds for different horses coming up.	N/A	55s	Boxes mid- to bottom of screen. Directly above boxes showing time to start of other races.	N/A
Scrolling banner from left to right. Continuous throughout race coverage. Odds shown for horses on different races. E.g. 6. Townsville: 1.Delzera $69.	N/A just Sk2Racing logo next to odds	90s	Banner along bottom of screen throughout coverage	N/A
TOTAL TIME INTEGRATED ADVERTISING OBSERVED: 30 seconds (= 0.5mins) - Update				

Proforma for observation of advertising during sporting events: Televised sports version (8_5)

Sporting Code:	Horseracing (Thoroughbreds)	**Match Between**	Race 5: Eagle Farm 1300m. Netball Disney Classic Open HCP
Venue:	Eagle Farm Racecourse	**Attendance on Ground:**	N/A

#1 FIXED ADVERTISING SIGNAGE	• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Large billboard: TattsBet.com.au	Tatts	2s	Outer perimeter fence.	N/A
Large billboards x 2: TattsBet.com.au	Tatts	3s	Inner perimeter fence next to finish line	N/A
TOTAL TIME FIXED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#4 INTERGRATED ADVERTISING	• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Odds for horses in upcoming race sponsored by TAB. Tab.com.au shown. Commentary discusses odds shown	TAB	16s	Whole of screen	N/A
Table showing odds before race. Columns says Tatts, NSW, S-TAB, QR, LR, LR, MR etc. This table is shown small and then expanded. When table is expanding the commentary says: "The	Tatts, NSW, S-TAB	50s, 20s, 70s,	Top left hand corner and then expanded to full screen. Then contracts to small screen again.	N/A

#4 INTERGRATED ADVERTISING	• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
top three here are… [number, name of horse and odds are cited]". Odds of last race still being discussed and table with odds being populated. Tatts, NSW, S-TAB is the heading of the columns. Commentator is talking about odds and products e.g. "The three girls have filled the trifecta here".				
Table with odds for subsequent race. Commentary discussing odds for the next race. Regular updates on when the next race will be starting.	S-TAB, NSW, Tatts			
Scrolling banner from left to right. Continuous throughout race coverage. Odds shown for horses on different races.	N/A just Sk2Racing logo next to odds	Throughout coverage	Banner along bottom of screen throughout coverage	N/A
TOTAL TIME INTEGRATED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

Proforma for observation of advertising during sporting events: Televised sports version (8_3)

Sporting Code:	Horseracing (Thoroughbreds)	**Match Between**	Race 7: Gold Coast 1400m Bet Gold C, G & E CL1 HCP
Venue:	Gold Coast racecourse	**Attendance on Ground:**	N/A

#1 FIXED ADVERTISING SIGNAGE	• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
TattsBet.com.au. Large billboard close to the finish line.	Tatts	4s	Inner perimeter ring	N/A
TOTAL TIME FIXED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#4 INTERGRATED ADVERTISING	• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Table showing odds before race. Columns say Tatts, NSW, S-TAB, QR, LR, LR. This table is shown small and then expanded. When table is expanding the commentary says: The top three here are…". Number, name of horse and odds are cited. Odds of last race still being	Tatts, NSW, S-TAB	56s, 90s,	Top left hand corner and then expanded to full screen. Then contracts to small screen again.	N/A

#4 INTERGRATED ADVERTISING	- Live betting odds - On-screen displays of odds or operators - Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
discussed and table with odds being populated. Tatts, NSW, S-TAB is the heading of the columns. Commentator is talking about odds and products e.g. "The three girls have filled the trifecta here".				
Table with odds for subsequent race. Commentary discussing odds for the next race. Regular updates on when the next race will be starting.	S-TAB, NSW,Tatts	30s		
Scrolling banner from left to right. Continuous throughout race coverage. Odds shown for horses on different races.	N/A just Sk2Racing logo next to odds	Throughout coverage	Banner along bottom of screen throughout coverage	N/A
TOTAL TIME INTEGRATED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

ORC INTERNATIONAL

Proforma for observation of advertising during sporting events: Televised sports version (8_4)

Sporting Code:	Horseracing (Thoroughbreds)	**Match Between**	Race 4: Kembla Grange 1000m, Arnold Bowden IT consultant CL1
Venue:	Kembla Grange Racecourse	**Attendance on Ground:**	N/A

#1 FIXED ADVERTISING SIGNAGE

- Name of stadium
- Stadium tier boards
- Perimeter fence signs
- Corner flag
- On-field A-Frame signs
- Bolster signs
- Interview backdrops

Brief Description	Gambling Operator Gambling Activity	Number of seconds	Placement	Counter Message
TAB logo on billboard signs	TAB	2s	Outer perimeter fence	N/A
TOTAL TIME FIXED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#4 INTERGRATED ADVERTISING

- Live betting odds
- On-screen displays of odds or operators
- Pull through banners or pop ups or electric banners (on TV screen)

Broadcast gambling sponsorship announcement

Brief Description	Gambling Operator Gambling Activity	Number of seconds	Placement – screen vs script	Counter Message
Table showing odds before race. Columns says Tatts, NSW, S-TAB, QR, LR, LR, MR etc. This table is shown small and then expanded. When table is expanding the commentary says: The top three here are…". Number, name of horse and odds are cited.	Tatts, NSW, S-TAB	80s,	Top left hand corner and then expanded to full screen. Then contracts to small screen again.	N/A

#4 INTERGRATED ADVERTISING	• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Odds of last race still being discussed and table with odds being populated. Tatts, NSW, S-TAB is the heading of the columns. Commentator is talking about odds and products e.g. "The three girls have filled the trifecta here".				
Table with odds for subsequent race. Commentary discussing odds for the next race. Regular updates on when the next race will be starting.	S-TAB, NSW, Tatts			
Scrolling banner from left to right. Continuous throughout race coverage. Odds shown for horses on different races.	N/A just Sk2Racing logo next to odds	Throughout coverage	Banner along bottom of screen throughout coverage	N/A
Boxes mid- to bottom of screen showing odds for individual horses running the race being shown. 4 boxes available so odds for different horses coming up.	N/A	30s	Boxes mid- to bottom of screen. Directly above boxes showing time to start of other races.	N/A
TOTAL TIME INTEGRATED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

ORC INTERNATIONAL

Proforma for observation of advertising during sporting events: Televised sports version (8_6)

Sporting Code:	Horseracing (Thoroughbreds)	**Match Between**	Race 6: Launceston 1200 m. Mitsubishi Think Pink Cup
Venue:	Launceston racecourse	**Attendance on Ground:**	N/A

#1 FIXED ADVERTISING SIGNAGE

- Name of stadium
- Stadium tier boards
- Perimeter fence signs
- Corner flag
- On-field A-Frame signs
- Bolster signs
- Interview backdrops

Brief Description	Gambling Operator Gambling Activity	Number of seconds	Placement	Counter Message
Betfair logo	Betfair	8s , 25s	On sides of gates horses race out of.	N/A
Betfair logo on large billboard.	Betfair	1s	Outer perimeter of track.	N/A
Betfair logo on large billboard	Betfair	3s	Inner perimeter of track next to finish line.	N/A
TOTAL TIME FIXED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#4 INTERGRATED ADVERTISING

- Live betting odds
- On-screen displays of odds or operators
- Pull through banners or pop ups or electric banners (on TV screen)

Broadcast gambling sponsorship announcement

Brief Description	Gambling Operator Gambling Activity	Number of seconds	Placement – screen vs script	Counter Message
TAB.com.au advertising offer: First 4 Jackpot. Belmont Race 4. In typeface that is larger than anything else shown on screen: $2.6k.	TAB	5s	Bottom left of screen. Below odds for current race and new to odds for previous race.	N/A

#4 INTERGRATED ADVERTISING	• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Table showing odds before race. Columns says Tatts, NSW, S-TAB, QR, LR, LR, MR etc. This table is shown small and then expanded. Commentary cites horse number, name and odds. Odds of last race still being discussed and table with odds being populated. Tatts, NSW, S-TAB is the heading of the columns. Commentator is talking about odds and products.	Tatts, NSW, S-TAB	70s, 90s	Top left hand corner and then expanded to full screen. Then contracts to small screen again.	N/A
Table with odds for subsequent race. Commentary discussing odds for the next race. Regular updates on when the next race will be starting.	S-TAB, NSW, Tatts			
TOTAL TIME INTEGRATED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#3 COMMERCIAL BREAKS			During commercial break during or immediately before or after the match	
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Before / during / after match**	**Counter Message**
A TAB market update. Tab.com.au. Presenter Jaimee Rogers presenting odds. "Make sure you set your alarm and start your day with an early quaddie". At of advertisement: How's your form? Three different modes are advertised: Local TAB, TAB.COM.AU and MOBILE.	TAB	30	Prior to race	While the offer is being promoted: Think about your choices. Call you state based gambling help services on 1800 858 858. In NSW call Gambling Help on 1800 858 858 or visit www.gamblinghelpnews.gov.au. In WA visit www.gamblinghelponline.org.au. In TAS call Gamblers Help. Gamble responsibly. At the end of the ad commentary and message are shown: Know when to stop. Don't go over the top. Gamble Responsibly.
TOTAL TIME COMMERCIAL BREAKS OBSERVED: 30 seconds (= 0.5mins)				

ORC INTERNATIONAL

Proforma for observation of advertising during sporting events: Televised sports version (8_2)			
Sporting Code:	Horseracing (Thoroughbreds)	**Match Between**	Race 6: Morphettville 1800m Tapestry Wines 0-72 HCP
Venue:	Morphetville Racecourse Adelaide SA	**Attendance on Ground:**	N/A

#1 FIXED ADVERTISING SIGNAGE		• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs • Interview backdrops		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Billboards.	Centrebet	20, 2	Above the stalls that the horses race out of at beginning of race.	N/A
Billboard on the side of the stalls.	Centrebet	1	On the side of the stalls the horses race out of. Visible very briefly at start of race.	N/A
Fixed billboard on the ground at perimeter of race track. Observable as horses racing around track.	Sportingbet	2,3	Fixed billboard on the ground at perimeter of race track.	N/A
Fixed billboards on the ground at perimeter of race track. Observable as horses racing around track.	Centrebet	2	Fixed billboard on the ground at perimeter of race track.	N/A
Sporting bet logo along rail. Could only see with close ups.	Sportingbet	16	On rails near the finish line. Can see in close up to review end of race.	N/A
TOTAL TIME FIXED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#4 INTERGRATED ADVERTISING	• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) Broadcast gambling sponsorship announcement			
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Table showing odds for horses by operator: S-TAB, NSW, Tatts. Tables appeared at beginning and end of coverage. Commentary at the end of the race about the odds of the winner.	N/A	35s at beginning. At end 44s of tables showing odds for winner and other tables appear too.	At beginning: Most of screen covered with tables with odds from race just finished and the one about the start.	N/A
Boxes mid- to bottom of screen showing odds for individual horses running the race being shown. 4 boxes available so odds for different horses coming up.	N/A	59s	Boxes mid- to bottom of screen. Directly above boxes showing time to start of other races.	N/A
Scrolling banner from left to right. Continuous throughout race coverage. Odds shown for horses on different races. E.g. 6. Townsville: 1.Delzera $69.	N/A just Sk2Racing logo next to odds	120s	Banner along bottom of screen throughout coverage	N/A
TOTAL TIME INTEGRATED ADVERTISING OBSERVED: 30 seconds (= 0.5mins)				

#5 TEAM SPONSORSHIP				
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
People handling horses at beginning of race. Not easily visible.	Sportingbet	36	Logo on chest and back of jerseys.	N/A
TOTAL TEAM SPONSORSHIP OBSERVED: 30 seconds (= 0.5mins)				

Greyhound Racing: Maitland and Shepparton (6 races)

Proforma for observation of advertising during sporting events: Televised sports version (9)			
Sporting Code:	Greyhound Racing	**Match Between**	Sky 1 Racing Raceday 24 July: 1) Shepparton 390m – Racer Function Centre MDN STK 2) Maitland 400s Telarahgreyhounds.com.au. MDN STK 3) Shepparton 390m Nitro Burst @ Stud MDN STK. 4) Maitland 450m www.bettowintips.com.au GRS STK. 5) Shepparton 390m Oaks road @ Stud MDN STK 6) Maitland 450 m – Telarah community race day GR5 STK
Venue:	Maitland and Shepparton	**Attendance on Ground:**	N/A
Date:	24/07/2014	**Free to air / subscription TV**	Subscription. Sky Racing 1
Total Time Watched:	Approx. 20 minutes	**Observer Name:**	Clare Hanley

#1 FIXED ADVERTISING SIGNAGE • Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops				
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Maitland: Betezy.com.au billboards.	Betezy	2) Maitland: 55	Next to gates	*N/A*
Maitland: 1 x Centrebet billboard	Centrebet	2) Maitland: 10 4) Maitland: 41 6) Maitland: 52	Next to gates	*N/A*
Maitland: 1 x Centrebet billboard	Centrebet	4) Maitland: 1s 6) Maitland:1s	Past starting line	N/A
Maitland: Betezy.com.au billboards	Betezy	4) Maitland: 1s 6) Maitland: 1s	Past starting line	N/A

#1 FIXED ADVERTISING SIGNAGE		• Name of stadium • Stadium tier boards • Perimeter fence signs • Corner flag • On-field A-Frame signs • Bolster signs Interview backdrops		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement**	**Counter Message**
Maitland: Betezy.com.au billboards.	Betezy	2) Maitland: 1s, 2s 4) Maitland: 1s,1s 6) Maitland: 2s, 2s	Billboard nearing finish line	N/A
Maitland: Betezy.com at finish line.	Betezy	2) Maitland: 2s, 5s 4) Maitland: 2s,4s 6)Maitland: 2s,5s	Two logo placed at finish line.	N/A
Maitland: Betezy.com.au above electronic billboard with time + placement of dogs post-race	Betezy	2) Maitland: 2s 4) Maitland: 3s 6)Maitland: 3s	Above electronic billboard	N/A
TOTAL FIXED ADVERTISED SIGNAGE OBSERVED: 30 seconds (= 0.5mins)				

#4 INTERGRATED ADVERTISING		• Live betting odds • On-screen displays of odds or operators • Pull through banners or pop ups or electric banners (on TV screen) • Broadcast gambling sponsorship announcement		
Brief Description	**Gambling Operator Gambling Activity**	**Number of seconds**	**Placement – screen vs script**	**Counter Message**
Commentary mentions the www.bettowintips.com.au race.	www.bettowintips.com.au	3) Shepparton: 1s,1s	Commentary only	N/A
Advertisement integrated with odds shown prior to race. E.g: First 4 Jackpot Moree Race 6 $3.8k Tab.com.au	TAB	1) Shepparton: 5s, 5s, 5s 3) Shepparton: 5s, 5s, 5s,5s,5s, 5s	Below odds for next race and next to odds for current race	N/A

Advertisement integrated with odds shown prior to race: Shepparton – Race 2 Selection 5-1-2-3 Suggest bet Box Trifecta: 1,2,3,5 Quaddie 4,5,7/1,4,8/1,4,7/2,3,6	WATCHDOG	3) Shepparton: 5s	Middle of screen while odds showing to left and below.	N/A
Odds for upcoming racing shown in top left hand corner. The table shows the odds for each greyhound. The column headings include: S-TAB, NSW, Tatts, PG, PG, VG		1)Shepparton: 70s 2)Maitland: 70s 3)Shepparton: 105s 4)Maitland: 75s 5)Shepparton: 210s 6)Maitland: 150s		
TOTAL INTEGRATED ADVERTISED OBSERVED: 30 seconds (= 0.5mins)				

Appendix G: Discussion guides

“The relationship between marketing and wagering” (GRA project)

Focus Group Discussion Guide (Draft)

PARENTS OF YOUNG PEOPLE

Approx. 120 minutes

The overarching aim is to explore the relationship between sports and racing marketing and wagering behaviour and intentions, specifically:

- To look at recall and awareness for sports and racing marketing;
- To look at attitudes towards this kind of marketing;
- To look at the perceived influence on vulnerable groups, including young people and at risk or problem gamblers.

The discussion should also cover understanding of ‘responsible gambling’ and the extent to which this is promoted by the marketing activity discussed.

Introduction (5 minutes)

- Introduction of self, ORC International, academic collaborators and GRA
- Purpose
    - Conducting research funded by Gambling Research Australia
    - Interested in the relationship between advertising and marketing and betting on sports events and horse/dog races
    - We’d like to get your feedback – we want to know what marketing activity you have seen, what you like and what you don’t about these adverts, and whether you think it affects the gambling behaviour of young people
- Please turn off or put on silent mode mobile phones
- Confidentiality and anonymity
- Reminder that you are being observed as discussed during recruitment (where relevant)
- Housekeeping – up to 2 hours, catering, amenities
- Group rules – different points of view encouraged, no right or wrong answers, moderator and participant roles.

Gambling behaviour – for those aged 18 and over (15 mins)

- Do any of you watch sports events? Does your child watch sports events?
  - Probe for whether on TV or live.
  - Probe for whether watch them as a family – who watches/where/when?
- Do any of you bet on sports events?
  - Probe for how, how often, how much, etc.
- As far as you know, does your child bet on sports events? Do any of their peers bet on sports events?
  - Probe for how, how often, how much, where, who with, etc.
- Do any of you watch horse or dog races? Does your child watch horse or dog races?
  - Probe for whether on TV or live.
- Do any of you bet on horse or dog races?
  - Probe for how, how often, how much, etc.
- As far as you know, does your child bet on horse or dog races? Do any of their peers bet on sports events?
  - Probe for how, how often, how much, where, who with, etc.
- Why do (young) people bet on these events? What do they like about it?
  - Probe for cognitive and emotional responses, gambling beliefs, experience of a sporting or racing event.

Unprompted questioning (20 mins)

- Have you seen any adverts, or other forms of marketing or publicity, for sports betting or racing betting?
  - Probe for which Gambling Operator, which advert, where, when, etc.
  - Probe for attitudes towards the ad, how effective do they think it is and why.
- Who do you think is the target audience for this kind of advertising/marketing? And why do you say that?
- To what extent is your child/their peer group exposed to this kind of advertising/marketing? Where/how?
- What kind of impact do you think this kind of advertising/marketing has on your child/their peer group?
  - Probe for impact on young people.
  - Probe for what is the message? What's the emotional response? (excitement, gambling beliefs, and experience of a sporting or racing event).
  - Probe for impact on gambling behaviour.
- Does this kind of advertising have any warnings about the problems associated with excessive gambling?
  - Probe for what they recall and how effective they think it is, and why.
- How does this kind of advertising/marketing affect your own intention to gamble? And how does it affect your gambling behaviour?
- How might this kind of advertising/marketing affect your child's/their peer group's intention to gamble? And how might it affect their gambling behaviour?

Prompted questioning (65 mins)

Display each creative and for each one ask:

- What is your initial reaction? Why?
- Who is the perceived target audience of this advert/marketing activity?
- What do you think your child/their peer group would think about this?
- How does this advert/marketing activity impact on your attitude towards the brand and the gambling product?
- Did you notice any message around responsible gambling, or gambling within safe limits?
    - Probe for what they recall and how effective they think it is, and why.
- How does this advert/marketing activity impact on your attitude towards the sporting code/racing?
- How would this advert/marketing activity impact upon your own gambling intention and behaviour?
- How would this advert/marketing activity impact upon others' intention to gamble?
    - Probe for impact on vulnerable groups (problem gamblers and young people)
- How acceptable is this advert/marketing activity? (Probe for their value judgment.)

Responsible gambling (15 mins)

- What do you understand by the term 'responsible gambling'?
- To what extent do you think that this kind of marketing activity is promoting responsible gambling?
- To what extent do you think young people are exposed to the responsible gambling message? To what extent are they protected?
- What should be done to promote responsible gambling and protect the vulnerable? What might be effective?
- Whose responsibility is it to promote/ensure responsible gambling? (Operator/legislator/parent?)
- What are your general attitudes towards sports and racing betting advertising acceptability and restrictions?
    - Probe for what kind of restrictions should be in place, and who should be responsible.

“The relationship between marketing and wagering” (GRA project)

Focus Group Discussion Guide (Draft)

ADOLESCENT MALES (aged 13-17)

Approx. 120 minutes

The overarching aim is to explore the relationship between sports and racing marketing and wagering behaviour and intentions, specifically:

- To look at recall and awareness for sports and racing marketing;
- To look at attitudes towards this kind of marketing;
- To look at the perceived influence on vulnerable groups, including young people and at risk or problem gamblers.

The discussion should also cover understanding of ‘responsible gambling’ and the extent to which this is promoted by the marketing activity discussed.

Introduction (5 minutes)

- Introduction of self, ORC International, academic collaborators and GRA
- Purpose
  - Conducting research funded by Gambling Research Australia
  - Interested in the relationship between advertising and marketing and betting on sports events and horse/dog races
  - We’d like to get your feedback – we want to know what marketing activity you have seen, what you like and what you don’t about these adverts, and whether you think it affects your own behaviour
- Please turn off or put on silent mode mobile phones
- Confidentiality and anonymity
- Reminder that you are being observed as discussed during recruitment (where relevant)
- Housekeeping – up to 2 hours, catering, amenities
- Group rules – different points of view encouraged, no right or wrong answers, moderator and participant roles.

Watching sports and races (10 mins)

- Do any of you watch sports events? Do your parents watch sports events?
  - Probe for whether on TV or live.
  - Probe for whether watch them as a family- who watches/where/when?
- Do you know anyone who bets on sports events? Do your parents bet on sports events or do any of their friends/relatives/people they know?
  - Probe for whether in their household, or peers.
  - Probe for how, how often, how much, etc.
- Do any of you watch horse or dog races? Do your parents watch horse or dog races?
  - Probe for whether on TV or live.
- Do you know anyone who bets on horse or dog races?
  - Probe for whether in their household, or peers.
  - Probe for how, how often, how much, etc.
- Why do you watch these events? What do you like about it?
  - Probe for cognitive and emotional responses, experience of a sporting or racing event.

Unprompted questioning (20 mins)

- Have you seen any adverts, or other forms of marketing or publicity, for sports betting?
  - Probe for which Gambling Operator, which advert, where, when, etc.
  - Probe for attitudes towards the ad, how effective do they think it is and why.
- Who do you think is the target audience for this kind of advertising/marketing? And why do you say that?
- What kind of impact do you think this kind of advertising/marketing has?
  - Probe for impact on different groups of people (inc. parents/their peers).
  - Probe for what is the message? What's the emotional response? (excitement, gambling beliefs, and experience of a sporting or racing event).
  - Probe for impact on gambling behaviour.
- Does this kind of advertising have any warnings about the problems associated with excessive gambling?
  - Probe for what they recall and how effective they think it is, and why.
- How does this kind of advertising/marketing affect your own intention to gamble?
- How might this kind of advertising/marketing affect your parents/peer group's intention to gamble? And how might it affect their gambling behaviour?

Prompted questioning (60 mins)

Display each creative and for each one ask:

- What is your initial reaction? Why?
- Who is the perceived target audience of this advert/marketing activity?
- How does this advert/marketing activity impact on your attitude towards the brand and the gambling product?
- Did you notice any message around responsible gambling, or gambling within safe limits?
    - Probe for what they recall and how effective they think it is, and why.
- How does this advert/marketing activity impact on your attitude towards the sporting code/racing?
- How would this advert/marketing activity impact upon your own gambling intention?
- How would this advert/marketing activity impact upon others' intention to gamble?
    - Probe for impact on vulnerable groups (problem gamblers and young people)

Responsible Gambling (10 mins)

- What do you understand by the term 'responsible gambling'?
- To what extent do you think that this kind of marketing activity is promoting responsible gambling?
- What should be done to promote responsible gambling and protect the vulnerable? What might be effective?
- Whose responsibility is it to promote/ensure responsible gambling? (Operator/legislator/parent?)
- What are your general attitudes towards sports and racing betting advertising acceptability and restrictions?
    - Probe for what kind of restrictions should be in place, and who should be responsible.

Self-completion questionnaire (15 mins) 13-17 year olds only

S1. In the last 12 months, have you watched the following: *(please select one response for each type of event)*

	Yes	No
a) Live sporting events (at the venue)	1	2
b) Televised sporting events (on pay or free to air TV)	1	2
c) Live horse or dog races (at the track)	1	2
d) Televised horse or dog races (on pay or free to air TV)	1	2

S2. And how often have you gambled on these events? *(Please select one response for each type of event)*

	Never	Monthly or less	2-4 times a month	2-4 times a week	5 or more times a week
a) Horse and dog races	1	2	3	4	5
b) Sporting events	1	2	3	4	5
c) Other	1	2	3	4	5

S3. Does anyone else in your household gamble on these events? (Please indicate how often anyone in your household gambles on each of these events)

	Never	Monthly or less	2-4 times a month	2-4 times a week	5 or more times a week
a) Horse and dog races	1	2	3	4	5
b) Sporting events	1	2	3	4	5
c) Other	1	2	3	4	5

S4. In the future, do you plan to gamble on any of the following events: *(Please select one response for each type of event?)*

	Yes	No
a) Live sporting events (at the venue)	1	2
b) Televised sporting events (on pay or free to air TV)	1	2
c) Live horse or dog races (at the track)	1	2
d) Televised horse or dog races (on pay or free to air TV)	1	2

The following questions refer to gambling behaviour, including gambling on the internet. For each statement, please tell us how often each item has occurred.

S5. **In the past year**, how often have you found yourself thinking about gambling or planning to gamble?

Never	1
Once or twice	2
Sometimes	3
Often	4

S6. During the course of the **past year** have you needed to gamble with more and more money to get the amount of excitement you want?

Yes	1
No	2

S7. **In the past year**, have you ever spent much more than you planned to on gambling?

Never	1
Once or twice	2
Sometimes	3
Often	4

S8. **During the last 12 months** have you felt bad or fed up when trying to cut down or stop gambling?

Never	1
Once or twice	2
Sometimes	3
Often	4
Never tried to cut down	5

S9. **In the past year**, how often have you gambled to help you escape from problems or when you are feeling bad?

Never	1
Once or twice	2
Sometimes	3
Often	4

S10. During the last 12 months, after losing money gambling, have you returned another day to try and win back money you lost?

Never	1
Less than half the time	2
More than half the time	3
Every time	4

S11. In the past year, has your gambling ever led to lies to your family?

Never	1
Once or twice	2
Sometimes	3
Often	4

S12. In the past year, have you ever taken money from the following **without permission** to spend on gambling:

	Never	**Once or twice**	**Sometimes**	**Often**
School lunch or bus money	1	2	3	4
Money from your family	1	2	3	4
Money from outside the family	1	2	3	4

S13. In the past year, have you ever taken money from the following **without permission** to spend on gambling:

	Never	**Once or twice**	**Sometimes**	**Often**
Arguments with family or friends	1	2	3	4
Missing school	1	2	3	4

ORC INTERNATIONAL

"The relationship between marketing and wagering" (GRA project)

Focus Group Discussion Guide (Draft)

ADULT GAMBLERS

Approx. 120 minutes

The overarching aim is to explore the relationship between sports and racing marketing and wagering behaviour and intentions, specifically:

- To look at recall and awareness for sports and racing marketing;
- To look at attitudes towards this kind of marketing;
- To look at the perceived influence on vulnerable groups, including young people and at risk or problem gamblers.

The discussion should also cover understanding of 'responsible gambling' and the extent to which this is promoted by the marketing activity discussed.

Introduction (5 minutes)

- Introduction of self, ORC International, academic collaborators and GRA
- Purpose
    - o Conducting research funded by Gambling Research Australia
    - o Interested in the relationship between advertising and marketing and betting on sports events and horse/dog races
    - o We'd like to get your feedback – we want to know what marketing activity you have seen, what you like and what you don't about these adverts, and whether you think it affects your own behaviour
- Please turn off or put on silent mode mobile phones
- Confidentiality and anonymity
- Reminder that you are being observed as discussed during recruitment (where relevant)
- Housekeeping – up to 2 hours, catering, amenities
- Group rules – different points of view encouraged, no right or wrong answers, moderator and participant roles.

Gambling behaviour – for those aged 18 and over (15 mins)

- Do any of you watch sports events?
    - o Probe for whether on TV or live.
- Do any of you bet on sports events?
    - o Probe for how, how often, how much, etc.
- Do any of you watch horse or dog races?
    - o Probe for whether on TV or live.
- Do any of you bet on horse or dog races?
    - o Probe for how, how often, how much, etc.
- Why do you bet on these events? What do you like about it?
    - o Probe for cognitive and emotional responses, gambling beliefs, experience of a sporting or racing event.

ORC INTERNATIONAL

Unprompted questioning (15 mins)

- Have you seen any adverts, or other forms of marketing or publicity, for sports betting or racing betting?
  - Probe for which Gambling Operator, which advert, where, when, etc.
  - Probe for attitudes towards the ad, how effective do they think it is and why.
- Who do you think is the target audience for this kind of advertising/marketing? And why do you say that?
- What kind of impact do you think this kind of advertising/marketing has?
  - Probe for impact on different groups of people.
  - Probe for cognitive and emotional responses (excitement, gambling beliefs, and experience of a sporting or racing event).
  - Probe for impact on gambling behaviour.
- Does this kind of advertising have any warnings about the problems associated with excessive gambling?
  - Probe for what they recall and how effective they think it is, and why.
- How does this kind of advertising/marketing affect your own intention to gamble? And how does it affect your gambling behaviour?

Prompted questioning (60 mins)

Display each creative and for each one ask:

- What is your initial reaction? Why?
- Who is the perceived target audience of this advert/marketing activity?
- How does this advert/marketing activity impact on your attitude towards the brand and the gambling product?
- Did you notice any message around responsible gambling, or gambling within safe limits?
  - Probe for what they recall and how effective they think it is, and why.
- How does this advert/marketing activity impact on your attitude towards the sporting code/racing?
- How would this advert/marketing activity impact upon your own gambling intention and behaviour?
- How would this advert/marketing activity impact upon others' intention to gamble?
  - Probe for impact on vulnerable groups (problem gamblers and young people)

Own gambling behaviour (15 mins)

- Can I ask a bit more about how the type of advertising/marketing activity we have just seen affects your own gambling behaviour? Probe for whether effect is immediate effect (i.e. whether it 'triggers' a bet), or whether the impact is longer term
- Which type of advertising/marketing activity is most effective/has most impact on you?
- Do you think this type of advertising/marketing tends to increase your gambling activity, and/or does it affect the way you bet – probe for whether switch gambling company and issues around brand loyalty?
- (**Problem gamblers only**) to what extent does this type of marketing affect your urge to gamble at times when you might be trying to cut down or stop?

Responsible gambling (10 mins)

- What do you understand by the term 'responsible gambling'?
- To what extent do you think that this kind of marketing activity is promoting responsible gambling?
- What are your general attitudes towards sports and racing betting advertising acceptability and restrictions?
    - Probe for what kind of restrictions should be in place, and who should be responsible.

ORC INTERNATIONAL

“The relationship between marketing and wagering” (GRA project)

Focus Group Discussion Guide (Draft)

ADULT NON-GAMBLERS

Approx. 120 minutes

The overarching aim is to explore the relationship between sports and racing marketing and wagering behaviour and intentions, specifically:

- To look at recall and awareness for sports and racing marketing;
- To look at attitudes towards this kind of marketing;
- To look at the perceived influence on vulnerable groups, including young people and at risk or problem gamblers.

The discussion should also cover understanding of ‘responsible gambling’ and the extent to which this is promoted by the marketing activity discussed.

Introduction (5 minutes)

- Introduction of self, ORC International, academic collaborators and GRA
- Purpose
    - o Conducting research funded by Gambling Research Australia
    - o Interested in the relationship between advertising and marketing and betting on sports events and horse/dog races
    - o We’d like to get your feedback – we want to know what marketing activity you have seen, what you like and what you don’t about these adverts, and whether you think it affects your own behaviour
- Please turn off or put on silent mode mobile phones
- Confidentiality and anonymity
- Reminder that you are being observed as discussed during recruitment (where relevant)
- Housekeeping – up to 2 hours, catering, amenities
- Group rules – different points of view encouraged, no right or wrong answers, moderator and participant roles.

Gambling behaviour – for those aged 18 and over (15 mins)

- Do any of you watch sports events?
    - o Probe for whether on TV or live.
- Do any of you bet on sports events?
    - o Probe for how, how often, how much, etc.
- Do any of you watch horse or dog races?
    - o Probe for whether on TV or live.
- Do any of you bet on horse or dog races?
    - o Probe for how, how often, how much, etc.
- Why do you bet on these events? What do you like about it?
    - o Probe for cognitive and emotional responses, gambling beliefs, experience of a sporting or racing event.

Unprompted questioning (20 mins)

- Have you seen any adverts, or other forms of marketing or publicity, for sports betting or racing betting?
    - Probe for which Gambling Operator, which advert, where, when, etc.
    - Probe for attitudes towards the ad, how effective do they think it is and why.
- Who do you think is the target audience for this kind of advertising/marketing? And why do you say that?
- What kind of impact do you think this kind of advertising/marketing has?
    - Probe for impact on different groups of people.
    - Probe for cognitive and emotional responses (excitement, gambling beliefs, and experience of a sporting or racing event).
    - Probe for impact on gambling behaviour.
- Does this kind of advertising have any warnings about the problems associated with excessive gambling?
    - Probe for what they recall and how effective they think it is, and why.
- How does this kind of advertising/marketing affect your own intention to gamble? And how does it affect your gambling behaviour?

Prompted questioning (65 mins)

Display each creative and for each one ask:

- What is your initial reaction? Why?
- Who is the perceived target audience of this advert/marketing activity?
- How does this advert/marketing activity impact on your attitude towards the brand and the gambling product?
- Did you notice any message around responsible gambling, or gambling within safe limits?
    - Probe for what they recall and how effective they think it is, and why.
- How does this advert/marketing activity impact on your attitude towards the sporting code/racing?
- How would this advert/marketing activity impact upon your own gambling intention and behaviour?
- How would this advert/marketing activity impact upon others' intention to gamble?
    - Probe for impact on vulnerable groups (problem gamblers and young people)

Responsible gambling (15 mins)

- What do you understand by the term 'responsible gambling'?
- To what extent do you think that this kind of marketing activity is promoting responsible gambling?
- What are your general attitudes towards sports and racing betting advertising acceptability and restrictions?
    - Probe for what kind of restrictions should be in place, and who should be responsible.

Appendix H: Participant Information Form

Participant Information Form

Study of Sports Betting and Racing Marketing

1. **Introduction**
   You are invited to take part in a national research study on the marketing of sports betting and racing. The purpose of this study is to explore the effects of sports betting and racing advertising on different groups of the population.

   This study has been commissioned by Gambling Research Australia (GRA) and is being developed and conducted by ORC International in conjunction with Prof. Nerilee Hing and Dr. Sally Gainsbury. More information about GRA and its research program is available at: http://www.gamblingresearch.org.au/.

   This *Participant Information Form* tells you about the study. It explains what is involved, to help you decide whether you will take part. Participation in this study is voluntary.

2. **What does participation in this research project involve?**
   As part of this study we are conducting a series of focus groups with adults (including parents) and children/young people. The purpose of these groups is to explore the different ways in which people interact with sports and race betting advertising.

   The groups will run with eight participants for approximately two hours; refreshments and catering will be provided. Participants will be given a Westfield gift card valued at $80 to reimburse them for any out of pocket expenses incurred by attending the group.

   The groups will be run by experienced senior moderators who adhere to the Australian Market and Social Research (AMSRS) Code of Professional Behaviour and the Market and Social Research Privacy Principles.

3. **What are the possible benefits?**
   The results of this study will be used to inform the understanding of any risks associated with exposure to sports and race betting advertising, particularly among vulnerable groups. There is currently limited understanding of the effects of this advertising; this research will be key to informing future policy.

4. **Do I have to take part in this research project?**
   Participation in this study is voluntary. If you decide to take part and later change your mind, you are free not to attend the focus group. However, if you are unable to attend please contact [CONTACT DETAILS] as soon as possible so they can invite someone else to attend in your place.

5. **How will I be informed of the final results of this research project?**
   The results of this study will be published by GRA and made publicly available, however, only group data will be reported that is, you will never be personally identified and it will not be possible to attribute anything you have said during the course of the groups to you personally, so your privacy will be assured.

   If you wish to be notified when the results are publicly available, please tick the relevant box and provide your e-mail address on the *Consent Form* and we will send you an electronic copy.

6. What will happen to information about me?

Any data you provide will be stored securely for seven years by ORC International and then confidentially destroyed. The research team will have access to the data. Reports based on the analysis of the data will be made available to GRA.

7. Is this research project approved?

This research has been approved by the Human Research Ethics Committee at Southern Cross University. The approval number is ECN-14-088.

If you have concerns about the ethical conduct of this research or the researchers, the following procedure should occur.

Write to the following:

The Ethics Complaints Officer
Southern Cross University
PO Box 157
Lismore NSW 2480
Email: ethics.lismore@scu.edu.au

All information is confidential and will be handled as soon as possible.

8. Consent

Consent for you and/or your child (where applicable) to take part in focus groups will be requested when our recruitment team first approach you to identify whether you are willing and eligible to participate in the focus groups.

To provide your consent, please return the signed consent form in the pre-paid envelope provided. If your child is willing to take part in the research, please sign a consent form on their behalf. ***It will not be possible for you to take part in the focus groups without returning this form prior to the focus group.***

If at any stage you and/or your child would like to withdraw from participating in the group, please contact xx on xx.

9. Who can I contact for more information?

If you have any questions relating to the focus groups please contact our recruitment team xx on xx or e-mail xx.

If you have any questions for the research team relating to the study more generally, please contact Clare Hanley on 03 9935 5700 or Clare.Hanley@orcinternational.com.

If you would like to check the bona fides of ORC International, please contact the AMSRS Survey Line on 1300 364 830.

If you are experiencing problems with gambling, Gambling Help Online can provide free and confidential counselling, information and support, 24 hours a day, 7 days a week.

The website for Gambling Help Online is: http://www.gamblinghelponline.org.au/

Or call the National Gambling Helpline on 1800 858 858.

Appendix I: Consent Forms

Study of Sports Betting and Racing Marketing

CONSENT FORM

Those aged 18 and over - *Please return by xx*

I, ____ (*name of participant)*

Confirm that I agree to participate in a focus group as part of the study of sports betting and racing marketing.

I have had an opportunity to call someone to ask questions and if I did, I am satisfied with the answers I received.

I understand that by returning this form I agree to participate in a focus group discussion. I understand that my participation is voluntary.

I understand that I should keep the Participant Information Form and return the Consent Form.

After considering all these points, I accept the invitation to participate in this study.

Please complete:

Name: (BLOCK CAPITALS): ___________________________________

Signature: ____

Date: ____

Please return by xx using the reply paid envelope

☐ Please send me a copy of the research results.

E-Mail address: ____

Study of Sports Betting and Racing Marketing

CONSENT FORM

To be completed by parent/guardian on behalf of their child - *Please return by xx*

I, ____ (*name of parent/guardian)*

Confirm that I agree for ____________________________________ (*name of child)*

to participate in a focus group as part of the study of sports betting and racing marketing.

I have had an opportunity to call someone to ask questions and if I did, I am satisfied with the answers I received.

I understand that by returning this form I agree for the child I have nominated to participate in a focus group discussion. I understand that their participation is voluntary.

I understand that I should keep the Participant Information Form and return the Consent Form.

After considering all these points, I accept the invitation to participate in this study.

Please complete

Name: (BLOCK CAPITALS): _________________________________

Signature: ____

Date: ____

Please return by xx using the reply paid envelope

☐ Please send me a copy of the research results.

E-Mail address: ____

Appendix J: Stimulus for focus groups

Stimulus 1

Description	Features	Operator	Type	Sport or racing
Jaimee Rogers previews the NRL season	Commentary	TAB	Video	Sport

Stimulus 2

Description	Features	Operator	Type	Sport or racing
Sponsorship logo on jerseys and fixed ads at a stadium	Sponsorship	Sportingbet and Keno	Still	Sport

Gambling company logos & graphics

Gambling team sponsorships

Stimulus 3

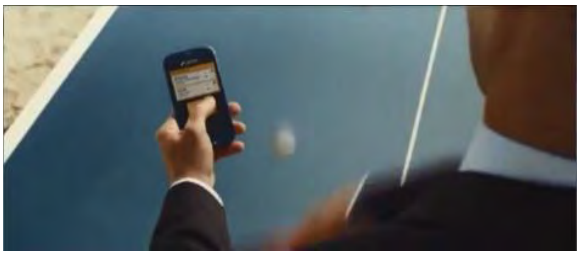
Description	Features	Operator	Type	Sport or racing
TV ad – avoid the 'kick in the guts' (by a panto horse) of being paid less by the TABs	Comedy and product	Sportsbet	Video	Racing

Stimulus 4

Description	Features	Operator	Type	Sport or racing
TV ad – you can do what you want, whenever you want etc. sexy women playing ping pong, jet ski.	Power, glamour, excitement and sex	Betfair	Video	Sport

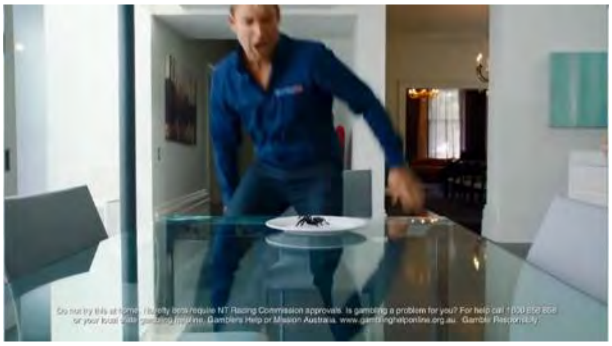


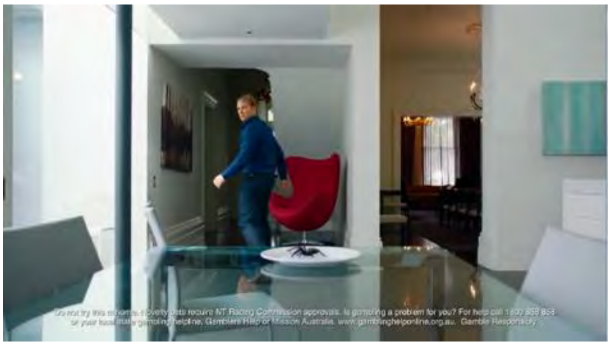



Stimulus 5

Description	Features	Operator	Type	Sport or racing
TV ad – Shane Warne faces his fear of spiders	Celebrity and comedy	Sportingbet	Video	Sport

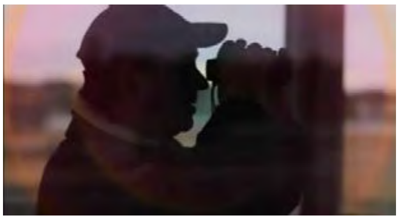




ORC INTERNATIONAL

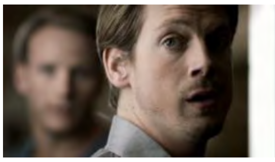
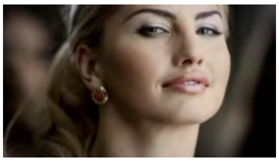
Stimulus 6

Description	Features	Operator	Type	Sport or racing
TV racing coverage sponsored by – brief ad before 'racing coverage.. proudly brought to you by Tom Waterhouse'. Shows horse races: 'we just hold our breath and wait for a moment… when a champion becomes a legend….	Excitement, sponsorship	Tom Waterhouse	Video	Racing



Stimulus 7

Description	Features	Operator	Type	Sport or racing
'Fire Up' several sexy women walk into bar and hands a mobile phone to a man and tells him to Fire Up and bet.	Immediacy, easy to do, glamour, sex	Centrebet	Video	Sports

Stimulus 8

Description	Features	Operator	Type	Sport or racing
Print ad '$100,000 worth of free Double Trios during September'.	Product	Tattsbet	Print	Racing

Appendix K: Questionnaire – Online Survey

Marketing of Sports Betting and Racing

13086

10/09/2014

Gambling Research Australia

INTRODUCTION

Thank you for participating in this survey about the promotion of gambling during sporting and racing events. CanvasU is conducting the study, in collaboration with ORC International, Prof Nerilee Hing and Dr. Sally Gainsbury.

The study has been commissioned by Gambling Research Australia (GRA). GRA is a partnership between the Commonwealth, State and Territory Governments to initiate and manage a national gambling research program. More information about GRA is available at: http://www.gamblingresearch.org.au/

The survey will take up to 20 minutes to complete.

Before commencing this survey, please read the information below regarding informed consent. By commencing the survey, you are consenting to take part in this research and that you understand the information provided.

Confidentiality

- Please be assured that all data collected will be handled in a strictly confidential manner. The questionnaire is administered in a way that ensures that your responses remain anonymous. Data will be reported in pooled form only, and questionnaires cannot be traced back to you in any way.

Responsibilities of the Researchers

- The researchers undertake that any information obtained in connection with this study will remain completely anonymous.
- The questionnaire will not ask for your name or other identifying information.

Responsibilities of the Participant

- You may refuse or withdraw consent to participate in this research at any time, without giving any reason for your decision.
- Participation in this research is entirely voluntary.

Dissemination of Research Outcomes

- The results of this research will be published by GRA and made available on their website at: http://www.gamblingresearch.org.au/ in 2015.

Approval of the research

This research has been approved by the Human Research Ethics Committee at Southern Cross University. The approval number is ECN-14-088.

If you have concerns about the ethical conduct of this research or the researchers, the following procedure should occur.

Write to the following:

The Ethics Complaints Officer

Southern Cross University

PO Box 157

Lismore NSW 2480

Email: ethics.lismore@scu.edu.au

All information is confidential and will be handled as soon as possible.

Who can I contact for more information?

If you have any questions for the research team about the study, please contact Clare Hanley at: researchqs@orc-surveys.com

**Any use of logos in this survey is exclusively for the purpose of assisting respondents to accurately report their recall and is reproduced in good faith.*

SCREENER

We would like to start by asking you a few questions about your age and about sporting events and gambling. (*Please select one response)*

ASK ALL

S2. What age are you? SR

a) 12 years or younger	1 **TERMINATE**
b) 13 -17 years	2
c) 18 - 24 years	3
d) 25 – 34 years	4
e) 35 – 44 years	5
f) 45 – 54 years	6
g) 55 - 64 years	7
h) 65 – 74 years	8
i) 75 + years	9

ASK IF S2 ≠ 2

S3. In the last 12 months, how often have you **gambled for money** on any of the following activities? *(Please select one response for each)*

SR PER ROW

	Never	Less than once a month	Once a month	2-3 times a month	Once a week	2-3 times a week	4 or more times a week
a) Lottery, lotto, pools or instant scratch tickets	1	2	3	4	5	6	7
b) Electronic gaming machines (pokies)	1	2	3	4	5	6	7
c) Horse or dog races (race betting)	1	2	3	4	5	6	7
d) Sporting events (sports betting)	1	2	3	4	5	6	7
e) Casino table games (e.g. roulette, blackjack, poker)	1	2	3	4	5	6	7
f) Keno	1	2	3	4	5	6	7
g) Bingo or housie	1	2	3	4	5	6	7

h) Private games with friends for money (e.g. cards, dice games, mahjong)	1	2	3	4	5	6	7

		Label	Quota
IF S3a=1-7 IF S3b=1-7 IF S3c=1 IF S3d=1 IF S3e=1-7 IF S3f=1-7 IF S3g=1-7 IF S3h=1-7	COMPARISON GRP 18+ (NOT SB, RB, OR YP)	CG	n=500
IF S2=2	ADOLESCENTS AGED 13-17	ADOL	n=500
IF S3d=2	NON-REGULAR SPORTS BETTOR	NRSB	n=500
IFS3d=3 OR 4 OR 5 OR 6 OR 7	REGULAR SPORT BETTOR	RSB	n=500
IFS3c=2	NON-REGULAR RACING BETTOR	NRRB	n=500
IFS3c=3 OR 4 OR 5 OR 6 OR 7	REGULAR RACING BETTOR	RRB	n=500

TERMINATION SCRIPT:

Thank you for your interest in this survey. Unfortunately you do not qualify to take part.

[Redirect to PANEL]

SECTION A: Behaviour in relation to watching sports

The following questions are about whether you watch sports matches, either live at the ground, on free to air TV or on subscription (pay) TV.

A1. In the last 12 months, about how often have you watched **professional** sporting events either live at the sports ground or on free or Pay TV? *(Please select one response)*

SR PER ROW

	Never	Less than once a month	About once a month	2-3 times per month	About once a week	2-3 times a week	4 or more times a week
	1	2	3	4	5	6	7

ORC INTERNATIONAL

ASK IF A1 ≠ 1

A2. In the last 12 months, about how often have you watched the following **professional** sporting events either live at the ground or on free or Pay TV? *(Please select one response for each)*

SR PER ROW – RANDOMISE ROWS

	Never	Less than once a month	About once a month	2-3 times a month	Once a week	2-3 times a week	4 or more times a week
a) National Rugby League (NRL)	1	2	3	4	5	6	7
b) Australian Rules Football (AFL)	1	2	3	4	5	6	7
c) Rugby Union	1	2	3	4	5	6	7
d) Soccer	1	2	3	4	5	6	7
e) Cricket	1	2	3	4	5	6	7
f) Motor racing	1	2	3	4	5	6	7
g) Golf	1	2	3	4	5	6	7
h) Tennis	1	2	3	4	5	6	7
i) Other sports	1	2	3	4	5	6	7

SECTION B: Awareness of sports/race betting companies

ASK ALL

Now we'd like to ask about your **awareness of sports/race betting companies**. Sports/race betting companies are operators that you can place bets on sporting/racing events with.
B1. Please list **all** the sports/race betting companies that you know of that operate in Australia.

OPEN ENDED RESPONSES. OR:

I don't know of any sports/race betting companies (99)

ASK ALL

B2. Which of the following sports/race betting companies have you **heard of**?

(Please select all companies you have heard of)

MR 1-16. RANDOMISE LIST .

a) Bet365	1
b) BetEasy	2
c) Betezy	3
d) Betfair	4
e) Betstar	5
f) Centrebet	6

g) Ladbrokes	7
h) Luxbet	8
i) Sportingbet	9
j) Sportsbet	10
k) Sportsbetting.com.au	11
l) TAB	12
m) TattsBet	13
n) Tom Waterhouse.com	14
o) Unibet	15
p) None of these **EXCLUSIVE**	16

ASK IF S2=1 (ADOLESCENTS ONLY)

B3. Which of the following is your **favourite** sports/race betting company? *(Please select one company only)*

SR. RANDOMISE LIST 1-16.

a) Bet365	1
b) BetEasy	2
c) Betezy	3
d) Betfair	4
e) Betstar	5
f) Centrebet	6
g) Ladbrokes	7
h) Luxbet	8
i) Sportingbet	9
j) Sportsbet	10
k) Sportsbetting.com.au	11
l) TAB	12
m) TattsBet	13
n) Tom Waterhouse.com	14
o) Unibet	15
p) Other **SPECIFY**	16
q) I don't have a favourite company **EXCLUSIVE**	97

SECTION C: Exposure to sports betting marketing. Section C-H Randomised with I-M.

ASK ALL

Now we'd like to ask how often you have seen **sports betting products or companies** being promoted via different kinds of **marketing**.

C1. In the last 12 months, how often have you seen or heard the following types of sports betting marketing? *(Please select one response for each. If you have not seen/heard a type of marketing* ***channel*** *at all in the last 12 months, please select N/A. E.g. if you have not attended a live sports match, watched sports matches on TV, watched sports entertainment shows, been to the cinema, etc., click N/A on the corresponding line).*

SR PER ROW. RANDOMISE ROWS.

	Never	Sometimes	Often	Very often	N/A
a) Promotions for sports betting companies during live sports matches (e.g. sponsored segments, logos, signage, announcements)	1	2	3	4	99
b) Promotions for sports betting companies during televised sports matches (e.g. logos, betting odds, sponsored segments, signage, commentary)	1	2	3	4	99
c) TV advertisements for sports betting companies	1	2	3	4	99
d) Discussions promoting sports betting during TV sports entertainment shows (e.g. the Footy Show, On the Couch)	1	2	3	4	99
e) Discussions promoting sports betting on TV, radio and the Internet (except during TV sports entertainment shows)	1	2	3	4	99
f) Radio advertisements for sports betting companies	1	2	3	4	99
g) Newspaper or magazine advertisements for sports betting companies	1	2	3	4	99
h) Advertisements for sports betting companies shown in the cinema, before a movie	1	2	3	4	99
i) Billboards/signs/ posters for sports betting companies	1	2	3	4	99
j) Direct mail for sports betting products or companies i.e. brochures and leaflets to your home	1	2	3	4	99
k) Sports betting logos on merchandise, e.g., on clothes, caps, drink bottles, etc.	1	2	3	4	99

ASK ALL

C2. In the last 12 months, how often have you seen sports betting marketing through the following channels? *(Please select one response for each. If you have not seen/heard a type of marketing* ***channel*** *at all in the last 12 months, please select N/A. E.g. if you have not used the Internet, email, Facebook, YouTube, Twitter or other social media, etc., click N/A on the corresponding line).*

SR PER ROW. RANDOMISE ROWS.

	Never	Sometimes	Often	Very often	N/A
a) Internet advertisements (e.g. 'pop-ups' and banners on websites)	1	2	3	4	99
b) Emails from sports betting companies	1	2	3	4	99
c) Mobile messaging (e.g. SMS or alerts from sports betting companies)	1	2	3	4	99
d) Facebook	1	2	3	4	99
e) YouTube	1	2	3	4	99
f) Twitter	1	2	3	4	99
g) Other social media	1	2	3	4	99

SECTION D: Perceptions of sports betting marketing

ASK ALL

D1. How strongly do you AGREE or DISAGREE that the following statements are **messages** that the sports betting industry is **trying** to get through in their marketing. (*Please select one response for each)*

SR PER ROW – RANDOMISE ROWS.

"When you see a sports betting advertisement,

do you think the industry is trying to convince you that …"

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
a) You should bet with us	1	2	3	4	99
b) You are in control	1	2	3	4	99
c) You can bet wherever and whenever you like	1	2	3	4	99
d) Sports betting is sociable	1	2	3	4	99
e) Winning is easy	1	2	3	4	99
f) Sports betting is fun	1	2	3	4	99

g) You could be a winner	1	2	3	4	99
h) Sports betting can make you rich	1	2	3	4	99
i) Sports betting can make you feel better	1	2	3	4	99
j) You should gamble responsibly	1	2	3	4	99
k) Sports betting makes you look skilled and knowledgeable	1	2	3	4	99
l) Sports betting makes you popular	1	2	3	4	99
m) Sports betting is glamorous	1	2	3	4	99
n) Sports betting makes you more attractive/sexy	1	2	3	4	99

ASK ALL

D2. When you see sports betting marketing, how often do you see messages about **responsible gambling** or **to gamble responsibly**? *(Please select one response only)*

SR

Never	1
Sometimes	2
Often	3
Very often	4
I have never seen sports betting marketing	99

D3. How effective do you think these messages about **responsible gambling** or **gambling responsibly** in sports betting marketing are? (*Please select one response only)*

SR

Not at all effective	1
Not very effective	2
Quite effective	3
Extremely effective	4
I have never seen sports betting marketing	99

ORC INTERNATIONAL

ASK ALL

D4. In general, how strongly do you AGREE or DISAGREE that sports betting marketing is **aimed** at the following groups?*(Please select one response for each)*

SR PER ROW – RANDOMISE EACH ROW

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
a) Children: under 13 years old	1	2	3	4	99
b) Teenagers: 13-17 years old	1	2	3	4	99
c) Young Adults: 18-29 years old	1	2	3	4	99
d) Adults: 30-60 years old	1	2	3	4	99
e) Older adults: 61+ years old	1	2	3	4	99
f) Mostly men	1	2	3	4	99
g) Mostly women	1	2	3	4	99
h) People who need money	1	2	3	4	99
i) Families	1	2	3	4	99
j) People who gamble at lot	1	2	3	4	99
k) People with plenty of money	1	2	3	4	99
l) People who do not gamble a lot	1	2	3	4	99
m) Sports fans	1	2	3	4	99
n) Everyone	1	2	3	4	99
o) Young people as future customers	1	2	3	4	99
p) Educated professional people	1	2	3	4	99
q) Problem gamblers	1	2	3	4	99

SECTION E: Effects of sports betting marketing: Emotional response

ASK ALL

E1. How strongly do you AGREE or DISAGREE that when you see or hear sports betting marketing you **usually feel**….*(Please select one response for each)*

SR PER ROW – RANDOMISE ROWS

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
a) Excited	1	2	3	4	99
b) Bored	1	2	3	4	99

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
c) Annoyed	1	2	3	4	99
d) Hopeful	1	2	3	4	99
e) Happy	1	2	3	4	99
f) Interested	1	2	3	4	99
g) Skeptical	1	2	3	4	99
h) Amused	1	2	3	4	99

SECTION F: Effects of sports betting marketing: Cognitive response

ASK ALL

F1. How strongly do you AGREE or DISAGREE that when you see or hear sports betting marketing you **usually think**….*(Please select one response for each)*

SR PER ROW – RANDOMISE ROWS

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
a) You should bet with the company who is advertising	1	2	3	4	99
b) Sports betting will put you in control	1	2	3	4	99
c) You can bet wherever and whenever you like	1	2	3	4	99
d) Sports betting is sociable	1	2	3	4	99
e) Winning is easy	1	2	3	4	99
f) Sports betting is fun	1	2	3	4	99
g) You could be a winner	1	2	3	4	99
h) Sports betting can make you rich	1	2	3	4	99
i) Sports betting can make you feel better	1	2	3	4	99
j) You should gamble responsibly	1	2	3	4	99
k) Sports betting makes you look skilled and knowledgeable	1	2	3	4	99
l) Sports betting makes you popular	1	2	3	4	99
m) Sports betting is glamorous	1	2	3	4	99

n) Sports betting makes you more attractive/sexy	1	2	3	4	99
o) I want to try it	1	2	3	4	99
p) Imagine what I would buy if I won	1	2	3	4	99
q) That could be me	1	2	3	4	99
r) Don't care	1	2	3	4	99

SECTION G: Effects of sports betting marketing: Interest/desire

ASK ALL

G1. How strongly do you AGREE or DISAGREE with each of the following statements. (*Please select one response for each)*

SR PER ROW – RANDOMISE ROWS

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
a) **IF S2=2** I am more likely to want to bet on sports after seeing sports betting marketing.	1	2	3	4	99
b) **IF S2≠2** I am more likely to bet on sports after seeing sports betting marketing	1	2	3	4	99
c) Sports betting marketing makes me think about betting on sports in the future.	1	2	3	4	99
d) I don't pay attention to sports betting marketing.	1	2	3	4	99
e) Sports betting marketing increases my awareness of sports betting products and brands.	1	2	3	4	99
f) Sports betting marketing increases my awareness of other types of gambling	1	2	3	4	99
g) **IF S2=2** I am more likely to want to gamble on other types of gambling after seeing sports betting marketing	1	2	3	4	99
h) **IF S2≠2** I am more likely to gamble on other types of gambling after seeing	1	2	3	4	99

sports betting marketing					
i) Sports betting marketing increases my awareness of gambling responsibly	1	2	3	4	99
j) Sports betting marketing makes me prefer some sports betting companies more than others	1	2	3	4	99

SECTION H: Influence of sports betting marketing on family and friends: Perceived social norms

ASK ALL

H1. How strongly do you AGREE or DISAGREE that sports betting marketing has… (*Please select one response for each)*

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
a) Increased how much my friends or family talk about sports betting	1	2	3	4	99
b) Increased how interested my friends or family are in sports betting	1	2	3	4	99
c) Increased how much my friends or family would like to bet on sports	1	2	3	4	99
d) Increased how much my friends or family actually do bet on sports	1	2	3	4	99

SECTION I: Behaviour in relation to watching racing

ASK ALL

The following questions are about horse or dog races, either live at the ground, on free to air TV or on subscription (pay) TV.

I1. In the last 12 months, about how often have you watched horse or dog racing events (either at the track or on free or Pay TV)? *(Please select one response)*

SR

	Never	Less than once a month	About once a month	2-3 times per month	About once a week	2-3 times a week	4 or more times a week
	1	2	3	4	5	6	7

SECTION J: Exposure to race betting marketing

ASK ALL

Now we'd like to ask about how often you have seen **race betting products or companies** being promoted via different kinds of **marketing.**

J1. In the last 12 months, how often have you seen or heard the following types of race betting marketing? *(Please select one response for each. If you have not seen/heard a type of marketing **channel** at all in the last 12 months, please select N/A. E.g. if you have not attended live races, watched races on TV, been to the cinema, etc., click N/A on the corresponding line).*

SR PER ROW. RANDOMISE ROWS.

	Never	Sometimes	Often	Very often	N/A
a) Promotions for race betting companies during live races (e.g. sponsored segments, logos, signage, announcements)	1	2	3	4	99
b) Promotions for race betting companies during televised races (e.g. logos, betting odds, sponsored segments, signage, commentary)	1	2	3	4	99
c) TV advertisements for race betting companies	1	2	3	4	99
d) Discussions promoting race betting during TV racing coverage	1	2	3	4	99
e) Radio advertisements for race betting companies	1	2	3	4	99
f) Newspaper or magazine advertisements for race betting companies	1	2	3	4	99
g) Advertisements for race betting companies shown in the cinema, before a movie	1	2	3	4	99
h) Billboards/signs/ posters for race betting companies	1	2	3	4	99
i) Direct mail for race betting products or companies i.e. brochures and leaflets to your home	1	2	3	4	99
j) Discussions promoting race betting on radio and the Internet	1	2	3	4	99
k) Race betting logos on merchandise, e.g. on clothes, caps, drink bottles	1	2	3	4	99

ORC INTERNATIONAL

ASK ALL

J2. In the last 12 months, how often have you seen race betting marketing through the following channels? *(Please select one response for each. If you have not seen/heard a type of marketing **channel** at all in the last 12 months, please select N/A. E.g. if you have not used the Internet, email, Facebook, YouTube, Twitter or other social media, etc., click N/A on the corresponding line).*

SR PER ROW. RANDOMISE ROWS.

	Never	Sometimes	Often	Very often	N/A
a) Internet advertisements (e.g. 'pop-ups' and banners on websites)	1	2	3	4	99
b) Emails from race betting companies	1	2	3	4	99
c) Mobile messaging (e.g. SMS or alerts from race betting companies)	1	2	3	4	99
d) Facebook	1	2	3	4	99
e) YouTube	1	2	3	4	99
f) Twitter	1	2	3	4	99
g) Other social media	1	2	3	4	99

---[NEW PAGE]--

ASK ALL

J3. When you see race betting marketing, how often do you see messages about **responsible gambling** or **to gamble responsibly?** *(Please select one response only)*

SR

Never	1
Sometimes	2
Often	3
Very often	4
I have never seen race betting marketing	99

J4. How effective do you think these messages about **responsible gambling** or **gambling responsibly** in race betting marketing are? *(Please select one response only)*

SR

Not at all effective	1
Not very effective	2
Effective	3
Very effective	4

SECTION K: Effects of race betting marketing: Emotional response

ASK ALL

K1. In general, how strongly do you AGREE or DISAGREE that when you see or hear race betting marketing you **usually feel**…. *(Please select one response for each)*

SR PER ROW – RANDOMISE ROWS

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
a) Excited	1	2	3	4	99
b) Bored	1	2	3	4	99
c) Annoyed	1	2	3	4	99
d) Hopeful	1	2	3	4	99
e) Happy	1	2	3	4	99
f) Interested	1	2	3	4	99
g) Skeptical	1	2	3	4	99
h) Amused	1	2	3	4	99

SECTION L: Effects of race betting marketing: Cognitive response

ASK ALL

L1. How strongly do you AGREE or DISAGREE that when you see or hear race betting marketing you **usually think**….*(Please select one response for each)*

SR PER ROW – RANDOMISE ROWS

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
a) You should bet with the company who is advertising	1	2	3	4	99
b) Race betting will put you in control	1	2	3	4	99
c) You can bet wherever and whenever you like	1	2	3	4	99
d) Race betting is sociable	1	2	3	4	99
e) Winning is easy	1	2	3	4	99
f) Race betting is fun	1	2	3	4	99
g) You could be a winner	1	2	3	4	99
h) Race betting can make you rich	1	2	3	4	99
i) Race betting can make you feel better	1	2	3	4	99
j) Gamble responsibly	1	2	3	4	99
k) Race betting makes you look skilled and knowledgeable	1	2	3	4	99
l) Race betting makes you popular	1	2	3	4	99
m) Race betting is glamorous	1	2	3	4	99
n) Race betting makes you more attractive/sexy	1	2	3	4	99
o) I want to try it	1	2	3	4	99
p) Imagine what I would buy if I won	1	2	3	4	99
q) That could be me	1	2	3	4	99
r) Don't care	1	2	3	4	99

SECTION M: Effects of race betting marketing: Interest/desire

ASK ALL

M1. Please indicate how strongly you AGREE or DISAGREE with each of the following statements. (*Please select one response for each)*

SR PER ROW – RANDOMISE ROWS

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know/N/A
a) **IF S2=2** I am more likely to want to bet on races after seeing race betting marketing.	1	2	3	4	99
b) **IF S2≠2** I am more likely to bet on races after seeing race betting marketing	1	2	3	4	99
c) Race betting marketing makes me think about betting on races in the future.	1	2	3	4	99
d) I don't pay attention to race betting marketing.	1	2	3	4	99
e) Race betting marketing increases my awareness of race betting products and brands.	1	2	3	4	99
f) Race betting marketing increases my awareness of other types of gambling	1	2	3	4	99
g) **IF S2=2** I am more likely to want to gamble on other types of gambling after seeing race betting marketing	1	2	3	4	99
h) **IF S2≠2** I am more likely to gamble on other types of gambling after seeing race betting marketing	1	2	3	4	99
i) Race betting marketing increases my awareness of gambling responsibly	1	2	3	4	99
j) Race betting marketing makes prefer some race betting companies more than others	1	2	3	4	99

SECTION N: Gambling intentions – Adolescents aged 13-17 only

ASK IF S2=2 (ADOLESCENTS ONLY)

We'd now like to focus on your intention to gamble (or not) **once you are 18.**
N1. Once you are 18 years old, how likely or unlikely are you to:

SR PER ROW – RANDOMISE a-c

	Very unlikely	Unlikely	Likely	Very likely	Don't know/N/A
a) Bet on sports	1	2	3	4	99
b) Bet on horse or greyhound races	1	2	3	4	99
c) Play poker machines	1	2	3	4	99
d) Gamble on another activity	1	2	3	4	99

SECTION O: Gambling intentions – ≥18 only

ASK IF S2≠2 (EXCLUDE ADOLESCENTS)

We'd now like to focus on your intention to gamble (or not).
O1. In the next 12 months, how likely or unlikely are you to:

SR PER ROW – RANDOMISE a-c

	Very unlikely	Unlikely	Likely	Very likely	Don't know/N/A
a) Bet on sports	1	2	3	4	99
b) Bet on horse or greyhound races	1	2	3	4	99
c) Play poker machines	1	2	3	4	99
d) Gamble on another activity	1	2	3	4	99

SECTION P: DSM IV MR J - Adolescents aged 13-17 only

ASK IF S2=2 (ADOLESCENTS ONLY)

The following questions refer to gambling behaviour, including gambling on the internet. For each statement, please tell us how often each item has occurred.

P1. In the past year, how often have you found yourself thinking about gambling or planning to gamble?

SR

Never	1
Once or twice	2
Sometimes	3
Often	4

P2. During the course of the **past year** have you needed to gamble with more and more money to get the amount of excitement you want?

SR

Yes	1
No	2

P3. In the past year, have you ever spent **much** more than you planned to on gambling?

SR

Never	1
Once or twice	2
Sometimes	3
Often	4

P4. In the past year have you felt bad or fed up when trying to cut down or stop gambling?

SR

Never	1
Once or twice	2
Sometimes	3
Often	4
Never tried to cut down	5

P5. In the past year, how often have you gambled to help you escape from problems or when you are feeling bad?

SR

Never	1
Once or twice	2
Sometimes	3
Often	4

P6. In the past year, after losing money gambling, have you returned another day to try and win back money you lost?

SR

Never	1
Less than half the time	2
More than half the time	3
Every time	4

P7. In the past year, has your gambling ever led to lies to your family?

SR

Never	1
Once or twice	2
Sometimes	3
Often	4

P8. In past year, have you ever taken money from the following **without permission** to spend on gambling:

SR

	Never	Once or twice	Sometimes	Often
School lunch or bus/fare money	1	2	3	4
Money from your family	1	2	3	4
Money from outside the family	1	2	3	4

P9. In the past year, has your gambling ever led to:

SR

	Never	Once or twice	Sometimes	Often
Arguments with family/friends or others	1	2	3	4
Missing school	1	2	3	4

SECTION Q: Gambling Behaviour – Sports and race bettors only

ASK IF S3d=2 OR 3 OR 4 OR 5 OR 6 OR 7 (SPORTS BETTORS ONLY)

Q1. Please indicate about what **percentage of your sports betting** you do through the following channels: (*Start with the channel you use to do most of your sports betting. Please ensure that percentages add to 100%).*

SR. RANDOMISE ROWS. TOTAL MUST = 100%

Via the internet (e.g. computer, smart phone, tablet or digital TV)	1

Via the telephone (not using the Internet)	2
At a land-based venue, e.g. TAB, pub, club, casino, etc.	3

Q2. Please indicate about what **percentage of your sports betting** you do with each of the following companies.

RANDOMISE ROWS 1-6. TOTAL MUST = 100%

Sportingbet	1
TAB	2
Tattsbet	3
Betfair	4
Sportsbet	5
Tom Waterhouse.com	6
Other sports betting companies	98

ASK IF S3d=2 OR 3 OR 4 OR 5 OR 6 OR 7 (SPORTS BETTORS ONLY)

Q3. In what year did you first bet on sports events **with a sports betting company** (do not include private betting amongst friends)?

RESPOND AS PART OF A DROP DOWN MENU, WITH YEARS GOING BACK TO 1930

ASK IF S3d=2 OR 3 OR 4 OR 5 OR 6 OR 7 (SPORTS BETTORS ONLY)

Q4. Since **[INSERT YEAR AT Q3]** when you first started sports betting, has your sports betting? *(Please select one response only)*

SR

Decreased a lot	1
Decreased a little	2
Stayed about the same	3
Increased a little	4
Increased a lot	5

ASK IF S3d=2 OR 3 OR 4 OR 5 OR 6 OR 7 (SPORTS BETTORS ONLY)

Q5. Have you ever experienced a gambling problem related to sports betting? *(Please select one response only)*

I have never had a gambling problem related to sports betting	1
I have had a slight gambling problem related to sports betting	2
I have had a moderate gambling problem related to sports betting	3
I have had a severe gambling problem related to sports betting	4
Don't know	99

ASK IF Q5=2-4

Q6. In what year did you first begin to have problems related to sports betting?

RESPOND AS PART OF A DROP DOWN MENU, WITH YEARS GOING BACK TO 1930

ASK IFS3c=2 OR 3 OR 4 OR 5 OR 6 OR 7 (RACE BETTORS ONLY)

Q7. Please indicate about what **percentage** of your race betting you do through the following channels: (*Start with the channel you use to do most of your race betting. Please ensure that percentages add to 100%).*

SR. RANDOMISE ROWS. TOTAL MUST = 100%

Via the internet (e.g. computer, smart phone, tablet or digital TV)	1
Via the telephone (not using the Internet)	2
At a land-based venue, e.g. TAB, pub, club, casino, etc.	3

Q8. Please indicate about what **percentage of your race betting** you do with each of the following companies.

RANDOMISE ROWS 1-6. TOTAL MUST = 100%

Sportingbet	1
Tabcorp	2
Tattsbet	3
Betfair	4
Sportsbet	5
Tomwaterhouse.com	6
Other sports betting companies	98

ASK IFS3c=2 OR 3 OR 4 OR 5 OR 6 OR 7 (RACE BETTORS ONLY)

Q9. In what year did you first bet on racing events **with a race betting company** (do not include private betting amongst friends)?

RESPOND AS PART OF A DROP DOWN MENU, WITH YEARS GOING BACK TO 1930

ASK IFS3c=2 OR 3 OR 4 OR 5 OR 6 OR 7 (RACE BETTORS ONLY)

Q10. Since **[INSERT YEAR AT Q9]** when you first started race betting, has your race betting? *(Please select one response only)*

SR

Decreased a lot	1
Decreased a little	2

Stayed about the same	3
Increased a little	4
Increased a lot	5

ASK IFS3c=2 OR 3 OR 4 OR 5 OR 6 OR 7

Q11. Have you ever experienced a gambling problem related to race betting? *(Please select one response only)*

I have never had a gambling problem related to race betting	1
I have had a slight gambling problem related to race betting	2
I have had a moderate gambling problem related to race betting	3
I have had a severe gambling problem related to race betting	4
Don't know	99

ASK IF Q11=2-4

Q12. In what year did you first begin to have problems related to race betting?

RESPOND AS PART OF A DROP DOWN MENU, WITH YEARS GOING BACK TO 1930

SECTION R: PGSI –Those who have gambled in past 12 months

ASK IF S2a-h = 2-7 (THOSE WHO HAVE GAMBLED IN THE PAST 12 MONTHS)

We'd now like to ask you the following questions about **your gambling** during the **last 12 months**
R1. In the last 12 months how often… (*Please select one response for each*)

SR PER ROW – TOTAL SUM FOR PGSI SCORE

	Never	Some-times	Most of the time	Almost always	DO NOT DISPLAY THIS COLUMN
a) Have you bet more than you could really afford to lose?	0	1	2	3	MAX ROW SUM =3
b) Have you needed to gamble with larger amounts of money to get the same feeling of excitement?	0	1	2	3	MAX ROW SUM =3
c) Have you gone back another day to try to win back some of the money you lost?	0	1	2	3	MAX ROW SUM =3
d) Have you borrowed money or sold anything to get money to gamble?	0	1	2	3	MAX ROW SUM =3
e) Have you felt that you might have a problem with gambling?	0	1	2	3	MAX ROW SUM =3

f) Have people criticised your gambling or told you that you had a gambling problem, regardless of whether or not you thought it was true?	0	1	2	3	**MAX ROW SUM =3**
g) Have you felt guilty about the way you gamble, or what happens when you gamble?	0	1	2	3	**MAX ROW SUM =3**
h) Has your gambling caused you any health problems, including stress or anxiety?	0	1	2	3	**MAX ROW SUM =3**
i) Has your gambling caused any financial problems for you or your household?	0	1	2	3	**MAX ROW SUM =3**
					TOTAL COLUMN SUM MAX 27

ASK IF R1 SCORE ≥3

R2. In the last 12 months, which if any of these forms of gambling has caused you the **most** problems? *(Please select one response only)*

SR

Electronic gaming machines (pokies)	1
Betting on horse/dog races	2
Betting on sporting events	3
Casino table games	4
Other form of gambling	5
Gambling has not caused me any problems **EXCLUSIVE**	6
Don’t know **EXCLUSIVE**	99

DEMOGRAPHICS

ASK ALL

And finally, we would like to ask you a couple of questions to help us analyse the results.

U1. What is the postcode where you live?

[4 DIGIT FIELDS FOR POSTCODE]

U2. Are you…

SR

Male	1
Female	2
Prefer not to say	96

U3. Were you born in Australia?

SR

Yes	1
No	2
Prefer not to say	96

ASK ALL

U4. What language do you mainly speak at home? **SR**

English	1
Arabic	2
Cantonese	3
Greek	4
Hindi	5
Italian	6
Mandarin	7
Spanish	8
Tagalog	9
Vietnamese	10
Other	98
Prefer not to say	96

ASK IF≠ S2=2 (≥18 only)

U5. What is the highest level of education you have achieved?

SR

Never attended school	1
Completed primary school	2
Some high school (Years 7 to 9)	3
Completed school certificate/intermediate/year 10/4th form	4
Completed HSC/Leaving/Year 12/6th form	5
TAFE Certificate or Diploma	6
University, CAE or some other tertiary institute degree or higher	7
Other	98
Don't Know	99
Prefer not to say	96

U6. And thinking about the total income of your household before tax, which of the following groups would you fall into?

SR

Less than $50,000 per year	1
Between $50,001 and $100,000 per year	2
Between $100,001 and $150,000 per year	3
Over $150,000 per year	4
Prefer not to say	96

THANK AND CLOSE

Thank you for completing this survey. Your time is appreciated.

This survey was conducted in compliance with the Australian Privacy Principles and the information gathered will only be used for research purposes.

To verify our company's bona fides you can contact the Australian Market & Social Research Society's Survey line on 1300 364 830 and if you wish to amend any of your answers please call +61-3-9935 5788 or email ORC@ORCInternational.com.au. Thanks again.

If you are experiencing problems with gambling, Gambling Help Online can provide free and confidential counselling, information and support, 24 hours a day, 7 days a week.

The website for Gambling Help Online is: http://www.gamblinghelponline.org.au/

Or call the National Gambling Helpline on 1800 858 858.

---[NEW PAGE]---

13086 Gambling Research Australia Study on Marketing of Sports Betting and Racing

Addendum: Case Sudies

Contents

List of Figures

List of Tables

1 Introduction

Case studies were undertaken on the six companies with the online sports betting brands:

- TAB
- Sportsbet
- Sportingbet
- Tom Waterhouse
- Betfair
- Tattsbet.

These case studies used secondary research to build profiles of each of the companies' businesses as self-promoted and as presented in the media. For each of the selected online sports betting companies, the business profiles focused on:

- company history, including formation and development over time
- company structure and ownership, including international interests and relationships with providers of other forms of gambling, like electronic gaming or lotteries
- financial performance, as reported in ASIC filings and annual reports, and including stock market performance, where relevant
- outlets, to show the extent of any physical presence in addition to the online wagering facilities
- company strategy statements, for publicised business intentions
- sponsorships and affiliations, for paid associations with codes, clubs or celebrities
- advertising and marketing strategies, for explicitly stated and implied tactics inherent in promotional activities.

Indications of trends in advertising techniques, moods and meanings, and of the level of investment in marketing were sought during the preparation of these business profiles.

Some key characteristics of the six companies and their positioning, are listed in Table 22.

The advertising and marketing expenditures reported by the companies for 2013 are shown in

Table 23. Note that any findings are indicative only, as direct comparisons cannot be made because of different company structures and varying financial year reporting periods (where financial years end in different months.

Table 22: Six online wagering companies, profile snapshot

TAB	Sportsbet	Sportingbet
Australia listed public company group • Vic, NSW, ACT physical presence • Additional gaming and lottery interests • Joint venture with Victorian Racing Industry Marketing characteristics: • Multi-channel/ digital/ CRM (linked with younger generation access) • Appeals to emotions: drama, recognition of a win, and mateship • Attractive female presenter: Jaimee Rogers • High level sponsorship of a range of sports codes, stadiums and racing clubs	Owned by UK listed Paddy Power • Online only Marketing characteristics: • Prepared to pay for 'big' advertising • Distinct, large-scale, sexualised	Owned by UK listed William Hill • Online only Marketing characteristics: • Two concurrent brands: Sportingbet / Centrebet (three with Tom Waterhouse acquisition) • Shane Warne ambassador • Increasing ad budget • Wants to entice more mass-market customers • Sponsorship investment concentrated in racing and NRL
Tom Waterhouse.com	**Betfair**	**Tattsbet**
Owned by UK listed William Hill • Online only • Relatively young company • Until recently, privately owned Australian business Marketing characteristics: • Built on personality of namesake o Gen Y, professional, slick, wealthy • Huge marketing expenditure before recent sale; declining marketing budget	Owned by Crown Limited: • Online only • Established as a betting exchange • Not highly profitable Marketing characteristics: • Traditional, less distinctive • No high profile 'face' for the company • High marketing expenditure relative to revenue	Australia listed public company group • Physical outlets in Qld, SA, NT and Tas • Historically, primarily a lottery business • Expansion through TAB acquisitions Marketing characteristics: • Largely relies on strength of retail outlets and technology • Currently increasing investment in marketing and brand development (new brand in 2015: UBET) • No high profile 'face' for the company

Table 23: Advertising and marketing expenditure as reported by companies in their annual financial statements, 2013

Betting brand	Reporting company	Year ending	Advertising and marketing expenses (AUD M)	Revenue (AUD M)	Advertising and marketing expenses as % of revenue	Profit/ loss before tax (AUD M)	Profit/ loss after tax (AUD M)	Notes (Unless otherwise noted, information has been obtained from ASIC filings.)
TAB	Tabcorp Holdings Limited	30 Jun 2013	36.800	2,003.20	**1.8%**	218.4	126.6	This is consolidated reporting for the Tabcorp operations, including the lotteries and gaming divisions. Advertising expenses are listed as "advertising and promotions".
	Tabcorp Holdings Limited Closed Group	30 Jun 2013	26.000	1,409.40	**1.8%**	74.4	36.6	The closed group includes: Tabcorp Investments No.4 Pty Ltd, Tab Limited and Sky Channel, Tabcorp Assets Pty Ltd, Tabcorp Participant Pty Ltd, Luxbet Pty Ltd, Tabcorp Investments No.2 Pty Ltd with the parent Tabcorp Holdings Limited. This closed group excludes international operations, superannuation, gaming, Keno, Vic wagering (the wagering licence holder), radio companies and some of the Sky Channel companies, like Sky Marketing.
	[Wagering business division]	30 Jun 2013		1,558		167.3 (EBIT)		Obtained from group reporting, by business division, in Tabcorp Holdings concise annual report.
Sportsbet	Paddy Power Australia Pty Ltd	31 Dec 2013	33.154	247.875	**13.4%**	30.303	21.287	This company is the parent to all Australian operations; these figures are consolidated amounts.
SportingBet & Tom Waterhouse .com,	William Hill Australia Holdings Pty Limited	31 Dec 2013	26.453	89.143	**29.7%**	-9.51	6.748	

Betting brand	Reporting company	Year ending	Advertising and marketing expenses (AUD M)	Revenue (AUD M)	Advertising and marketing expenses as % of revenue	Profit/ loss before tax (AUD M)	Profit/ loss after tax (AUD M)	Notes (Unless otherwise noted, information has been obtained from ASIC filings.)
Tom Waterhouse		Apr 2013	25.000					A media report of a Nielsen estimate of advertising spend in the 12 months to the end Sept 2013. Source: http://www.smh.com.au/business/ad-spending-tipped-to-remain-steady-20140406-366qp.html.
		Sep 2013	9.600					
Betfair	Betfair Australasia Pty Limited	30 Apr 2013	10.255	54.936	**18.7%**	-1.643	-1.643	This company is the parent to all Australian joint venture operations; these figures are consolidated amounts. Companies included in the deed of cross guarantee are: Betfair (Developments) Pty Limited and Betfair Pty Ltd.
Tattsbet	Tatts Group Limited	30 Jun 2013	45.920	2,948.80	**1.6%**	303,058	227.402	This is consolidated reporting for the all the Tatts operations, including the lotteries and gaming divisions. Advertising expenses are listed as "marketing and promotions".
	Tatts Group Limited Closed Group	30 Jun 2013	38.675	2,801.93	**1.4%**	294.514	243.855	The closed group excludes international operations and some other Australian companies, but appears to include all the main wagering and lottery companies.
	[Wagering business division]	30 Jun 2013		655.70		155.6 (EBIT)		Obtained from group reporting, by business division, in Tatts Group annual report.

2 Tabcorp

2.1 Company overview

The TAB brand is owned by Tabcorp Holdings Limited (TAH), an Australian public company which is listed on the Australian Securities Exchange (ASX).

Tabcorp classifies its business operations under the following four groups:

- Wagering
- Gaming
- Keno
- Media and international.

Outside of its TAB racing and sports betting business activities, which are classified under *wagering*, some of Tabcorp's other business interests include: Sky Racing and sports radio (television and radio), Keno (lotteries), and supply of electronic gaming machines (EGMs). It has also owned a number of hotel and casino complexes.

On its website, Tabcorp claims to be "one of the world's largest publicly listed gambling companies".[18]

Tabcorp's physical presence is concentrated in the eastern states: Victoria and New South Wales (and Queensland for Keno), but it has a wider reach through online products.

2.2 Company history

Tabcorp was formed in 1994 and was listed on the Australian Stock Exchange in August of that year. At that time, it acquired the businesses conducted by the Totalisator Agency Board (TAB), during the privatisation of this former Victorian state government statutory body. The Victorian Totalisator Agency Board had originally been established in 1961, in an attempt to control illegal off-course betting by bookmakers and generate revenue for the state government through taxes on off-course betting proceeds.[19]

---

[18] Tabcorp Holdings. [Website]. Source: https://www.tabcorp.com.au. Last accessed: 14 May 2014.
[19] Hoye, R. 2005. "A sure bet: privatisation of the Victorian TAB", *International Gambling Studies,* Vol.5, No.1, pp.85-94.

Tabcorp expanded its businesses in the late 1990s and early 2000s through a series of acquisitions, branching out of Victoria into hotel and casino operations in Sydney, Brisbane, the Gold Coast and Townsville, and acquiring a network of wagering systems and Keno businesses. In 2004, it completed a takeover of TAB Limited, the New South Wales wagering and media company, which extended its strong wagering capacity from Victoria right across New South Wales.

In 2011, a demerger of Echo Entertainment Group from Tabcorp was implemented, resulting in the hotel and casino operations separating from Tabcorp. Tabcorp retained its wagering, gaming, Keno and media businesses, and presently operates under these four categories. Its current major brands are listed in Table 24.

Table 24: Tabcorp's major brands, by business category[20]

Business category	Brands
Wagering	***TAB*** – betting on races and sports games, through retail outlets, online, by phone, or at the race track ***Luxbet*** – online, phone and mobile racing and sports betting, through Tabcorp's Northern Territory bookmaking business ***Trackside*** – a game involving betting on animated, computer generated races. Available in TAB outlets in Victoria and New South Wales
Gaming	***TGS*** – Tabcorp Gaming Solutions, supply of, and associated services for, electronic gaming machines (EGMs)
Keno	***Keno*** – a lottery, tickets can be bought at select pubs and clubs in Victoria, New South Wales and Queensland, and at TAB outlets
Media and International	***Sky Racing*** – televised races ***Sky Sports Radio*** – radio race commentary

Recently, there have been some licencing changes that have been significant to Tabcorp's wagering and gaming businesses.

[20] Tabcorp Holdings. [Website]. Source: https://www.tabcorp.com.au. Last accessed: 14 May 2014.

Historically, the Victorian wagering business was conducted under a long-term, joint-venture agreement with the Victorian Racing Industry, in which Tabcorp held the majority, 75% share and managed the business, providing the licences, fixed assets, and employees for a fee. During the 2013 financial year, Tabcorp transitioned to a new Victorian Wagering and Betting Licence and 50/50 joint-venture arrangements with the Victorian Racing Industry.

Over the same period, Tabcorp discontinued its Victorian Tabaret gaming business, under the Victorian gaming industry restructure. While Tabaret had previously held gaming machine operational licences, after August 2012, these were granted to the operators of the venues where the machines were run.[21] In response to these changes, Tabcorp started up TGS to supply and service, rather than own and operate, the gaming machines. Tabcorp (and Tatts Group) also initiated legal proceedings against the Victorian government, asking for $687 million in compensation for the loss of its gaming licences.

In New South Wales during the 2013 financial year, Tabcorp successfully reached an in-principle agreement to extend its New South Wales Wagering Licence, under which it has retail exclusivity, for an additional 20 years (to 2033).[22]

At the beginning of 2014, there was some speculation that Tabcorp might be looking to buy the wagering business of Tatts Group, but this did not go ahead. Disagreements on value were cited as a major reason for the lack of such a deal.[23]

In June 2014, the Supreme Court dismissed Tabcorp's compensation case against the Victorian government. At the time, it was considered likely that Tabcorp would appeal the decision; however, there were some immediate reactions in the stock market, with Deutsche Bank, for example, placing a "hold" rating on Tabcorp Holdings.[24] At the end of July, Tabcorp applied for special leave to appeal to the High Court of Australia.[25]

Tabcorp completed the acquisition of ACTTAB in October 2014.[26] This added another 53 retail outlets and a telephone and online betting platform to its portfolio, with a licence to operate in the ACT for 50 years.[27]

2.3 Company structure and ownership

Tabcorp's head office is located at: 5 Bowen Crescent, Melbourne, 3004.

---

[21] Victorian Commission for Gambling and Liquor Regulation. [Website]. Source: http://www.vcglr.vic.gov.au/home/gambling/gaming+venue+operators. Last accessed: 15 May 2014.
[22] Tabcorp. 2013. *Tabcorp Concise Annual Report 2013, Director's report.* Source: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1469/FileName/A4E79DD5E1025803A1A579DB53C275E7/Concise_-_Directors_report_(0.2_Mb).pdf. Last accessed: 15 May 2014, p.9.
[23] Gardner, J. 2014. "Dream deals | Tabcorp to buy Tatts's wagering business", *Financial Review,* 2 January.
[24] Willitts, W. 2014. "Tabcorp Holdings (TAH)", *Financial Review*, 30 June.
[25] Ciconte, D. 2014. "Tabcorp buys ACTTAB, still eyes appeal over Victorian compo bid", *Australian Gambling*, 31 July. Source: http://www.australiangambling.com.au/gambling-news/tabcorp-buys-acttab-still-eyes-appeal-over-victorian-compo-bid/38315. Last accessed: 24 October 2014.
[26] ACTTAB. 2014. *Sale of ACTTAB Business* [webpage]. Source: https://www.acttab.com.au/node/870260. Last accessed: 24 October 2014.
[27] Ciconte, D. 2014. "Tabcorp buys ACTTAB, still eyes appeal over Victorian compo bid", *Australian Gambling*, 31 July. Source: http://www.australiangambling.com.au/gambling-news/tabcorp-buys-acttab-still-eyes-appeal-over-victorian-compo-bid/38315. Last accessed: 24 October 2014.

Tabcorp Holdings Limited is the parent company of the Tabcorp group. It has a large number of Australian registered business and trading names. The majority of its interests are in Australia; however, it is also involved in some businesses in the Isle of Man, Canada and the United States, as listed in Table 52, in Appendix A.

Tabcorp Holdings Limited is listed on the Australian Securities Exchange. As at August 2013, it had on issue:

- 744,885,690 ordinary shares
- 2,844,712 Tabcorp Bonds (5 year debt, ASX listed securities)
- 2,500,000 Tabcorp Subordinated Notes (unsecured, subordinated, cumulative debt, ASX listed securities).[28]
- The twenty largest registered holders of each of these types of securities are listed in Table 32, in Appendix A.

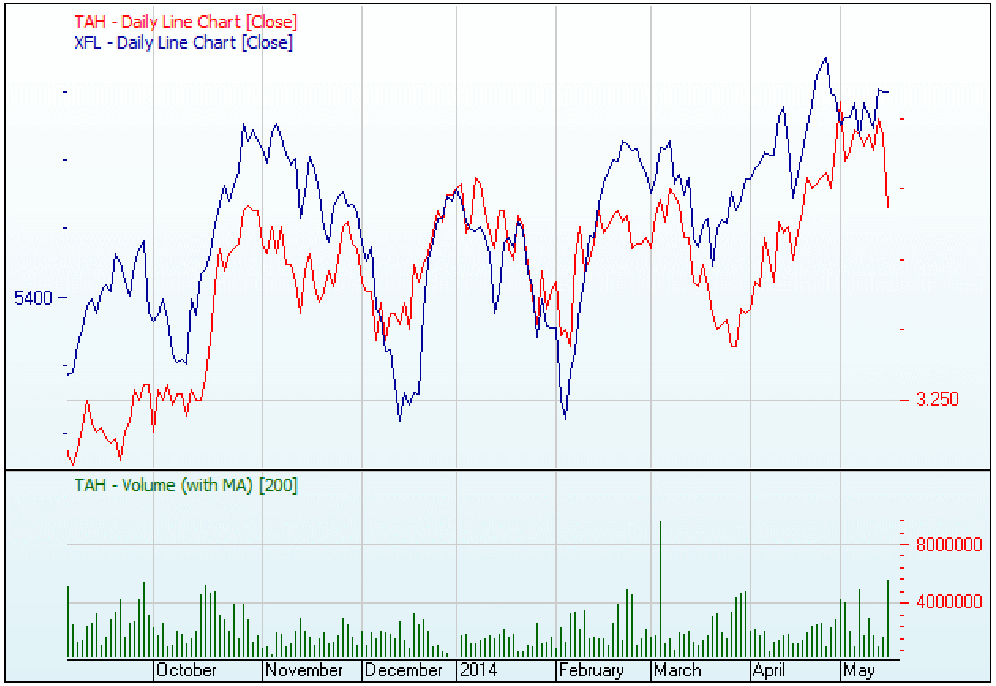
2.4 Financial performance

The trading price and volume of Tabcorp Holdings Limited shares is shown in the following figures, compared to the S&P/ASX 50 Index (XFL) which comprises the 50 largest stocks by market capitalisation in Australia.

Figure 75 shows its daily share performance over the last six months, while Figure 76 shows its monthly share performance over the last five years.

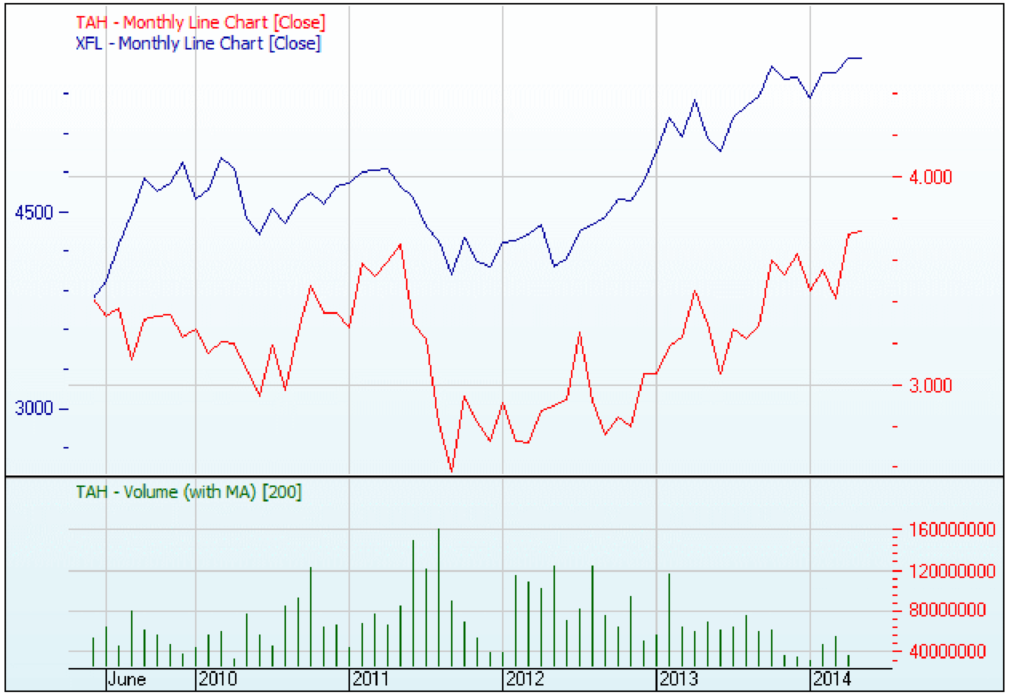
[28] Tabcorp Holdings. 2013. *Concise annual report 2013*. Source: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1473/FileName/5ED62A6A6145BF0595C8199A5F1F2A1E/Concise_-_Shareholder_information_(0.6_Mb).pdf. Last accessed: 15 May 2014, p.70.

Figure 75: Tabcorp Holdings' share performance, daily for the last six months[29]



[29] Australian Securities Exchange. [Website]. Source: http://www.asx.com.au. Last accessed: 15 May 2014.

Figure 76: Tabcorp Holdings' share performance, monthly for the last five years[30]



[30] Ibid.

Tabcorp shares suffered during mid to late May 2014, after Racing Victoria stated that it would be raising race field fees for bookmakers. These higher fees will apply from July 2014.[31] Tabcorp has estimated that the negative impact of the new race field fees will reduce its annual net profit after tax by around $4 million. [32]

Key financials figures for Tabcorp for the last five years are given in Table 4.

Table 25: Tabcorp Holdings' key financial figures for the last five years[33]

	2013 $m	2012 $m	2011 $m	2010 $m	2009 $m
Total revenue	**2,133.4**	3,038.5	4,469.6	4,219.8	4,211.3
EBITDA[1]	**472.3**	725.2	774.7	998.0	1,072.6
Profit before interest and tax	**313.1**	591.7	856.3	794.4	895.4
Profit after income tax attributable to members of parent entity[2]	**126.6**	340.0	534.8	469.5	521.7
Dividend[3]	**140.3**	173.0	295.1	335.5	367.6

Revenue breakdown by business category shows that the wagering business contributes the greatest proportion, as seen in Table 26. Revenue generated by the wagering business fell slightly over the last year, due largely to the 75% to 50% reduction in shares in the joint-venture with the Victorian Racing Industry. Revenue from the gaming business also fell over the last year, after the loss of Victorian gaming machine operational licences and the subsequent discontinuation of Tabaret.

[31] Chappell, T. 2014. "Tabcorp tumbles amid race fee changes", *Sydney Morning Herald*, 19 May. Source: http://news.smh.com.au/breaking-news-business/tabcorp-tumbles-amid-race-fee-changes-20140519-38ju0.html. Last accessed: 21 May 2014.
[32] Stensholt, J. 2014. "TVN-Tabcorp deal could be struck by spring", *Financial Review*, 19 May. Source: http://www.afr.com/p/lifestyle/sport/tvn_tabcorp_deal_could_be_struck_KOeYvEcUkuta3jKNd2xPJN. Last accessed: 21 May 2014.
[33] Tabcorp Holdings. 2013. *Concise annual report 2013*. Source: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1473/FileName/5ED62A6A6145BF0595C8199A5F1F2A1E/Concise_-_Shareholder_information_(0.6_Mb).pdf. Last accessed: 15 May 2014, p.69.

Table 26: Tabcorp Holdings' revenue by business category, 2009-2013[34]

Revenue[5]	2013 $m	2012 $m	2011 $m	2010 $m	2009 $m
Wagering	**1,558.0**	1,637.4	1,569.1	1,553.5	1,593.4
Media and International[6]	**207.6**	190.2	179.3	164.0	–
Gaming Services	**86.3**	4.7	–	–	–
Keno	**205.4**	183.1	169.6	157.2	156.1
Gaming[7]	**130.2**	1,074.2	1,077.4	1,037.2	1,069.4
Casinos[8]	**–**	–	1,439.4	1,371.9	1,357.7
Unallocated/elimination	**(54.1)**	(51.1)	(53.0)	(51.8)	(5.9)
Normalisation adjustment	**–**	–	87.8	(12.2)	40.6
Total	**2,133.4**	3,038.5	4,469.6	4,219.8	4,211.3

2.5 Outlets

According to the 2013 annual report, there are approximately 2,900 TAB outlets in Australia.[35] These are all located in Victoria and New South Wales.

On the TAB home page, which users encounter straight after selecting their state (Vic or NSW), it states that there are "over 3,000 TAB outlets nationwide." [36] An interactive map is provided on the website which shows locations of both TAB agencies, and pubs and clubs with TAB facilities, across New South Wales and Victoria. It marks 2,876 outlet locations.

Figure 77 illustrates the TAB locator tool, and Figure 78 shows the numbers of outlets marked on the locator tool at a fairly "zoomed out" level.

Based on the figures provided in this locator tool, there are 733 outlets in Victoria, and 2,143 in New South Wales.

An additional 53 retail outlets in the Australian Capital Territory were reportedly obtained with the ACTTAB acquisition in October 2014.[37]

---

[34] Ibid.
[35] Tabcorp. 2013. *Annual Report, Concise Business Overview*. Source: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1465/FileName/088435A77E86B6E034C0368DBEE9729C/Concise_-_Business_overview_(0.9_Mb).pdf. Last accessed: 14 May 2014.
[36] Tabcorp Holdings. *TAB.com.au* [Webpage]. Source: https://www.tab.com.au/#!/nsw/home. Last accessed: 9 May 2014.
[37] Ciconte, D. 2014. "Tabcorp buys ACTTAB, still eyes appeal over Victorian compo bid", *Australian Gambling*, 31 July. Source: http://www.australiangambling.com.au/gambling-news/tabcorp-buys-acttab-still-eyes-appeal-over-victorian-compo-bid/38315. Last accessed: 24 October 2014.

Figure 77: TAB venue locator tool

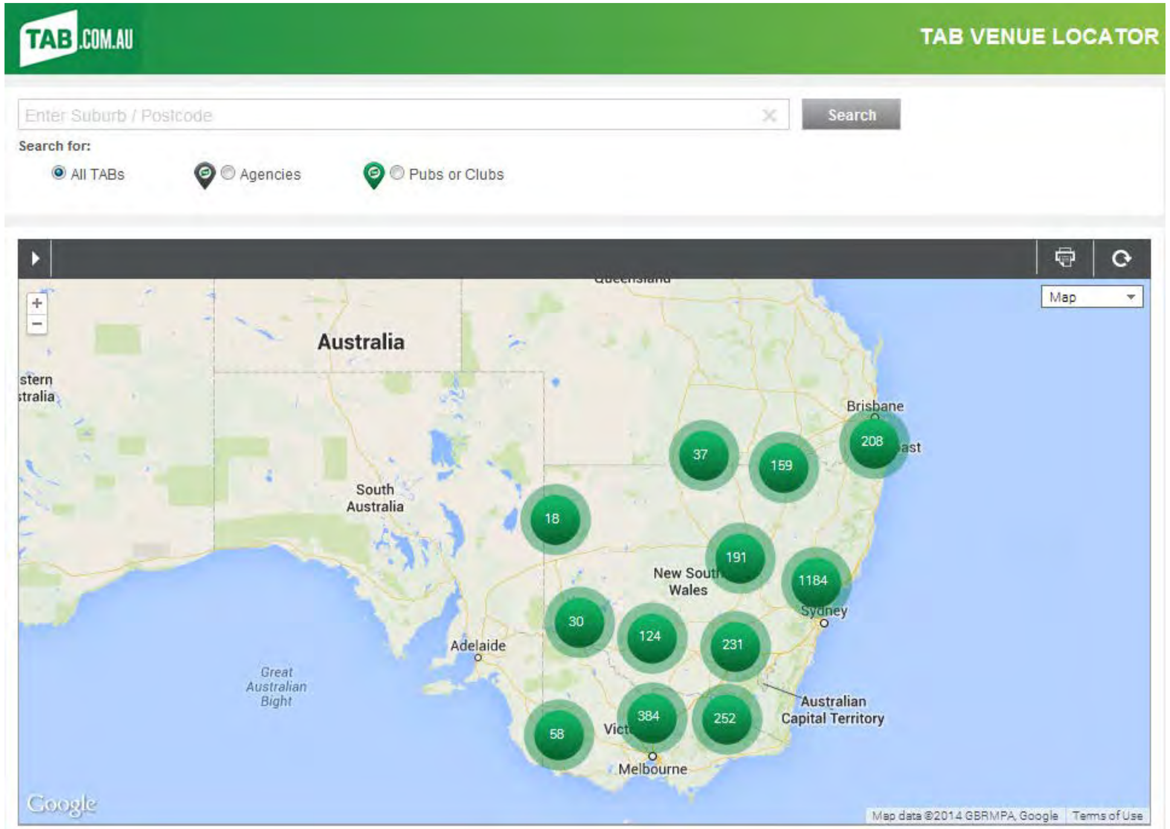
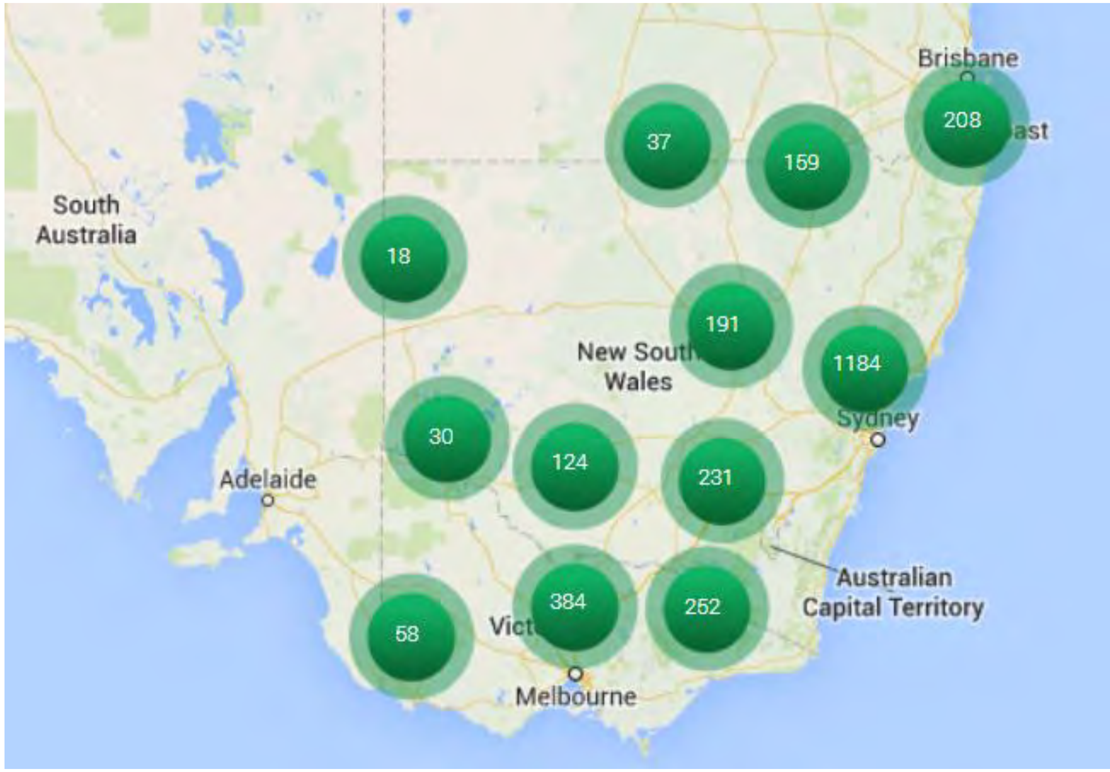


Figure 78: TAB venue locator, number of outlets in Victorian and New South Wales



2.6 Company strategy statements

In the 2013 annual reports, Tabcorp made the following strategy statements about the group overall and the wagering business (statements were also made for its other business categories):

“To achieve these outcomes, the Tabcorp Group intends to focus on the following key business priorities:

Group

- Provide superior returns to shareholders and key stakeholders

- Target a disciplined investment and expenditure profile
- Maintain investment grade credit rating
- Deliver customer service excellence
- Secure and extend licence duration while improving regulatory arrangements and managing key risks
- Maximise employee engagement
- Be recognised as a leader in responsible gambling

Wagering

- Lead wagering industry transformation by leveraging our unique multi-product, multi-channel model
- Continue to drive digital leadership and innovation
- Strengthen customer relationships through our loyalty and customer relationship management programs
- Further integrate vision and data with wagering products."[38]

For the wagering business, there is a clear emphasis on multi-channel offerings, the integration of digital products and the maintenance of customer relationships. This will further build on the company's publicised achievements of 2013, which included:

- "Over 108,000 customer loyalty members (up 18% from prior year)
- TAB iPhone, iPad and Android apps downloaded over 900,000 times."[39]

2.7 Sponsorships and affiliations

On the tab.com.au website, the following are listed as official partners:

---

[38] Tabcorp. 2013. *Tabcorp Concise Annual Report 2013, Director's report.* Source: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1469/FileName/A4E79DD5E1025803A1A579DB53C275E7/Concise_-_Directors_report_(0.2_Mb).pdf. Last accessed: 15 May 2014, p.42.
[39] Ibid, p.9.

Victoria[40]

- Racing Victoria
- Harness Racing Victoria
- Greyhound Racing Victoria
- Australian Football League
- Football Federation Australia
- Victoria Racing Club

New South Wales[41]

- Racing NSW
- Harness Racing New South Wales
- Greyhound Racing NSW
- Australian Football League
- Football Federation Australia
- Australian Turf Club

Tabcorp has traditionally not sponsored individual clubs in the NRL, but it had been the NRL's official wagering partner until Tom Waterhouse took over this role in 2012. From 2011, it changed tact and entered into NRL club sponsorship, beginning with the South Sydney Rabbitohs,[42] for whom it remains a premier

---

[40] Tabcorp Holdings. [Website]. Source: https://www.tab.com.au/#!/vic/home. Last accessed: 16 May 2014.
[41] Tabcorp Holdings. [Website.] Source: https://www.tab.com.au/#!/nsw/home. Last accessed: 16 May 2014.
[42] NRL. 2011. "Luxbet joins as Rabbitohs senior corporate partner for 2011", *rleague.com* [website]. Source: http://rleague.com/news/Luxbet-joins-as-Rabbitohs-senior-corporate-partner-for-2011_83452. Last accessed: 1 July 2014.

partner in 2014, through subsidiary, Luxbet.[43] In 2012, Luxbet also began a two-year arrangement to have its branding on the back of the NRL Cronulla Sharks' players' shorts.[44] This deal expired at the end of 2013, and was not renewed.[45]

Tabcorp currently appears to favour stadium or code sponsorships over individual team sponsorships, with the exception of the South Sydney Rabbitohs and the Canberra Capitals women's national basketball club, as shown in Table 27.

Table 27: Tabcorp sponsorships[46]

Type	Recipient	Estimated Value
AFL	Australian Football League	$750k
Cricket	Melbourne Cricket Club (MCG)	$100k
FFA	Football Federation Australia	$300k
NRL	South Sydney Rabbitohs	$100k
WNBL	Canberra Capitals	-
Racing	Cranbourne Turf Club	$150k
	Victoria Racing Club	$300k
	Harness Racing Victoria - Melton Harness Racing and Entertainment Complex	$350k
Stadium	Sydney Cricket & Sports Ground Trust (SCG)	[not known]
	Etihad Stadium	$500k
	ANZ Stadium	$150k to $200k

In addition, under its joint venture agreement with the Victorian Racing Industry, it pays marketing fees[47], and there is prominent TAB advertising at thoroughbred, harness and greyhound racing events.

[43] Rabbitohs. *Corporate partners* [website]. Source: http://www.rabbitohs.com.au/corporate/corporate-partners.html. Last accessed: 1 July 2014.
[44] Anonymous. 2012. "Cronulla Sharks circling major sponsor", *Australian Sponsorship News*, 5 March.
[45] Gardner, J. 2014. "Sportingbet, Sportsbet lead return to rugby league", Financial Review, 29 January.
[46] Compiled from data extracted from the *Australian Sponsorship News* database on 30 June 2014. This table should be viewed as indicative only, as the accuracy and comprehensiveness of this source is not fully known.
[47] South Australian Centre for Economic Studies. 2005. *Changes in wagering within the racing industry.* Source: https://www.adelaide.edu.au/saces/gambling/publications/ChangesInWageringReport.pdf. Last accessed: 28 November 2014, p.131.

2.7.1 Val Morgan deal

In April 2013, Tabcorp and Val Morgan entered into a deal giving Val Morgan exclusive media representation rights to Tabcorp's digital media network in Victoria. This network includes 1,240 screens in more than 620 venues, including street facing screens in TABs, and screens in pubs and clubs. The deal also gave Val Morgan the right to put side and bottom panel advertisements around the SKY2 racing feed, which is displayed in 2,800 venues in Victoria and New South Wales. The content loop contains both TAB and third-party advertising.[48]

2.8 Advertising and marketing strategies

During the twelve months from May 2013 to April 2014, Tabcorp initiated high volumes of wagering advertising, and an especially large number of Tabcorp advertisements were shown on subscription television. Plenty of Tabcorp advertisements were also placed in newspapers, particularly in Sydney's *Daily Telegraph*, and they were commonly screened over free-to-air television in the major cities. In addition, a smaller number featured over the internet and radio. The top ten media sources which contained Tabcorp advertisements are listed in Table 28.[49]

Table 28: Top 10 media sources of Tabcorp advertisements, May 13-Apr 14

Media source	Number of advertisements over 12 months
Channel: Subscription TV	319
Publication: DAILY TELEGRAPH(SYDNEY)	131
Publication: HERALD SUN (MELB)	88
Channel: HSV7 (MEL)	31
Publication: WEST AUSTRALIAN (PERTH)	24
Publication: SUNDAY TELEGRAPH (SYDNEY)	23
Channel: ATN7 (SYD)	22
Channel: BTQ7 (BRIS)	21
Publication: THE ADVERTISER (ADEL)	18
Website: news.com.au	16

[48] Val Morgan. 2013. "Val Morgan awards media rights to Tabcorp's Vic", *Mumbrella,* 17 April. Source: http://mumbrella.com.au/val-morgan-awards-media-rights-to-tabcorps-vic-151014. Last accessed: 22 May 2014.
[49] Based on data provided by ebiquity as a result of their scan of wagering advertising in television, radio, online and newspaper media in the twelve months from May 2013 to April 2014.

While marketing expenditure for just the wagering operations of Tabcorp are not reported, the whole group reported consolidated expenses of $36.8 million for "advertising and promotions" for the financial year ending 30 June 2013. Consolidated advertising and promotions expenses had been $33.4 million in the 2012 financial year.[50]

For purposes of consolidated financial reporting to ASIC, Tabcorp has a closed group comprising of the parent, Tabcorp Holdings Limited, and:

- Tab Limited
- Sky Channel Pty Ltd
- Tabcorp Investments No.4 Pty Ltd
- Tabcorp Assets Pty Ltd
- Tabcorp Participant Pty Ltd
- Luxbet Pty Ltd
- Tabcorp Investments No.2 Pty Ltd.[51]

This means that Tabcorp's international and gaming operations, and most media operations are excluded from this closed group. While the financial details reported for this closed group do not entirely and exclusively reflect the financial details for Tabcorp's wagering operations, they are likely to be indicative. For instance, revenue was reported for 2013 for both the wagering business division and the closed group, as shown in Table 29.

The advertising and promotions expenses for the closed group amounted to $26 million in 2013, and $24.5 million in 2012.[52]

Table 29: Tabcorp Holdings Limited revenue and advertising expenses for FY2013 ($m)

	Whole group	Closed group	Wagering division
Revenue	2,003	1,409	1,558
Advertising and promotions expenses	36.8	26	[not reported]

In an interview in May 2013, David Ginnane, Tabcorp's general manager of marketing made the following comments about Tabcorp marketing:

[50] Tabcorp Holdings Limited. 2013. *Financial Report 2013.* Source: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1460/FileName/5984418DCC672940CEE53433DCB7500E/Full_Annual_Financial_Report_(2.1_Mb).pdf. Last accessed: 27 June 2014, p.1.
[51] Ibid, pp.36-38.
[52] Ibid, p.38.

- When entering into a multi-million dollar sponsorship deal with a sporting code, the following would be considered:
  - What is Tabcorp trying to achieve?
  - Who is the target customer?
  - How are performance and success (or otherwise) going to be measured?
  - How can the learnings be used to inform future investments?
- In both racing and other major sporting codes, Tabcorp enters long-term agreements and builds "very strong relationships" with racing and sporting executives.
- Whereas the TAB brands had been quite distinct and individually well recognised within Victoria and New South Wales, recent rebranding has replaced the two with one brand, varied only with different colour sets for each of the states.
- The national, online brand, tab.com.au is described as "very, very clean."
- In advertisements for the new TAB brand, price and product are not mentioned; they have instead "taken the emotional territory", in order to leverage the multi-channel business of both the physical retail network and the online "experience."
- The "three pillars" of the TAB brand, which centre around emotional connection, are:
  - *High drama*, the experience with Tabcorp
  - *Recognition*, when the customer has a win
  - *Mateship*, the sociability of the experience, especially in the pub or club.
- Customer relationship management (CRM) is a "burgeoning" area. It provides transactional data matched with customer data so that Tabcorp can put the "right offer to the right customer over the right channel," as it knows individual betting patterns, right down to the level of betting types and the device used to place the bet.[53]

2.8.1 CRM

Tabcorp's CRM team appears to have been established in August 2012.[54] Around this time, the company invested in Simple DirectMedia Layer (SDL) software and combined the SDL Intelligent Marketing Suite with a Dynmark mobile messaging platform. It then launched an intense, large-scale campaign in the lead-up to the Spring Racing Carnival, which is held during October-November, culminating in the Melbourne Cup. RetailTouch Points, a retail-industry-focused,

[53] Marketing. 2013. "Career Profile: Tabcorp's general manager of marketing, David Ginnane", *Marketing Magazine,* 15 May. Source: http://www.marketingmag.com.au/interviews/career-profile-tabcorps-general-manager-of-marketing-david-ginnane-40296. Last accessed: 16 May 2014.
[54] Pearce, R. 2013. "How the TAB was dragged into the customer age", *CMO,* 14 August. Source: http://www.cmo.com.au/article/523704/how_tab_dragged_into_customer_age_. Last accessed: 21 May 2014.

online publishing network, granted Tabcorp its 2013 Channel Innovation award for this campaign, particularly noting its mobile strategy which incorporated newly introduced mobile registration.

During this campaign, the new Tabcorp customers that were acquired during Melbourne Cup week made 59% of their bets and committed 60% of their betting spend via mobile products including: .mobi, native apps and tablets. A major benefit was described by RetailTouch Points as the ability for Tabcorp to grow a "previously untapped customer segment that prefers mobile devices and uses mobile as a primary purchase channel." Tabcorp reaffirmed this point by stating that it recognised that "tapping into a new, younger demographic required the ability to reach them where they are - on their mobile phones."[55]

2.8.2 Marketing Figure

Many of Tabcorp's advertisements feature Jaimee Rogers, Tabcorp's Promotions Manager and Media Presenter. While the sporting press and general participants of online sports discussion forums discuss her looks, voice and, occasionally, her sports knowledge, there is no doubt that she is a well-recognised figurehead of Tabcorp sports betting, with a frequent presence during sporting event breaks.[56] Some comments also acknowledge the tactics employed by betting companies in using women to attract men to gambling,[57] or the "insidious" way that betting companies have made themselves a "seemingly-integral part of almost every aspect of sport."[58]

2.8.3 Latest World Cup Advertising Campaign

For the FIFA World Cup Brazil, 2014 season, TAB launched an integrated "Back Gold" campaign which included a dedicated website and five television commercials featuring the former Socceroos goalkeeper, Mark Schwarzer.

The website, backgold.tab.com.au, was created especially for the World Cup soccer event. It took eight weeks to build and was taken down after the month-long event was over. It was designed in-house by the digital team that Tabcorp formed about two years ago, when it was decided that it would be preferable to stop using agencies and build the capacity to "react quickly to a customer's experience." It was an "adaptive" website that worked on a range of devices, and was constructed from modules with the capacity to be modified and reused for other events in the future, such as the Australian Open. Tabcorp's chief

[55] Lee, B. 2013. "SDL Technology Helps Power Tabcorp To Industry Accolades", [Market Wired media release]. Source: http://www.newsboost.com/newsroom/marketwired/sdl-technology-helps-power-tabcorp-to-industry-accolades. Last accessed: 22 May 2014.
[56] For example: Horn, J. 2012. "Gambling oversell ends badly for sports-mad males", *Sydney Morning Herald*, 1 May. Source: http://www.smh.com.au/federal-politics/society-and-culture/gambling-oversell-ends-badly-for-sportsmad-males-20120430-1xuze.html. Last accessed: 22 May 2014; Nicolussi, C. 2012. "It's hard yakka for catwalk's big boys", Herald Sun, 1 May. Source: http://www.heraldsun.com.au/sport/nrl/its-hard-yakka-for-catwalks-big-boys/story-e6frfgbo-1226343215497. Last accessed: 22 May 2014.
[57] Fletch74. 2012. [Posting on FanFooty Forum, 10 May]. Source: http://forum.fanfooty.com.au/index.php?topic=58236.0. Last accessed: 22 May 2014.
[58] Michael. 2012. [Posting on The Greenhouse Discussion Board, 15 March.] Source: http://thegreenhouseact.com.au/forum/viewtopic.php?f=1&t=22414. Last accessed: 22 May 2014.

information officer referred to it as an opportunity for her team to demonstrate creativity and innovation as, being a separate site, it was distanced from the main tab.com.au brand and reputation.[59]

The television commercials were filmed in London and were rolled out over the month. The campaign was also supported through other channels, including: digital, social, press, point-of-sale, CRM and radio. A limited edition “Back Gold” backpack was also on sale in TABs in New South Wales and Victoria.[60]

---

[59] Gardner, J. 2014. “Tabcorp gets its digital act together for World Cup gamblers”, *Financial Review*, 17 June. Source: http://www.afr.com/p/technology/tabcorp_gets_its_digital_act_together_x9Jy3u2vqFgOhc2K6Je5LL. Last accessed: 19 June 2014.
[60] Ricki. 2014. “Tabcorp launches 'Back Gold' campaign with Mark Schwarzer via Whybin\TBWA\DAN Sydney”, *Campaign Brief*, 3 June. Source: http://www.campaignbrief.com/2014/06/tabcorp-launches-black-gold-ca.html. Last accessed: 19 June 2014.

3 Sportsbet

3.1 Company overview

Sportsbet.com.au is an online betting service run by Sportsbet Pty Ltd, an Australian private company which is now fully owned by large, Irish, public gaming company, Paddy Power.

In Australia, Sportsbet Pty Ltd operates the two major online and telephone gambling services:

- Sportsbet.com.au
- IASbet.com.au.

Sportsbet is positioned as a mass market brand, “promoted heavily both online and offline,” while IAS is promoted online as a “specialist brand for horseracing aficionados.”[61]

Although Paddy Power has some retail outlets overseas, there are no Sportsbet or Paddy Power retail outlets in Australia.

3.2 Company history

Sportsbet.com.au, is Sportsbet Pty Ltd’s online betting service, which operates under Northern Territory licence. The website gives the contradictory information that it has been operating for over 15 years, since 1993.[62] It appears to have been operating since 1999, which is when the company was first registered with ASIC, under the name Consolidated Sportsbet Pty Ltd.[63]

On its establishment, Consolidated Sportsbet Pty Ltd was a wholly owned subsidiary of Consolidated Gaming Corporation (CGC), an Australian public company that had first been listed on ASX in 1999.[64]

In January 2003, Consolidated Sportsbet had its licence suspended by the Northern Territory Racing Commission after not paying out some substantial winnings and for outstanding turnover tax.[65]

---

[61] Paddy Power. 2009 *Annual Report 2009.* Source: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2009ar.pdf. Last accessed: 23 May 2014, p.18.
[62] Sportsbet. 2014. *About us- Online betting* [webpage]. Source: http://www.sportsbet.com.au/content/general-info/about-us. Last accessed: 22 May 2014.
[63] Australian Securities and Investments Commission. [Website]. Source: https://connectonline.asic.gov.au. Last accessed: 22 May 2014.
[64] Jackson, P. 2003. “Winning bets not paid”, *Northern Territory News*, 22 January. Source: http://www.racingandsports.com.au/sports/displaymessage.asp?mid=10939&sum=1&story=Story_of_interest. Last accessed: 23 May 2014.
[65] Anonymous. 2003. “Internet betting agency suspended for not paying punter”, *Sydney Morning Herald*, 22 January. Source: http://www.smh.com.au/articles/2003/01/22/1042911424329.html. Last accessed: 23 May 2014.

In June 2003, the parent company, Consolidated Gaming Corporation, changed its name to Betcorp Limited.[66]

In September 2004, Sportsbet's gambling licence again came under question when it became known that the company was being controlled by Bill Scott, a "convicted racketeer and US fugitive."[67]

As a result, in October 2004, Betcorp sold Sportsbet.[68] (Betcorp was delisted in 2006 and subsequently wound down.) Sportsbet's new owner was John McDonald, who was the general manager of the business at the time.[69]

Over the next few years, various notifications of changes to officeholders and share holdings were filed with ASIC. Matthew Tripp was reported as the major owner in 2005. The next significant change came early in 2009, when the overseas company Paddy Power acquired 51% of Sportsbet Pty Ltd,[70] from Matthew Tripp.[71]

Shortly after this, Sportsbet Pty Ltd acquired International All Sports Limited (IAS), which operates IASbet.com, another Australian online betting service. At the time, IAS was a public company that had been ASX listed since 1999. After an informal review by the Australian Competition and Consumer Commission (ACCC) assessed the move as unlikely to lessen competition,[72] the takeover proceeded and IAS was delisted on 16 October 2009.[73] It has since been a wholly owned subsidiary of Sportsbet Pty Ltd.

During 2010, Paddy Power increased its shareholding in Sportsbet, initially to 60.8% in February, becoming Sportsbet's (and consequently IAS's) sole owner shortly afterward. [74]

Paddy Power is a large, public company headquartered in Ireland. As well as its online gaming services, Paddy Power operates over 350 retail outlets in the United Kingdom and Ireland.[75]

Sportsbet Pty Ltd currently has the following business names registered with ASIC:

- Sean Bartholomew's Racing Odds

---

[66] Delisted Australia. [Webpage]. Source: http://www.delisted.com.au/company/betcorp-limited. Last accessed: 23 May 2014.
[67] Kruger, C. 2004. "Betcorp to abandon Sportsbet", *Sydney Morning Herald*, 11 September. Source: http://www.smh.com.au/articles/2004/09/10/1094789682868.html?from=storyrhs. Last accessed: 23 May 2014.
[68] Oceana Editorial Board (ed). 2010. *American International Law Cases*. Oxford University Press; New York, p.1,258.
[69] Kruger, C. 2004. "Betcorp to wear a loss after sale of Sportsbet", *Sydney Morning herald*, 15 October. Source: http://www.smh.com.au/articles/2004/10/14/1097607368023.html?from=moreStories. Last accessed: 23 May 2014.
[70] Paddy Power. 2009 *Annual Report 2009*. Source: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2009ar.pdf. Last accessed: 23 May 2014, p.18.
[71] Ciconte, D. 2014. "Sportsbet sues new bookie Beteasy over employee defection", *Australian Gambling*, 3 June. Source: http://www.australiangambling.com.au/gambling-news/sportsbet-sues-new-bookie-beteasy-over-employee-defection/31622. Last accessed: 30 June 2014.
[72] ACCC. 2009. *Sportsbet Pty Ltd - proposed acquisition of International All Sports Limited* [Webpage]. Source: http://registers.accc.gov.au/content/index.phtml/itemId/883506/fromItemId/751043. Last accessed: 22 May 2014.
[73] Delisted Australia. [Website]. Source: http://www.delisted.com.au/company/international-all-sports-limited-4306. Last accessed: 22 May 2014.
[74] Sportsbet. 2014. *About us- Online betting* [webpage]. Source: http://www.sportsbet.com.au/content/general-info/about-us. Last accessed: 22 May 2014.
[75] Paddy Power. [Website]. Source: http://www.paddypower.com/bet/about-us. Last accessed: 22 May 2014.

- Sportsbet Australia
- Gorillabet
- Gorilla Sports.[76]

Sportsbet has been portrayed in the recent media as a successful Australian market player, and was said to have been the "fastest growing online bookmaker by total bets placed in 2013."[77]

In June 2014, Sportsbet was pursuing legal action against a new online gambling company, BetEasy. BetEasy had been formed with some rebranding of Betezy, which was bought earlier this year by a group of investors including Matthew Tripp, the former owner and CEO of Sportsbet.[78]

3.3 Company structure and ownership

Sportsbet's registered office is: Fannie Bay Racecourse, Playford Street, Fannie Bay, Darwin, Northern Territory.

Sportsbet Pty Ltd is fully owned by Paddy Power Plc (via a fully owned Paddy Power holding company).

Paddy Power Plc, the parent company, is registered in Ireland, is public, and has its primary listing on the Irish Stock Exchange.[79] A list of Paddy Power subsidiary companies is contained in Table 54, on page 491 of *Appendix B*.

The parent to all the Australian subsidiaries is Paddy Power Australia Pty Limited. Australian subsidiaries are listed in

[76] Australian Securities and Investments Commission. [Website]. Source: https://connectonline.asic.gov.au. Last accessed: 22 May 2014.
[77] Gardner, J. 2014. "Sportsbet pulls ahead as fastest growing online bookmaker", *Financial Review*, 5 March.
[78] Ciconte, D. 2014. "Sportsbet sues new bookie Beteasy over employee defection", *Australian Gambling*, 3 June. Source: http://www.australiangambling.com.au/gambling-news/sportsbet-sues-new-bookie-beteasy-over-employee-defection/31622. Last accessed: 30 June 2014; McGrath, B. 2014. "Former Sportsbet boss Matthew Tripp buys Betezy", *Australian Gambling*, 7 March. Source: http://www.australiangambling.com.au/gambling-news/former-sportsbet-boss-matthew-tripp-buys-betezy/30519. Last accessed: 30 June 2014.
[79] Paddy Power. 2013. *Annual Report 2013.* Source: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2013annualreport.pdf. Last accessed: 22 May 2014, p.66.

Table 55, on page 492 of *Appendix B*.

Cormac Barry is the current CEO of Sportsbet.

3.4 Financial performance

Details of parent company, Paddy Power Plc's recent share performance and overall key company financials, by operational segment, are given in *Appendix B,* Figure 86 and Table 56.

In 2013, Paddy Power reported increased year-on-year revenue from its online Australia division, represented by Sportsbet, with operating profit up by 25% and net revenue up by 31%. (Telephone operations are included in the online revenue figures, but account for less than 10%.) It also notes that mobile turnover almost doubled over the year.[80] Some key financials for this division, over the last five years, are given in Table 30 (reported in million Euros).

Table 30: Online Australia (Sportsbet) key financials, 2009-2013 (€m)[81]

	2013	2012	2011	2010	2009
Amounts staked	1,914	1,710	1,370	1,230.4	450.3
Net revenue	**179.6**	**156.4**	**107.4**	**92.6**	**
Sportsbook gross win %	9.8%	9.4%	8.1%	7.9%	7.1%
Gross profit	135.1	119.4	81.1	75.3	22.3
Operating costs	(101.6)	(88.6)	(58.3)	(55.8)	(17.7)
Operating profit	**33.5**	**30.8**	**22.8**	**19.5**	**4.6**
Active customers*	419,388	324,341	226,513	198,132	92,820

* *Active customers* are those who have deposited real money and have bet during the year.

** Not reported in the same way for 2009.

3.5 Outlets

Sportsbet does not have any physical retail outlets in Australia. It is an online and telephone betting service provider.

3.6 Company strategy statements

Paddy Power states that it applies the same approach to Sportsbet as it does to its Paddy Power online brands, being: "considered and substantial investment in people, product, value and brand."

It says that it now has 450 employees in Australia, since doubling its online and technology staff over the last three years. It has also recently invested in-house effort in the development of tablet apps.

Within Australia, Sportsbet's spontaneous brand awareness was measured at 49% last year.[82]

3.7 Sponsorships and affiliations

On its website, Sportsbet lists the following as its *official partners*:

---

[80] Paddy Power. 2013. *Annual Report 2013.* Source: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2013annualreport.pdf. Last accessed: 22 May 2014, p.15.
[81] Compiled from Paddy Power annual reports 2009 to 2013.
[82] Paddy Power. 2013. *Annual Report 2013.* Source: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2013annualreport.pdf. Last accessed: 22 May 2014, p.18.

Sportsbet lists the following as *approved betting partners*:[83]

In Paddy Power's annual report, there is a mention of "the addition of Channel 9 NRL coverage to [Sportsbet's] media assets."[84] In January 2014, Sportsbet was rumoured to have signed on to be the Nine Network's rugby league partner (replacing Tom Waterhouse) for around $40 million, although this amount was not confirmed by Sportsbet.[85]

Some other Sportsbet sponsorships are listed in Table 31.

Table 31: Sportsbet sponsorships[86]

Type	Recipient	Estimated Value
AFL	Richmond Tigers	[not known]
NRL	Sydney Roosters	$100-150k
	Newcastle Knights (Back of jersey top)	$350k
Racing	Racecource in Ballarat	[not known]
	Ballarat Cup	[not known]

3.8 Advertising and marketing strategies

At a group, international level, Paddy Power's CEO talks about marketing as "a key battle ground" for competition in its industry, and the rapidly increasing amounts that are spent on wagering advertising, particularly in the United Kingdom. It claims to be recognised as a leader in this area, with a brand that has "real personality." It also pledges to spend increasing amounts on marketing, when "conditions require it."[87]

Paddy Power says that its aim in marketing is to be innovative and distinctive, and that it is prepared to pay for this. The consolidated cost for its marketing for its online businesses represented 20% of online revenues in 2013. The whole group's consolidated marketing expenses for 2013 amounted to €76.1 million, as shown in Table 32.

---

[83] Sportsbet. 2014. *About us- Online betting* [webpage]. Source: http://www.sportsbet.com.au/content/general-info/about-us. Last accessed: 22 May 2014.
[84] Paddy Power. 2013. *Annual Report 2013.* Source: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2013annualreport.pdf. Last accessed: 22 May 2014, p.18.
[85] Gardner, J. 2014. "Sportingbet, Sportsbet lead return to rugby league", *Financial Review*, 29 January.
[86] Compiled from data extracted from the *Australian Sponsorship News* database on 30 June 2014. This table should be viewed as indicative only, as the accuracy and comprehensiveness of this source is not fully known.
[87] Paddy Power. 2013. *Annual Report 2013.* Source: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2013annualreport.pdf. Last accessed: 22 May 2014, p.10.

Table 32: Paddy Power group consolidated income statement, 2013, including marketing expenses (€'000)[88]

	Note	2013 €'000	2012 €'000
Amounts staked by customers		**6,179,971**	5,694,496
Continuing operations			
Income	4	**745,195**	653,750
Direct betting costs	5	**(128,243)**	(100,197)
Gross profit		**616,952**	553,553
Employee expenses	6	**(228,721)**	(202,184)
Property expenses		**(48,362)**	(44,288)
Marketing expenses		**(76,145)**	(67,878)
Technology and communications expenses		**(42,534)**	(35,033)
Depreciation and amortisation		**(39,468)**	(32,159)
Other expenses, net		**(44,336)**	(36,011)
Total operating expenses		**(479,566)**	(417,553)

Paddy Power favours a "big" and "mischievous" approach in its marketing, citing examples of a 63 feet tall hot-air balloon, or lighting up the front of the Milan Stock Exchange. It also actively engages in conversations with the public (customers and potential customers) through a range of media, including social media, TV, billboards and editorials.[89]

Paddy Power calls to investors using an example of Sportsbet advertising in Australia, as illustrated in Figure 6, playing up size and sexualisation in its marketing.

A June 2014 stunt, in which a giant Jesus-shaped hot air balloon was floated over Melbourne for the soccer World Cup in Brazil, with a "keep the faith" slogan, was also in keeping with a large-scale, controversial marketing approach.[90]

[88] Ibid, p.60.
[89] Ibid, p.22.
[90] Ciconte, D. 2014. "Sportsbet's Jesus balloon promotion causes outrage", *Australian Gambling*, 11 June. Source: http://www.australiangambling.com.au/gambling-news/sportsbets-jesus-balloon-promotion-causes-outrage/34739. Last accessed: 30 June 2014.

Figure 79: Paddy Power's promotion to investors[91]

During the twelve months from May 2013 to April 2014, Sportsbet advertising featured heavily in subscription television; however, some Sportsbet advertisements were also run in newspapers, free-to-air television, online and over the radio. The top ten media sources which contained Sportsbet advertisements are listed in Table 33.[92]

Table 33: Top 10 media sources of Sportsbet advertisements, May 13-Apr 14

Media source	Number of advertisements over 12 months
Channel: Subscription TV	188
Publication: DAILY TELEGRAPH(SYDNEY)	18
Publication: HERALD SUN (MELB)	11
Station: 2MMM (Sydney)	10
Channel: QTQ9 (BRIS)	9
Website: foxsports.com.au	9
Channel: STW9 (PERTH)	7
Channel: GTV9 (MEL)	6
Publication: COURIER-MAIL (BRIS)	6
Station: 4MMM (Brisbane)	6

Paddy Power released financial information for Sportsbet to its investors as part of the acquisition process around 2010/2011. This reveals that Sportsbet and its subsidiaries (IAS) spent $11.7 million

[91] Paddy Power. *Investors* [Website]. Source: http://www.paddypowerplc.com/investors/why-invest-us. Last accessed: 23 May 2014.
[92] Based on data provided by ebiquity as a result of their scan of wagering advertising in television, radio, online and newspaper media in the twelve months from May 2013 to April 2014.

and $19.5 million on marketing respectively in the 2009 and 2010 financial years, as shown in Table 34.

The most recent consolidated financial statements for all the Australian subsidiaries, reported under Australian parent Paddy Power Australia Pty Limited, indicate that annual Australian marketing expenditure has increased over time, reaching $23 million in 2012, then over $33 million last year. These figures are shown in Table 14.

Table 34: Consolidated income statement for Sportsbet and its subsidiaries, 2010 (AUD '000)[93]

	Note	**2010 A$'000**	2009 A$'000
Amounts staked by customers		**1,631,039**	961,082
Continuing operations			
Income	*4*	**116,864**	59,651
Direct betting costs	*5*	**(32,851)**	(20,325)
Gross profit		**84,013**	39,326
Employee expenses	*6*	**(19,742)**	(8,678)
Marketing expenses		**(19,522)**	(11,665)
Technology and communications expenses		**(4,703)**	(1,793)
Depreciation and amortisation		**(3,840)**	(1,701)
Other expenses, net	*7*	**(15,116)**	(8,271)
Total operating expenses		**(62,923)**	(32,108)

[93] Paddy Power. 2011. *Circular* [for EGM]. Source: http://www.paddypowerplc.com/sites/default/files/attachments/pdf/circular.pdf. Last accessed: 23 May 214, p.20.

INTERNATIONAL

Table 35: Statements of profit or loss for Paddy Power Australia Pty Limited and subsidiaries, 2013 (AUD '000)[94]

	Note	Consolidated		Parent	
		Year ended 31 Dec 2013 A$ 000's	Year ended 31 Dec 2012 A$ 000's	Year ended 31 Dec 2013 A$ 000's	Year ended 31 Dec 2012 A$ 000's
Gaming Revenue	4	247,875	194,230	-	-
Dividend Income	4	-	-	35,507	60,973
Revenue		247,875	194,230	35,507	60,973
Cost of Sales		(66,939)	(50,029)	-	-
Gross Profit		180,936	144,201	35,507	60,973
Other Income	5	219	761	-	-
Salary & Employee Benefit Expenses		(56,033)	(45,979)	-	-
Occupancy Expenses		(4,437)	(2,697)	-	-
Advertising & Marketing Expenses		(33,154)	(23,372)	-	-
IT & Telecommunications Expenses		(7,421)	(7,137)	-	-
Depreciation & Amortisation Expense		(10,237)	(8,960)	-	-
Loss on Disposal of Property, Plant and Equipment		-	(177)	-	-
Professional & Consulting Fees		(5,824)	(3,926)	(659)	(1,853)
Other Expenses		(22,396)	(14,216)	-	-
Results from operating activities		41,653	38,498	34,848	59,120
Finance Income		4,520	3,403	2	3
Finance Costs		(15,870)	(15,813)	(15,770)	(15,813)
Net finance costs		(11,350)	(12,410)	(15,768)	(15,810)
Profit/(loss) before income tax		30,303	26,088	19,080	43,310
Income Tax (Expense)/Benefit		(9,016)	(6,142)	4,928	5,299
Profit/(loss) for the Period		21,287	19,946	24,008	48,609
Other Comprehensive Income		-	-	-	-
Profit/(loss) Attributable to Members of the Entity		21,287	19,946	24,008	48,609
Total Comprehensive Income/(loss) for the Period		21,287	19,946	24,008	48,609

94 Paddy Power Australia Pty Limited. 2014. *Financial statement and report for the year ending 31 December 2013,* [Filed with ASIC, 30 April 2014], p.7.

4 Sportingbet

4.1 Company overview

Sportingbet is an online and telephone betting company.

It currently shares a common owner with the other Australian online betting services:

- Centrebet
- Tom Waterhouse.

4.2 Company history

The Sportingbet online gambling service was launched in Australia in 2003, by the United Kingdom based, publicly listed, company Sportingbet Plc.

Initially, the Sportingbet Australia Pty Ltd subsidiary of Sportingbet Plc had been established offshore, in Vanuatu, as a telephone bookmaking business, but the operations were relocated to Darwin in 2002, and the online service established soon afterwards.[95]

Sportingbet Plc was the parent company for a telephone and online gaming and sports betting group that was formed in 1998 and originally listed on the London Stock Exchange Alternative Investment Market in 2001. In subsequent years it rapidly expanded its operations beyond the United Kingdom into markets such as Australia's.

During 2011, Centrebet was acquired by Sportingbet,[96] and Sportingbet continued to run both brands concurrently in Australia.

Also in 2011, Sportingbet Plc entered into discussions with Ladbrokes for a takeover by that company for Sportingbet's international operations, but Ladbrokes decided against the acquisition and it did not proceed.[97]

In March 2013, Sportingbet Plc was acquired by GVC Holdings Plc. However, the Australian Sportingbet and Centrebet operations were acquired independently from the rest of the business, and ownership of these transferred to William Hill,[98] another United Kingdom based public company which is listed on the London Stock Exchange.

This provided William Hill with its sought after entry to the Australian market.[99]

In August-September 2013, William Hill also acquired Tom Waterhouse, adding to its newly acquired Australian online betting business.

---

[95] Anonymous. 2002. *Sportingbet moves to Darwin*, 20 February. Source: http://www.territorystories.nt.gov.au/bitstream/handle/10070/79286/20020220_sportingbet.pdf. Last accessed: 29 May 2014.
[96] Baba, R.M. 2011. "Sportingbet to buy Centrebet for $183m", *The Australian*, 27 May. Source: http://www.theaustralian.com.au/archive/business-old/sportingbet-to-buy-centrebet-for-183m/story-fn4xq4cj-1226063892386. Last accessed: 29 May 2014.
[97] Blitz, R. 2011. "Ladbrokes ends Sportingbet takeover talks", *The Financial Times,* 10 October. Source: http://www.ft.com/intl/cms/s/0/c855817e-f339-11e0-8383-00144feab49a.html#axzz334Pg5tva. Last accessed: 29 May 2014.
[98] GVC Holdings. 2013. *GVC completes acquisition of Sportingbet,*[Press release]. Source: http://www.londonstockexchange.com/exchange/news/market-news/market-news-detail.html?announcementId=11523644. Last accessed: 29 May 2014.
[99] Anonymous. 2013. "William Hill takes punt on Sportingbet", *Lawyers Weekly*, 9 April. Source: http://www.lawyersweekly.com.au/deals/william-hill-takes-punt-on-sportingbet. Last accessed: 29 May 2014.

Although it was initially suggested that the company intended to merge the Sportingbet and Centrebet brands and rebrand under the William Hill brand,[100] it appears that this idea was scrapped in October 2013, in favour of separately maintaining the existing brands.

The three brands are presently all operating, with individual websites.

Some management changes are currently underway within the Australian William Hill operations, with the chief operating officer, Anthony Waller, and the chief executive, Michael Sullivan leaving the business.[101] Michael Sullivan had been the chief executive of Sportingbet in Australia since its inception in 2002.[102]

4.3 Company structure and ownership

Sportingbet is registered in Darwin, and operates under a Northern Territory licence.[103]

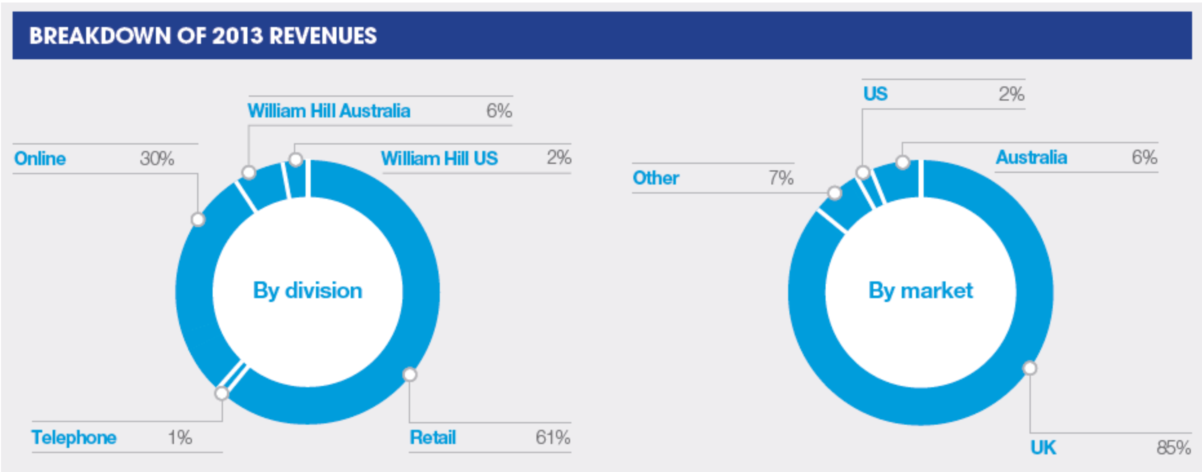
Sportingbet is operated by William Hill (Australia) Limited. Its ultimate parent is William Hill Plc, a United Kingdom based, public company which is listed on the London Stock Exchange.

A list of William Hill Plc subsidiaries is reproduced in Table 57, on page 497 of *Appendix C*.

Some details of William Hill's share performance and overall group key financial figures are presented in Figure 87 and Table 58, in Appendix C. (Note that the Australian operations only began in March 2013, with the Sportingbet acquisition, so earlier financials are derived only from business operations outside Australia.)

The Australian division, which was only operational for part of the year (since the acquisitions), contributed about 6% of William Hill's revenue for that year, as shown in Figure 6.

Figure 80: William Hill revenue source proportions, 2013[104]



100 Gardner, J. 2013. "William Hill to scrap online Sportingbet and Centrebet in favour of own brand", Business Review Weekly, 5 September. Source: http://www.brw.com.au/p/marketing/william_hill_own_scrap_online_sportingbet_yg6HYGCwaIPVrX6ru3HRvN. Last accessed: 29 May 2014.
101 Stensholt, J. and Gardner, J. 2014. "Sportingbet chiefs set to depart: sources", The Sydney Morning Herald, 28 April. Source: http://www.smh.com.au/business/sportingbet-chiefs-set-to-depart-sources-20140428-37dwy.html. Last accessed: 29 May 2014.
102 Stewart, M. 2014. "Michael Sullivan leaves Sportingbet", Herald Sun, 2 May. Source: http://www.heraldsun.com.au/sport/superracing/michael-sullivan-leaves-sportingbet/story-fnibcaa0-1226904010917. Last accessed: 29 May 2014.
103 William Hill. 2014. About us [webpage]. Source: https://www.sportingbet.com.au. Last accessed: 29 May 2014.
104 William Hill. 2013. Annual report and accounts 2013. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.2.

William Hill Australia generated £86.7 million during 2013 (from activity taking place after March 2013). This was made from £1,1771 million wagered at a gross win margin of 7.9%. Operating costs for this period amounted to £54.5 million, resulting in an operating profit of £12 million.[105]

William Hill calculated the annualised net revenue from the Australian operations, in 2013, in Australian dollars, as $156.1 million.[106]

Some information on Sportingbet's financial performance in previous years was provided to shareholders at the time of the William Hill acquisition, in the forms reproduced in Table 36 and

Figure 81.[107] Note that these figures are reported for financial years ending in July, while William Hill presents its annual reports for years ending in December.

The Sportingbet Australian business had net gaming revenue (post gaming tax) of £87.4 million in the 2012 financial year.[108]

Table 36: Key performance indicators for Sportingbet in Australia, 2011 and 2012

- EBITDA of £34.8m in year ended 31 Jul 12

Year ended	31 Jul 2012	31 Jul 2011	
Active players ('000)	172.0	82.2	+109%
Revenue per active player (£)	508.1	489.1	+4%
Overall sports margin	5.8%	4.9%	+0.9 ppts
Online sports margin (post tax)	6.8%	6.8%	-
Telephone sports margin (post tax)	2.7%	2.5%	+0.2 ppts
Mobile sports margin (post tax)	8.5%	8.3%	+0.2 ppts

[105] Ibid, p.35.
[106] Ibid, p.71.
[107] William Hill. 2012. *Acquisition of Australian and Spanish locally licensed businesses of Sportingbet plc*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/investors/results_reports_and_presentation/2012rrp/proposed-acquisition-dec12-v2.pdf. Last accessed: 30 May 2014, p.12.
[108] William Hill. 2012. *Proposed acquisition of Sportingbet plc's ("Sportingbet") Australian and Spanish businesses*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/media/releases/2012pr/2012-12-20a.pdf. Last accessed: 30 May 2014, p.3.

Figure 81: Proportions of Sportingbet Australian revenue and sports bets by channel, 2012

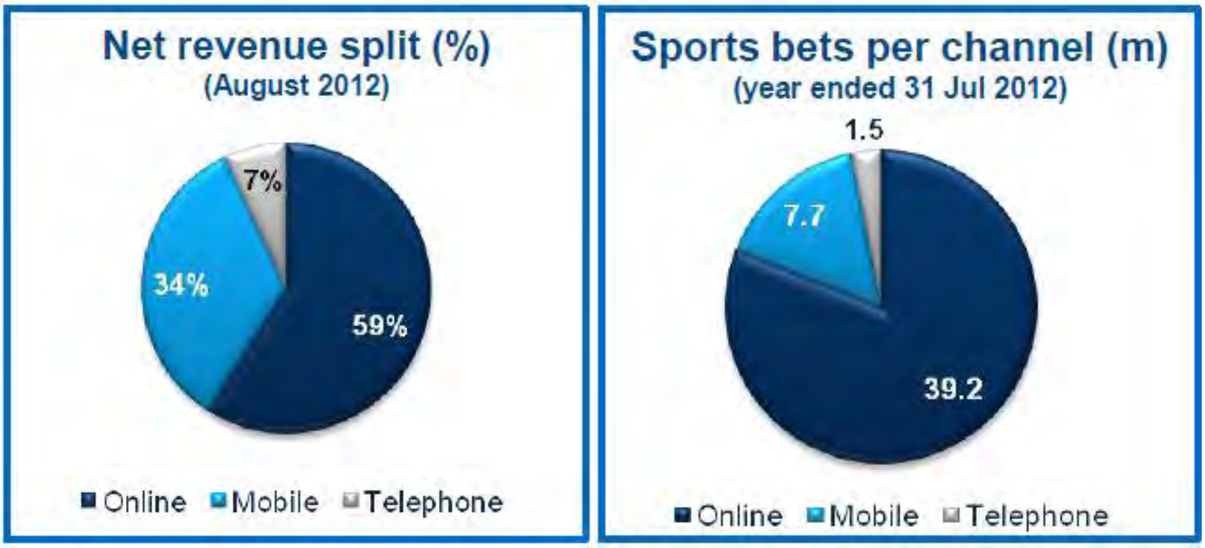


Table 37 lists some key financials for the Australian operations of Sportingbet Plc for the 2010 to 2012 financial years. Note that Centrebet was acquired during the 2012 financial year.

Table 37: Sportingbet key financials for Australian operating segment, financial years 2010-2012 (£m)[109]

	2010	2011	2012
Amounts wagered	743.9	822	1,493.1
Total revenue	33.6	37.1	83.6
Operating profit	7.7	8.7	4.8
Net profit (after tax)	5.1	6.3	6.3

4.4 Outlets

Although William Hill operates just under 2,400 retail outlets across the United Kingdom, it currently only operates online and telephone gambling businesses in Australia.

4.5 Company strategy statements

William Hill's overall group strategy is to expand its business by:

- offering a wider product range
- encouraging multi-channel usage
- increasing its international reach.

[109] Sportingbet. 2011. *Audited results for the year ended 31 July 2011*. Source: http://www.gvc-plc.com/archive/sportingbet_accounts/rns-2010-2011-q4.pdf. Last accessed: 30 May 2014, pp.15-16; Sportingbet. 2012. *Audited results for the year ended 31 July 2012*. Source: http://www.gvc-plc.com/archive/sportingbet_accounts/2011-12-q4-rns-results.pdf. Last accessed: 30 May 2014, p.18.

The company is particularly interested in reaping the financial benefits of rapidly growing online markets outside the United Kingdom (including Australia), and intends to increase the proportion of revenue obtained from overseas markets.[110]

While William Hill has expanded its online gambling operations in recent years, entering the Australian, United States, Italian and Spanish markets, it is Australia that it describes as its "second home market."[111]

In Australia, the Sportingbet brand has focused on racing, and maintaining a core group of high-roller clients, while the Centrebet brand has been more digital, concentrating on sports wagering.[112] The brands are clearly differentiated through individual colours and styles and independent websites. Interestingly, the Centrebet website does not currently mention ownership or any association with either Sportingbet or William Hill, even in the *About Us* section.[113] On the other hand, the Sportingbet site specifies ownership by William Hill and mentions William Hill's ownership of Tom Waterhouse.[114]

William Hill is reportedly bound to retain the Tom Waterhouse brand until at least December 2015, under the acquisition agreement.[115]

In addition to maintaining its existing customer base, William Hill intends to entice more Australian mass market customers, which it expects will be individually lower yielding than its existing customers, but collectively more valuable.[116]

In January 2014, in relation to the transfer of Penrith Stadium naming rights from Centrebet to Sportingbet, the CEO commented that Sportingbet was being repositioned as a "rugby league brand."[117]

4.6 Sponsorships and affiliations

After its acquisition of Sportingbet, William Hill temporarily decided not to sign any additional sponsorship deals in Australia until it made a decision regarding possible brand consolidation.[118] The company then confirmed, in March 2014, that it was moving away from sponsorship and was instead increasing "above-the-line advertising and online campaigns," as existing sponsorships lapse.[119]

Some previous partnerships that Sportingbet or Centrebet have not renewed include:

- Manly Sea Eagles (NRL, NSW)
- St George Illawarra (NRL, NSW)
- St Kilda Saints (AFL, Vic).

Some of Sportingbet and Centrebet's sponsorships are shown in Table 38 and Table 39.

[110] William Hill. 2013. *Annual report and accounts 2013*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.8.
[111] William Hill. 2014. *At a glance* [webpage]. Source: http://www.williamhillplc.com/about-william-hill/at-a-glance.aspx. Last accessed: 28 May 2014.
[112] Emmerson, G. 2013. "Sportingbet and Centrebet brands set to stay in Australia", *Bettingpro* [Website]. Source: http://www.bettingpro.com.au/category/latest-news/sportingbet-and-centrebet-brands-set-to-stay-in-australia-201310210018. Last accessed: 29 May 2014.
[113] Centrebet. *About us* [webpage]. Source: http://centrebet.com/#About. Last accessed: 29 May 2014.
[114] William Hill. 2014. *About us* [webpage]. Source: https://www.sportingbet.com.au. Last accessed: 29 May 2014.
[115] Stensholt, J. and Gardner, J. 2014. "Sportingbet chiefs set to depart: sources", *The Sydney Morning Herald*, 28 April. Source: http://www.smh.com.au/business/sportingbet-chiefs-set-to-depart-sources-20140428-37dwy.html. Last accessed: 29 May 2014.
[116] William Hill. 2013. *Annual report and accounts 2013*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.21.
[117] Anonymous. 2014. "Wagering giant beefs up Sportingbet's NRL credentials", *Australian Sponsorship News,* 29 January.
[118] Anonymous. 2013. "Bets off on wagering sponsorships as William Hill considers consolidation", *Australian Sponsorship News*, 6 September.
[119] Anonymous. 2014. "William Hill to abandon sponsorship", *Australian Sponsorship News,* 5 March.

Table 38: Sportingbet sponsorships[120]

Type	Recipient	Estimated Value
AFL	Carlton Blues	$200k
NRL	Brisbane Broncos (Back of jersey top)	$300k
	Penrith Panthers (transferred from Centrebet)	$200k
Racing	South Australian Jockey Club	$150k
	Melbourne Racing Club (Sportingbet Park)	$350k
	Moonee Valley Racing Club (Cox Plate)	$350k

Table 39: Centrebet sponsorships[121]

Type	Recipient	Estimated Value
NRL	Brisbane Bombers	$30k
Racing	South Australian Jockey Club	$150k
	Country Racing Victoria	$75k
	Greyhound Racing NSW (Major sponsor at nine venues)	$80k
	Geelong Racing Club (Geelong Cup)	$500k

Sportingbet announced that Shane Warne was its new ambassador in February 2014.[122] In his comment on the new arrangement, the CEO said of Shane Warne, “Warnie is, without question, one of the most admired and respected athletes in Australia and his achievements are recognised worldwide.”[123] Sportingbet’s marketing director said the company was “delighted to be launching the bold [television and social media] campaign to Australian blokes.”[124]

On the Sportingbet website, Shane Warne features prominently in advertisements at the top and right-hand side of the page, but other sponsorships are not featured. Right at the bottom of the page, below the copyright and disclaimer details, the following is displayed:[125]

[120] Compiled from data extracted from the *Australian Sponsorship News* database on 30 June 2014. This table should be viewed as indicative only, as the accuracy and comprehensiveness of this source is not fully known.
[121] Compiled from data extracted from the *Australian Sponsorship News* database on 30 June 2014. This table should be viewed as indicative only, as the accuracy and comprehensiveness of this source is not fully known.
[122] Australia Sports Betting. *Sportingbet Australia Review* [webpage]. Source: http://www.aussportsbetting.com/betting-agencies/bookmaker-reviews/sportingbet-australia. Last accessed: 29 May 2014.
[123] Sportingbet. 2014. “Shane Warne Partners with Sportingbet”, *Medianet*, 25 February. Source: http://www.aapmedianet.com.au/releases/release-details?id=796100. Last accessed: 29 May 2014.
[124] Ricki. 2014. “Australian cricket legend Shane Warne takes the field as Sportingbet's new ambassador”, *Campaign Brief*, 25 February. Source: http://www.campaignbrief.com/2014/02/australian-cricket-legend-shan.html. Last accessed: 29 May 2014.
[125] Sportingbet. [Website]. Source: https://www.sportingbet.com.au. Last accessed: 30 May 2014.

4.7 Advertising and marketing strategies

Since 2009, Sportingbet has engaged a "content marketing" company, Edge, to "engage its audience with the brand". The "carefully targeted," betting-focused subject matters, such as tips, trends and statistics, are delivered via multiple platforms, including social media, blogs, and an iPad and traditional print magazine, called *Sportingmail*.[126]

Following William Hill's acquisition of Sportingbet's Australian operations, the marketing and sales director of Sportingbet Group Australia left the business. He had been in the position for a little under two years and had overseen the integration of the Centrebet brand. It was said that the marketing department of the business had experienced "aggressive" growth during his time there.[127]

Also soon after acquiring Sportingbet (and Centrebet), William Hill "refocused" the retention and account reactivation program. William Hill states that it wants to increase its mass market customer base in Australia by improving Sportingbet's digital capabilities. One of the ways it is doing this is through the introduction of a "responsive design" website, which uses HTML5 and automatically optimises the content display to suit the user's device, whether it be a desktop, laptop, tablet or smartphone. [128]

In its 2013 annual report, William Hill said that it was in the process of reallocating more of the total budget to online marketing and offline advertising. During 2014, it intends to use resources freed up by expiring sponsorship contracts to invest more heavily in mass market focused areas.[129] It intends to acquire new customers in Australia by using "the right mix of TV, online and offline marketing" to reduce the average cost per acquisition.[130]

In March 2014, William Hill reported that it had "more than halved the average amount spent on marketing to sign up a new customer to one of its three [Australian] brands." It also said that it would be focusing marketing efforts on the Sportingbet brand and reiterated that it would be directing a greater proportion of advertising spend to online marketing. Sportingbet would become the subject of all high-profile campaigns, so that future marketing would not be diluted across the William Hill brands.[131]

During the twelve months from May 2013 to April 2014, a large number of Sportingbet/Centrebet advertisements were screened nationally on subscription television, and many appeared on the Fox Sports website. They were also quite often heard on the radio, especially in Sydney, as shown in Table 40. As seen in Figure 82, Centrebet advertising tended to be internet or radio based, while greater numbers of Sportingbet advertisements featured on television or in newspapers.[132]

Table 40: Top 10 media sources of Sportingbet or Centrebet advertisements, May 13-Apr 14

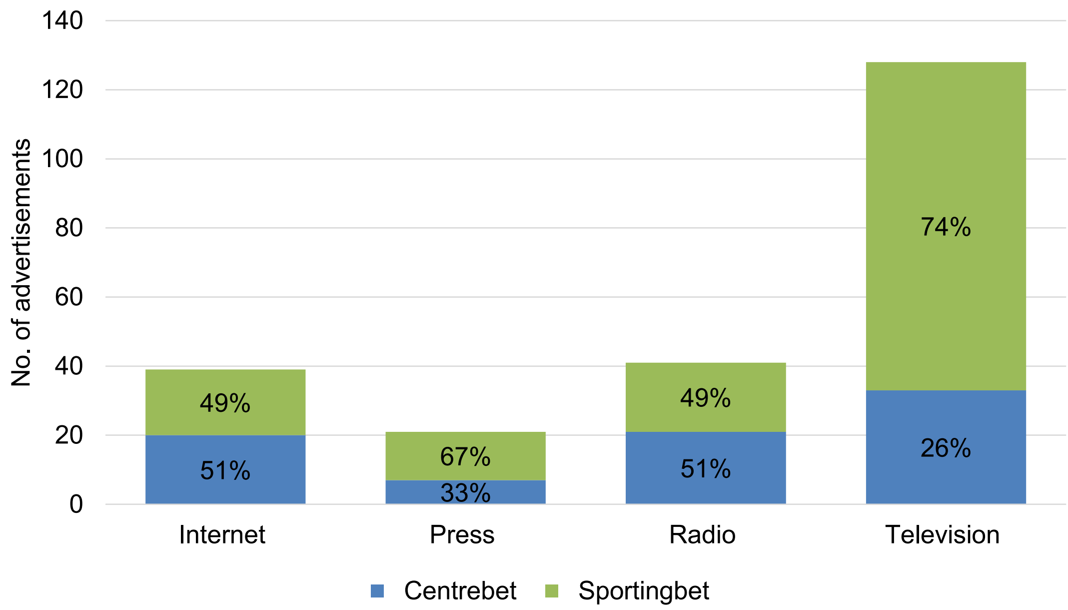
Media source	Number of advertisements over 12 months		
	Sportingbet	Centrebet	TOTAL
Channel: Subscription TV	56	21	**77**
Website: foxsports.com.au	8	17	**25**

---

[126] Edge. [Webpage]. Source: http://edgecustom.com.au/portfolio/sportingbet-australia-multiple-platforms/#.U4g5P_mSyBJ. Last accessed: 30 May 2014.
[127] Reynolds, M. 2013. "Sportingbet Group marketing director Howarth made redundant after William Hill deal", *Mumbrella*, 23 May. Source: http://mumbrella.com.au/sportingbet-group-australia-makes-marketing-director-redundant-157287. Last accessed: 29 May 2014.
[128] William Hill. 2013. *Annual report and accounts 2013*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.35.
[129] William Hill. 2013. *Annual report and accounts 2013*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.35.
[130] Ibid, p.21.
[131] Gardner, J. 2014. "William Hill punts on online brand", *Financial Review*, 3 March.
[132] Based on data provided by ebiquity as a result of their scan of wagering advertising in television, radio, online and newspaper media in the twelve months from May 2013 to April 2014.

Media source	Number of advertisements over 12 months		
	Sportingbet	Centrebet	TOTAL
Station: 2MMM (Sydney)	3	8	**11**
Station: 2GB (Sydney)	10	-	**10**
Publication: COURIER-MAIL (BRIS)	6	3	**9**
Station: 3MMM FM (Melbourne)	2	7	**9**
Channel: ONE (SYD)	4	4	**8**
Channel: TVQ10 (BRIS)	8	-	**8**
Station: SEN 1116 (Melbourne)	1	6	**7**
Channel: ADS10 (ADEL)	-	5	**5**

Figure 82: Sportingbet and Centrebet advertising by media type, May 13- Apr 14



Sportingbet reportedly spent more than $40 million in 2012 on advertising, marketing and sponsorship.[133]

For the year ending 31 December 2013, William Hill Australia Holdings Pty Limited, the parent company for the entities listed in

Table 41 (the Australian operations), reported consolidated marketing expenses of $26.5 million.[134]

---

[133] Kruger, C. 2013. "Bets are off: Tom Waterhouse retreats", *Sydney Morning Herald*, 31 May. Source: http://www.smh.com.au/business/bets-are-off-tom-waterhouse-retreats-20130531-2nq02.html. Last accessed: 6 June 2014.
[134] William Hill Holdings Pty Limited. 2013. *Financial statements and reports, 2013,* [Filed with ASIC on 2 May 2014], p.5.

Table 41: Subsidiaries of William Hill Australia Holdings Pty Limited[135]

Name of entity	Country of incorporation	Class of shares	Equity holding %
William Hill Australia Pty Limited	Australia	Ordinary	100
Sportingbet Australia Holdings Pty Limited	Australia	Ordinary	100
Sportingbet Group Australia Pty Limited	Australia	Ordinary	100
Sportingbet Australia Pty Limited	Australia	Ordinary	100
Sportingbet Intragroup Financing (Guernsey) Limited	Guernsey	Ordinary	100
Sportingbet Australia Finance LLP*	United Kingdom	Ordinary	100
Tom Waterhouse NT Pty Limited	Australia	Ordinary	100
SBA Services Pty Limited	Australia	Ordinary	100
Bet 888 Pty Limited	Australia	Ordinary	100
SB Services (NZ) Limited	New Zealand	Ordinary	100
Centrebet International Pty Limited	Australia	Ordinary	100
Centrebet Pty Limited	Australia	Ordinary	100
SportsOdds Systems Pty Limited	Australia	Ordinary	100
G Promotion Pty Limited	Australia	Ordinary	100

135 Ibid, p.25.

5 Tom Waterhouse

5.1 Company overview

Tom Waterhouse is an online betting company which is headed by the high-profile, young Australian bookmaker, Tom Waterhouse.

It currently shares a common owner with the other Australian online betting services:

- Centrebet
- Sportingbet.

5.2 Company History

Tom Waterhouse N.T. Pty Ltd was registered in March 2010, and its online betting website www.tomwaterhouse.com was launched in October 2010.[136]

The Tom Waterhouse business was established using the name of a young Australian bookmaker from a well-known Australian bookmaking family; Tom being the third generation of professional bookmakers and the son of Gai Waterhouse, racehorse trainer, and Robbie Waterhouse, a disgraced bookmaker. (Between 1984 and 1998, Robbie Waterhouse had been banned from racetracks, after an infamous horse-switching scandal.) Although his name and reputation were used to form the business, and he played a prominent public role from its initiation, it has been suggested that Tom Waterhouse only ever owned about a quarter of it, with the remainder owned by other private investors.[137]

Full ownership details for the Tom Waterhouse business have not been made public; however, ASIC documents indicate that Louise Waterhouse, Tom's aunt, held the majority of the shares, and private companies, Wunderkid and Torolo, owned by Robbie, Louise and Tom Waterhouse, were also shareholders.[138]

Around August 2011, Tom Waterhouse took over the client list from Sports Alive, which was an online betting business licenced in the Australian Capital Territory. Sports Alive had been operating since 2003, but entered into liquidation in 2011, with debts of around $14 million. Over 8,200 clients were transferred to Tom Waterhouse by Bet247, which was one of the companies that marketed sports and betting services that were managed by Sports Alive. For these clients, Tom Waterhouse was to honour existing balances. (Bet247 sued Tom Waterhouse a couple of years later for unpaid profit it said it was also owed under the arrangement.)[139]

---

136 MiSociety. 2010. "Tom Waterhouse launches www.tomwaterhouse.com", *MiSociety*, 12 Occtober. Source: http://misociety.com.au/tom-waterhouse-launches-www-tomwaterhouse-com. Last accessed: 4 June 2014.
137 Schwab, A. 2013. "Tom Waterhouse plays the odds with $100 million sale", *Smart Company*, 14 August. Source: http://www.smartcompany.com.au/growth/economy/33145-tom-waterhouse-plays-the-odds-with--100m-sale.html. Last accessed: 4 June 2014.
138 Heathcote, A. 2013. "Just who is selling tomwaterhouse.com? The complicated share register behind Tom Waterhouse's bookmaking business", *Business Review Weekly*, 12 August. Source: http://www.brw.com.au/p/entrepreneurs/just_waterhouse_behind_selling_tomwaterhouse_8KaiZbUJOzVVPjs5PMtHFM. Last accessed: 5 June 2014.
139 Bleby, M. 2013. "Bet247 sues Tom Waterhouse for $250,000 over Sports Alive failure", *Business Review Weekly*, 24 July. Source: http://www.brw.com.au/p/business/bet_sues_tom_waterhouse_for_over_Kxefk4N7AEpdzX1uldf1gM. Last accessed: 6 June 2014.

During 2011 and 2012, Tom Waterhouse, the person, featured frequently in the media both as a celebrity, for his wealthy, high-stakes wagering lifestyle,[140] and in promotional activities and heavy marketing, as the smiling face of the Tom Waterhouse business. By early 2013, the business was making the news for possible breaches of gambling laws,[141] and was being criticised for over-the-top advertising, which included Tom Waterhouse's spruiking of live odds during television broadcasts of NRL matches, combined with his appearance as a match commentator.[142]

In March 2013, there were also rumours circulating that a buy-out offer had been made for the Tom Waterhouse business. One rumour was that it had been made by Ladbrokes Plc, but a Ladbrokes spokesperson denied that.[143] Late in the previous year, Tom Waterhouse himself had said that he had no intention of selling the bookmaking business, as he still wanted to "be doing this business in 50 years,"[144] but by August 2013, the sale of the business to William Hill Plc had been announced. It was speculated that the most logical explanation for the sale was that cash was running out, as the business had apparently made a loss of $15 million the year before.[145]

The sale to William Hill was reported as being for $34 million initially, with an assumption of $6 million worth of debt, and up to another $70 million if the business is earning $30 million in 2015.[146]

Louise Waterhouse's shares in Tom Waterhouse N.T. Pty Ltd were transferred to Bill Waterhouse, Tom's 91 year old grandfather, on the day before the sale to William Hill was reported as complete.[147]

After the sale to William Hill, Tom Waterhouse stayed on as the managing director of tomwaterhouse.com.[148]

5.3 Company structure and ownership

Tom Waterhouse is registered in Sydney, and operates under a Northern Territory licence.[149]

The company is operated by William Hill (Australia) Limited. Its ultimate parent is William Hill Plc, a United Kingdom based, public company which is listed on the London Stock Exchange.

A list of William Hill Plc subsidiaries is reproduced in Table 57, on page 497 of *Appendix C*.

5.4 Financial performance

Some details of William Hill's share performance and overall group key financial figures are presented in Figure 87 and Table 58, in *Appendix C*. (Note that the Australian operations only began in March

---

[140] Elliott, T. 2012. "A serious man", *Sydney Morning Herald*, 26 May. Source: http://www.smh.com.au/lifestyle/celebrity/a-serious-man-20120521-1yzqv.html. Last accessed: 6 June 2014.
[141] Schwab, A. "What are the odds on Tom Waterhouse going the distance?", *Smart Company*, 24 April. Source: http://www.smartcompany.com.au/leadership/strategy/40153-what-are-the-odds-on-tom-waterhouse-going-the-distance.html. Last accessed: 6 June 2014.
[142] Anonymous. 2013. "Tom Waterhouse: Somehow I've become the face of gambling – sorry about that", Mumbrella, 31 May. Source: http://mumbrella.com.au/tom-waterhouse-steps-back-as-face-of-the-brand-158857. Last accessed: 6 June 2014.
[143] Tan, G. 2013. "Ladbrokes Calls Tom Waterhouse Bid a Non-Runner", *Wall Street Journal*, 20 March. Source: http://blogs.wsj.com/dealjournalaustralia/tag/tom-waterhouse. Last accessed: 5 June 2014.
[144] Thomas, R. 2013. "Tom Waterhouse believed to have been offered $500m for bookmaking business", *Herald Sun*, 19 March. Source: http://www.heraldsun.com.au/sport/superracing/tom-waterhouse-believed-to-have-been-offered-500m-for-bookmaking-business/story-fn67siys-1226600145511. Last accessed: 5 June 2014.
[145] Schwab, A. 2013. "Tom Waterhouse plays the odds with $100 million sale", *Smart Company*, 14 August. Source: http://www.smartcompany.com.au/growth/economy/33145-tom-waterhouse-plays-the-odds-with--100m-sale.html. Last accessed: 4 June 2014.
[146] Anonymous. 2013. "Tom Waterhouse sells online betting business to British company William Hill", *ABC News*, 9 August. Source: http://www.abc.net.au/news/2013-08-09/waterhouse-sells-online-betting-business/4875972. Last accessed: 4 June 2014.
[147] Heathcote, A. 2013. "Just who is selling tomwaterhouse.com? The complicated share register behind Tom Waterhouse's bookmaking business", *Business Review Weekly*, 12 August. Source: http://www.brw.com.au/p/entrepreneurs/just_waterhouse_behind_selling_tomwaterhouse_8KaiZbUJOzVVPjs5PMtHFM. Last accessed: 5 June 2014.
[148] Jacob, P. 2013. "UK bookmaker William Hill buys out Tom Waterhouse bookmaking operation", *Daily Telegraph*, 9 August. Source: http://www.dailytelegraph.com.au/sport/superracing/uk-bookmaker-william-hill-buys-out-tom-waterhouse-bookmaking-operation/story-fni2gg7e-1226694002015. Last accessed: 4 June 2014.
[149] William Hill. 2014. *Tom Waterhouse.com online betting* [webpage]. Source: https://www.tomwaterhouse.com. Last accessed: 4 June 2014.

2013, with the Sportingbet acquisition, so earlier financials are derived only from business operations outside Australia.) Tom Waterhouse financials are included in William Hill's reports for the period following acquisition in August 2013.

Some details of revenue obtained from William Hill's Australian operations are also given earlier in this report, in the Sportingbet section, under *Financial Performance.*

William Hill calculated the annualised net revenue from all its Australian operations, in 2013, in Australian dollars, to be $156.1 million.[150]

William Hill reports that the Tom Waterhouse business generated £8.2 million in revenue, with a loss of £5.6 million from its acquisition in August, to the end of December. This is annualised as £20.7 million, with a £13.3 million loss before tax, for the full 2013 calendar year.[151]

External Australian media reports say that Tom Waterhouse recorded its first monthly profit in December 2013, after a $3 million loss for the full calendar year, on a customer base of about 75,000.[152]

Prior to its purchase by William Hill, there are few details available on Tom Waterhouse's historical financial performance. It has even been commented that the lack of filing of an audited 2012 annual financial report with ASIC, by Tom Waterhouse N.T. Pty Ltd, is a breach of the law requiring large proprietary companies to put such reports on the public record.[153] While the William Hill Plc investor site contains various documents related to the Sportingbet acquisition (including historical financial figures), there are none available specifically for the Tom Waterhouse acquisition. In reference to Tom Waterhouse online betting before its acquisition, the William Hill annual report states that it was "one of the fastest growing corporate bookmakers,"[154] but further details are not provided.

Media reports have it that Tom Waterhouse generated revenue of $28 million in 2013 and around $12 million in 2012."[155] Others noted an estimated overall loss of $15 million in 2012.[156]

It appears that Tom Waterhouse generated high, fast-growing revenues in its first three years before acquisition, but that these were offset by even higher running costs, including especially large investments in marketing.

In April 2014, William Hill announced that the Tom Waterhouse business had been profitable in every month of 2014 so far.[157]

5.5 Outlets

Tom Waterhouse does not have any retail outlets.

---

[150] William Hill. 2013. *Annual report and accounts 2013*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.71.
[151] William Hill. 2013. *Annual report and accounts 2013*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.106.
[152] Kruger, C. 2014. "Tom Waterhouse gives William Hill a Christmas present", *Sydney Morning Herald*, 20 January. Source: http://www.smh.com.au/business/tom-waterhouse-gives-william-hill-a-christmas-present-20140119-312p3.html. Last accessed: 4 June 2014.
[153] Knapp, J. 2013. "Where are the Waterhouse financial reports?", *ABC.net.au*, 2 May. Source: http://www.abc.net.au/unleashed/4664970.html. Last accessed: 6 June 2014.
[154] William Hill. 2013. *Annual report and accounts 2013*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.7.
[155] Schwab, A. 2013. "Tom Waterhouse plays the odds with $100 million sale", *Smart Company*, 14 August. Source: http://www.smartcompany.com.au/growth/economy/33145-tom-waterhouse-plays-the-odds-with--100m-sale.html. Last accessed: 4 June 2014.
[156] Schwab, A. 2013. "Tom Waterhouse plays the odds with $100 million sale", *Smart Company*, 14 August. Source: http://www.smartcompany.com.au/growth/economy/33145-tom-waterhouse-plays-the-odds-with--100m-sale.html. Last accessed: 4 June 2014.
[157] Topping, R. 2014. *Q1 Interim Management Statement*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/investors/results_reports_and_presentation/2014rrp/WMH%20Q1%20IMS%20-%20transcript%2025%20Apr%2014.pdf. Last accessed: 6 June 2014.

Although William Hill operates just under 2,400 retail outlets across the United Kingdom, it currently only operates online and telephone gambling businesses in Australia.

5.6 Company strategy statements

As a private company, Tom Waterhouse did not publicly report on its business strategy. In media appearances, Tom Waterhouse referred to needing to advertise heavily, as the online business was young and "striving to grow" in a competitive market,[158] but specific growth strategies or goals were not revealed.

William Hill says that Tom Waterhouse has been "successfully targeting the mass market customer."[159]

As outlined in the section on Sportingbet, on page 455, William Hill's overall strategy has been to enter the Australian market through its acquisitions and capture more of the mass market. Its early intentions, after the Tom Waterhouse acquisition, were to cut back on Tom Waterhouse's marketing expenditure and migrate the business to the William Hill technology platform to achieve operating efficiencies.[160]

William Hill is reportedly bound to retain the Tom Waterhouse brand until at least December 2015, under the acquisition agreement.[161]

5.7 Sponsorships and affiliations

After his business launch, Tom Waterhouse "promoted [it] in a multi-million-dollar campaign of free-to-air, print and online advertisements, including paying $70,000 to have his face plastered on a Melbourne tram."[162]

In 2012, Tom Waterhouse began sponsorship of the AFL team, the Sydney Swans. A key factor in this deal was said to be the access it provided to the Swans' membership database.[163]

Early in 2013, it was reported that, "Mr Waterhouse was believed to have paid $50 million to become the official NRL partner over the next five years."[164] ($10 million per season for five years.)[165] But by May 2013, there were reports that this deal had fallen through, after negotiations around terms had broken down.[166]

Other reports in 2013 mentioned that Tom Waterhouse had, at that time, established partnership deals with the AFL, the Australian Rugby Union, Cricket Australia and Tennis Australia.[167]

---

[158] Anonymous. 2013. "Tom Waterhouse: Somehow I've become the face of gambling – sorry about that", Mumbrella, 31 May. Source: http://mumbrella.com.au/tom-waterhouse-steps-back-as-face-of-the-brand-158857. Last accessed: 6 June 2014.
[159] William Hill. 2013. *Annual report and accounts 2013*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.11.
[160] William Hill. 2013. *Annual report and accounts 2013*. Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 28 May 2014, p.21.
[161] Stensholt, J. and Gardner, J. 2014. "Sportingbet chiefs set to depart: sources", *The Sydney Morning Herald*, 28 April. Source: http://www.smh.com.au/business/sportingbet-chiefs-set-to-depart-sources-20140428-37dwy.html. Last accessed: 29 May 2014.
[162] Elliott, T. 2012. "A serious man", *Sydney Morning Herald*, 26 May. Source: http://www.smh.com.au/lifestyle/celebrity/a-serious-man-20120521-1yzqv.html. Last accessed: 6 June 2014.
[163] Kruger, C. 2013. "The stakes are high in sport's great gamble", *Newcastle Herald*, 15 February. Source: http://www.theherald.com.au/story/1305594/the-stakes-are-high-in-sports-great-gamble. Last accessed: 1 July 2014.
[164] Jacob, P. 2013. "UK bookmaker William Hill buys out Tom Waterhouse bookmaking operation", *Daily Telegraph*, 9 August. Source: http://www.dailytelegraph.com.au/sport/superracing/uk-bookmaker-william-hill-buys-out-tom-waterhouse-bookmaking-operation/story-fni2gg7e-1226694002015. Last accessed: 4 June 2014.
[165] Thomas, R. 2013. "Tom Waterhouse believed to have been offered $500m for bookmaking business", *Herald Sun*, 19 March. Source: http://www.heraldsun.com.au/sport/superracing/tom-waterhouse-believed-to-have-been-offered-500m-for-bookmaking-business/story-fn67siys-1226600145511. Last accessed: 5 June 2014.
[166] Kolbe, M. 2013. "Tom Waterhouse Is Not Going To Be The Official Sponsor Of The NRL: Report", *Business Insider*, 20 May. Source: http://www.businessinsider.com.au/tom-waterhouse-is-not-going-to-be-the-official-sponsor-of-the-nrl-report-2013-5. Last accessed: 5 June 2014.
[167] Aston, H. 2013. "Trying to shackle the great persuader", *Sydney Morning Herald*, 30 March. Source: http://www.smh.com.au/sport/trying-to-shackle-the-great-persuader-20130329-2gz2k.html. Last accessed: 1 July 2014.

As discussed in the section on Sportingbet sponsorships, on page 456, the current William Hill strategy is to move away from sponsorships, and not renew or add to its sponsorship portfolio. A two-year agreement with the Australian Rugby Union (ARU), worth an estimated $150,000, is due to expire at the end of June 2014, and this appears to be the last of the Tom Waterhouse sponsorships.[168]

5.8 Advertising and marketing strategies

Using the Donald Trump model of coupling celebrity with business, the lines between Tom Waterhouse the person, and Tom Waterhouse the business are blurred, with little doubt that the Waterhouse family name has been used to feed brand awareness of the Tom Waterhouse business.

Early after its formation, the Tom Waterhouse business employed marketing agency, Fenton Stephens, to design the brand image and website, which integrates social media blogs and "tips" from Tom Waterhouse himself. A third party describes the brief as to "appeal to a new generation of gamblers and create a distinct brand for TomWaterhouse.com from the competition in the racing/sports betting industry," with the desired outcome to be to "attract new customers to gambling by altering the image of sports betting and increase brand awareness of TomWaterhouse.com."[169]

From its early days, the Tom Waterhouse campaign pushed to shift the image of betting on the races away from the stereotyped middle-aged man, towards the young, fresh, sharply-dressed man that Tom Waterhouse himself modelled – the archetypal professional gen Y. It distinguished the Tom Waterhouse brand from the other faceless betting businesses, with Tom Waterhouse's smiling face often featured in both media stories and paid advertisements, such as the one fully covering a Melbourne tram, coupled with the consistent tag line: "Bet with me."[170]

His television advertising campaigns quickly gained notoriety. Early in 2013, they were described as "omnipresent on the nation's television screens … particularly with his association with Channel 9's NRL coverage."[171] The deal with Channel 9 was said to be worth $15 million, and involving exclusive access to live coverage of rugby league and appearances on the league and AFL footy shows."[172]

By April 2013, it was estimated in the media that Tom Waterhouse was spending more than $25 million a year building its brand.[173] In the twelve months to August 2013, Tom Waterhouse was said to have spent $9.6 million on television advertisements, which was more than any other gambling company in Australia in the same period.[174] This expenditure is likely to have been reduced significantly since the William Hill acquisition in August 2013.

In January 2014, the new Tom Waterhouse management said that the company would buy spot advertisements during NRL matches (as opposed to the previous levels of saturation,) with "no significant commitment."[175]

---

[168] Australian Sponsorship News database. Data extracted on 1 July 2014.
[169] Rose, C. 2012. "Rebranding the bookie", Desktop, 19 July. Source: http://desktopmag.com.au/blogs/rebranding-the-bookie. Last accessed: 6 June 2014.
[170] Ibid.
[171] Thomas, R. 2013. "Tom Waterhouse believed to have been offered $500m for bookmaking business", *Herald Sun*, 19 March. Source: http://www.heraldsun.com.au/sport/superracing/tom-waterhouse-believed-to-have-been-offered-500m-for-bookmaking-business/story-fn67siys-1226600145511. Last accessed: 5 June 2014.
[172] crackaShaun. 2013. "Go home Tom Waterhouse, no one wants you here", *The Roar,* 26 March. Source: http://www.theroar.com.au/2013/03/26/go-home-tom-waterhouse-no-one-wants-you-here. Last accessed: 5 June 2014.
[173] Heathcote, A. 2013. "Why Tom Waterhouse is not as rich as you think - but Gai is doing well", *Business Review Weekly*, 4 April. Source: http://www.brw.com.au/p/brw-lounge/well_tom_waterhouse_but_not_gai_WNgiq9bQaBb4I8mPqs8x8M. Last accessed: 6 June 2014.
[174] Irvine, J. 2013. "Betting agencies spent $50m on advertising in past year", *Daily Telegraph,* 4 October. Source: http://www.dailytelegraph.com.au/business/jessica-irvine/betting-agencies-spent-50m-on-advertising-in-past-year/story-fnj45kvd-1226733154675. Last accessed: 30 June 2014.
[175] Gardner, J. 2014. "Sportingbet, Sportsbet lead return to rugby league", *Financial Review*, 29 January.

In March 2014, William Hill said about all three of its brands, collectively, that it had "more than halved the average amount spent on marketing to sign up a new customer." It also said that it would be focusing its future marketing on the Sportingbet brand (not Tom Waterhouse or Centrebet) and directing a greater proportion of advertising spend to online marketing.[176]

During the twelve months from May 2013 to April 2014, nearly all observed Tom Waterhouse media advertising ran on television, although there were also a small number of online advertisements run. The top ten media sources containing Tom Waterhouse advertisements are listed in Table 42 and highlight a focused effort through Brisbane and Sydney television channels, especially Channel Nine.[177]

Table 42: Top 10 media sources of Tom Waterhouse advertisements, May 13-Apr 14

Media source	Number of advertisements over 12 months
Channel: QTQ9 (BRIS)	23
Channel: TCN9 (SYD)	15
Channel: 7TWO (SYD)	13
Channel: NWS9 (ADEL)	9
Channel: GTV9 (MEL)	8
Channel: BTQ7 (BRIS)	4
Channel: SAS7 (ADEL)	4
Channel: 7MATE (SYD)	3
Channel: 7TWO (PERTH)	3
Channel: HSV7 (MEL)	3

[176] Gardner, J. 2014. "William Hill punts on online brand", *Financial Review*, 3 March.
[177] Based on data provided by ebiquity as a result of their scan of wagering advertising in television, radio, online and newspaper media in the twelve months from May 2013 to April 2014.

6 Betfair

6.1 Company overview

Betfair is an Australian online betting service. It differs from other Australian online betting services in that it primarily functions as an exchange, matching punters to either side of a wager, rather than managing a book of bets.

6.2 Company History

Betfair Pty Ltd was first registered with ASIC in 2004 under the name Brindera Pty Ltd. It changed its name to Betfair Pty Ltd at the end of 2005. Betfair Australasia Pty Ltd, a holding company, was also registered in 2004, previously under the name Kaminka Pty Ltd.[178]

Betfair was formed in 2004 and was a 50/50 joint venture between Betfair UK (The Sporting Exchange Limited) and the Australian company, Crown Limited, until Crown became the sole owner in August 2014.[179]

The online betting exchange began operation in Australia in 2006. It was the first online betting service in Australia to use the exchange model, where punters are matched to take either side of a bet, rather than being managed through a book of bets.

In its early years, Betfair made a deal with Tote Tasmania for access to its tote products, enabling Betfair to include both tote and exchange offerings. Betfair also won a 2008 High Court decision to overturn a ban that had been imposed in Western Australia, which had previously prevented Western Australians from betting through Betfair.[180]

In 2009, Betfair was involved in some legal proceedings in New South Wales over the structure of racing fees, with Betfair arguing in favour of paying a percentage of gross profit, rather than a percentage of turnover. At that time, it was commented that:

- details of Betfair's financial performance were not transparent to the public
- Betfair was operating on margins of 3%-4%, compared to corporate bookmakers which had margins around 6%
- the fee represented more than half Betfair's gross revenue (compared to about 9% of TAB's).[181]

Other than the legal disputes about state race-bodies' race-field fees, Betfair operations have been relatively free of scandal and there have been no significant ownership changes over the years.

However, Betfair has not been particularly financially successful, having returned an overall loss most years. It is said to be due to this fact that Betfair UK has recently been considering selling its stake to

[178] ASIC. 2014. [Website]. Source: https://connectonline.asic.gov.au. Last accessed: 6 June 2014.
[179] Garnder, J. 2014. 'Crown buys rest of Betfair for $10m, The Sydney Morning Herald. Source: http://www.smh.com.au/business/crown-buys-rest-of-betfair-for-10m-20140813-103giq.html
[180] Bourke, T. 2008. "Betfair continues its expansion", *The Age*, 8 April. Source: http://www.theage.com.au/news/horse-racing/betfair-continues-its-expansion/2008/04/07/1207420303784.html. Last accessed: 11 June 2014.
[181] Pelly, M. 2009. "Betfair and racing authorities battle over fees", *The Advertiser*, 22 November. Source: http://www.adelaidenow.com.au/news/betfair-and-racing-authorities-battle-over-fees/story-e6frea6u-1225801832096. Last accessed: 11 June 2014.

Crown. There are reports that a preliminary, but not yet formal, deal has been drafted which will transfer all Betfair Australasia ownership to Crown, making Crown the sole owner.[182]

Some industry experts suggest that Betfair will need to diversify from the exchange model and move into fixed odds to be able to succeed in the Australian market, and this is something that it was beginning to do early in 2014. Another issue for Betfair, should Crown become the sole owner, is whether it would have to invest in a new brand and technology platform, if Betfair UK withdrew its current brand and technology support.[183]

6.3 Company structure and ownership

In Australia, Betfair operates under a Tasmanian licence. It ran as a 50/50 joint venture between Jemtex Pty Limited (part of the Australian Crown Limited Group) and TSE Holdings Limited (part of the British Betfair Group)[184] until Crown became the sole owner in August 2014.[185]

Crown Limited is a large Australian company group best known for its operation of Crown casinos and resorts. Crown Limited is listed on the Australian Securities Exchange and its substantial shareholder is Consolidated Press Holdings Limited, which owns 50.01% of issued capital.[186] Consolidated Press Holdings Limited is James Packer's unlisted Australian company which, along with other Packer family interests, is ultimately owned by entities based in the Bahamas.[187] Crown Limited subsidiaries are listed in Appendix E.

Betfair Group Plc is a parent company based in the United Kingdom that has been listed on the London Stock Exchange since 2010.[188] Betfair Group's subsidiaries and major shareholders are included in Table 59 and Table 60, in Appendix D.

6.4 Financial performance

Some financial performance details of Betfair's joint venture parent owners, Betfair Group Plc and Crown Limited, are included in Appendix D and Appendix E respectively.

The public reporting for Betfair by joint venture partners is complicated by the parent companies reporting in different financial years (Crown's ending 30 June and Betfair Group's ending 30 April) and in different currencies.

However, Betfair has generally reported increasing revenues, but overall losses, with six losses reported out of its seven completed financial years.[189] The one year that a profit was reported, in 2012, Betfair received a refund of overpaid GST.[190]

---

[182] Staff reporter. 2014. "Packer eyeing all of Betfair: report", *Business Spectator*, 19 March. Source: http://www.businessspectator.com.au/news/2014/3/19/packer-eyeing-all-betfair-report. Last accessed: 11 June 2014.
[183] Gardner, J. 2014. "Can James Packer turn around Betfair?", *Financial Review*, 20 March.
[184] Betfair Australasia Pty Limited. 2013. *Financial statements and reports, 30 April 2013*, [Filed with ASIC on 19 August 2013], p.19.
[185] Gardner, J. 2014. "Crown buys rest of Betfair for $10m. *The Sydney Morning Herald*,January 9.
[186] Crown Limited. 2013. *Financial report 2013*. Source: http://www.crownresorts.com.au/investors-media/annual-reports. Last accessed: 11 June 2014, p.138.
[187] Kitney, D. 2013. "James Packer's CPH lifts earnings", *The Australian*, 11 February. Source: http://www.theaustralian.com.au/business/companies/packers-cph-lifts-earnings/story-fn91v9q3-1226574899043#mm-premium. Last accessed: 11 June 2014.
[188] Betfair. 2014. *About us* [webpage]. Source: http://corporate.betfair.com/about-us/the-betfair-story.aspx. Last accessed: 6 June 2014.
[189] Gardiner, J. and Bartley, P. 2014. "Crown's move on Betfair shortens odds on James Packer wagering play", *Sydney Morning Herald*, 18 March. Source: http://www.smh.com.au/business/crowns-move-on-betfair-shortens-odds-on-james-packer-wagering-play-20140318-3506r.html. Last accessed: 6 June 2014.
[190] Crown Limited. 2012. *Annual report 2012*. Source: http://www.crownresorts.com.au/investors-media/annual-reports. Last accessed: 11 June 2014, p.20.

In the latest half year, Crown's equity accounted share of Betfair's loss was $1.8m.[191]

In 2013, Crown reported a loss of $1.5 million on its share of Betfair.[192]

In 2012, it reported a $3.1 million profit on its share, which included the GST refund, and in 2011, Crown reported a $2.5 million loss on Betfair.[193]

A note in Betfair Group Plc's annual report (reported in Pounds Sterling) shows that Betfair Group Plc's share of the GST refund in the year ending 30 April 2012 was £2.9 million, but that this was offset by a one-off legal fee of £1 million.

The consolidated financial information for the Betfair Australasia joint venture is reported through Betfair Australasia Pty Limited, and includes Betfair Pty Limited and Betfair (Development) Pty Limited. The most recent financial details are reproduced in

Table 43.[194]

Table 43: Betfair Australasia Pty Limited consolidated financial performance 2012-2013 (AUD '000)

For the year ended 30 April 2013

	Note	2013 $'000	2012 $'000
Revenue		54,936	50,605
Cost of sales	3	(13,900)	(9,303)
Gross profit		**41,036**	**41,302**
Interest income		2,203	1,980
Operating expenses	3	(43,440)	(43,211)
Interest expense		(1,442)	(1,748)
Other income	2	-	8,672
(Loss) / Profit before tax		**(1,643)**	**6,995**
Income tax expense	5	-	-
(Loss) / Income for the period		**(1,643)**	**6,995**
Other comprehensive Income		-	-
Total comprehensive (loss) / income for the period		**(1,643)**	**6,995**

6.5 Outlets

Betfair Australasia does not have any retail premises, only offering online and telephone betting services over the internet or telephone, to customers in Australia and New Zealand.[195]

[191] Kitney, D. 2014. "Crown takes ownership of Betfair arm", *The Australian*, 20 March. Source: http://www.theaustralian.com.au/business/dataroom/crown-takes-ownership-of-betfair-arm/story-fnjw8txa-1226859567285#. Last accessed: 6 June 2014.
[192] Crown Limited. 2013. *Annual report 2013*. Source: http://www.crownresorts.com.au/investors-media/annual-reports. Last accessed: 11 June 2014, p.19.
[193] Kruger, C. 2013. "CVC looking at takeover bid for Betfair", *Sydney Morning Herald,* 17 April. Source: http://www.smh.com.au/business/cvc-looking-at-takeover-bid-for-betfair-20130416-2hyez.html. Last accessed: 6 June 2014.
[194] Betfair Australasia Pty Limited. 2013. *Financial statements and reports, 30 April 2013*, [Filed with ASIC on 19 August 2013], p.4.
[195] Crown Resorts. *Our businesses* [webpage]. Source: http://www.crownresorts.com.au/about-us/our-businesses. Last accessed: 6 June 2014.

6.6 Company strategy statements

Betfair's stated company vision is as follows:

"Betfair's aim is to become the pre-eminent wagering platform for punters across the Australasian region.

We want to become the logical first choice for punters by providing the best value and customer service within a highly secure environment. We are committed to investing in cutting-edge technology and web design to maintain a standard that leads the wagering industry.

We are driven by innovation and fairness and committed to working alongside governments and regulators to maintain the integrity of racing and sports."[196]

6.7 Sponsorships and affiliations

On its website, Betfair says that it sponsors "25 thoroughbred race clubs in Victoria, South Australia and Tasmania and looks forward to making further contributions to the Australian thoroughbred industry in the future." In addition, it "also sponsors key sports at the elite level such as the Australian Football League, Cricket and Rugby League." [197]

Betfair is an "approved betting operator" of:

It states that it has voluntarily entered into product fee agreements with the major professional sporting bodies in Australia whereby it pays the sporting bodies a percentage of revenue generated from bets placed through Betfair on their sports.[198]

Betfair has been a wagering partner of the New South Wales Rugby team, the Waratahs, since 2011. The deal includes the display of Betfair branding in stadium and sideline LED signage at the Waratahs' home games and the incorporation of interactively integrated messages in the Waratahs' website.[199]

Betfair's sponsorships are listed in Table 44.

Table 44: Betfair sponsorships[200]

Type	Recipient	Estimated Value
Rugby Union	Waratahs - NSW Rugby Union	$150k
Racing	Magic Millions Carnival	$50k
	Tasmanian Summer Carnival (Hobart and Launceston Cups)	[not known]

[196] Betfair.*Corporate & product overview* [webpage]. Source: http://www.betfaircorporate.com.au/node/11. Last accessed: 12 June 2014.
[197] Betfair.*Sponsorship* [webpage]. Source: http://www.betfaircorporate.com.au/node/14. Last accessed: 12 June 2014.
[198] Betfair. *Commitment to racing and sports* [webpage]. Source: http://www.betfaircorporate.com.au/node/16. Last accessed: 12 June 2014.
[199] Anonymous. 2013. "Star signings help Waratahs renew corporate bookmaker", *Australian Sponsorship News,* 31 January.
[200] Compiled from data extracted from the *Australian Sponsorship News* database on 30 June 2014. This table should be viewed as indicative only, as the accuracy and comprehensiveness of this source is not fully known.

6.8 Advertising and marketing strategies

In London, parent company Betfair Group recently drew media attention with an advertisement featuring a giant octopus simultaneously playing four games of table tennis.[201]

Betfair Australia engaged a new creative agency, CumminsRoss, early in 2014. Betfair's marketing manager commented that they had "set up a strong brand proposition" and were looking to "take the brand forward and engage with new audiences."[202]

During the twelve months from May 2013 to April 2014, Betfair media advertising mainly appeared on television, particularly on Sydney's Channel One, but Betfair also ran some newspaper and online advertising. The top ten media sources containing Tattsbet advertisements are listed in Table 45.[203]

Table 45: Top 10 media sources of Betfair advertisements, May 13-Apr 14

Media source	Number of advertisements over 12 months
Channel: ONE (SYD)	65
Publication: THE AGE (MELB)	13
WebSite: foxsports.com.au	10
Publication: SYDNEY MORNING HERALD	8
Channel: ATV10 (MEL)	7
Channel: Subscription TV	6
Publication: ILLAWARRA MERCURY (NSW)	4
Channel: ADS10 (ADEL)	1
Channel: ATN7 (SYD)	1
Channel: SBS1Q (BRIS)	1

Since 2010, Betfair has also published a magazine for key account customers, called *Betfair Black.* This was established to build relationships with the top 0.02% of clients who contribute more than 80% of yearly revenue.[204]

Betfair Australasia reports total marketing expenses of $9.8 million in 2012, and $10.3 million in 2013, as shown in Table 46.

[201] Macleod, I. 2014. "Giant octopus plays table tennis in Betfair ad", *The Drum*, 5 June. Source: http://www.thedrum.com/news/2014/06/05/giant-octopus-plays-table-tennis-betfair-ad. Last accessed: 11 June 2014.
[202] Ricki. 2014. "Betfair appoints CumminsRoss as new agency and launches new campaign for Autumn Racing", *Campaign Brief*, 3 March. Source: http://www.campaignbrief.com/2014/03/betfair-appoints-cumminsross-a.html. Last accessed: 6 June 2014.
[203] Based on data provided by ebiquity as a result of their scan of wagering advertising in television, radio, online and newspaper media in the twelve months from May 2013 to April 2014.
[204] Niche. 2013. *Our clients* [webpage]. Source: http://niche.com.au/clients. Last accessed: 6 June 2014.

Table 46: Betfair Australasia Pty Limited operating expenses, 2012-2013[205]

3. Expenses

	2013 $'000	2012 $'000
Betting taxes	2,697	2,338
Product fees	11,623	7,075
Other cost of sales	(420)	(110)
Cost of sales	**13,900**	**9,303**
Employment costs	18,302	15,746
Legal, professional and consultancy	712	5,226
Computer costs	1,594	1,496
Office and other costs	4,940	4,301
Marketing costs	10,255	9,833
	35,803	**36,602**
Depreciation and amortisation	7,637	6,609
Operating expenses	**43,440**	**43,211**

[205] Betfair Australasia Pty Limited. 2013. *Financial statements and reports, 30 April 2013*, [Filed with ASIC on 19 August 2013], p.13.

7 Tattsbet

7.1 Company overview

Tattsbet is the sports and race betting business of Tatts Group Limited, an Australian ASX listed company. It provides totaliser and fixed betting services online, and through retail outlets in the four states and territories:

- Queensland
- South Australia
- Northern Territory
- Tasmania.

Tatts Group is probably most identified with the lotteries it runs; however, it has well established sports and race betting operations, especially through its extensive retail presence within the four jurisdictions listed above.

Tatts Group's business activities include:

- lotteries
- betting services
- electronic gaming machine monitoring
- technology repairs
- slot machines and gaming (UK).

7.2 Company History

Tattsbet is operated by Tatts Group Limited, which was previously called Tattersall. Tattersall was initially founded in the late 1800s by George Adams.

George Adams emigrated from England with his family in 1855, at age 16. He tried gold mining and worked on sheep stations before becoming a publican. Through his pub in New South Wales, George Adams gave club members subscriptions to sweepstakes on race meetings (lottery-style race betting), and he ran his first public Tattersall's sweep on the Sydney Cup, in 1881.

In 1892, legislation was passed in New South Wales that prohibited sweeps such as those he conducted, so George Adams moved his business to Queensland. When similar legislation was passed in Queensland, in 1895, he relocated it to Tasmania. By the time he died, in 1904, he was a wealthy man, with extensive business and real estate interests. As he had no children, the chief beneficiary of his estate was his nephew, William James Adams. [206] Tattersall continued to operate its lotteries, under the management of the trustees of George Adams' estate.

During the first half of the twentieth century, Tattersall mainly operated sweeps from Tasmania. In 1954, it was granted a ten year licence to operate in Victoria and, despite a being taken to court by some

---

[206] Denholm, D. 1969. "Adams, George (1839–1904)", *Australian Dictionary of Biography*. Source: http://adb.anu.edu.au/biography/adams-george-2866. Last accessed: 18 June 2014.

employees to prevent the move, the case was ruled in Tattersall's favour and Tattersall moved to Melbourne.[207] Tattersall's first Tattslotto, televised, lottery draw was held in 1972.

Tattersall expanded into pokies, with Tatts Pokies, in 1992. Still focused on the lottery and pokies businesses, Tattersall was listed on the Australian Securities Exchange in 2005. Soon afterwards, it expanded operations again by acquiring the technology business Bytecraft.

It was in 2006 that Tattersall entered the race and sports betting arena (beyond race sweeps), through its merger with UNiTAB.

UNiTAB had been named TABQ until 2002, and had similar origins in Queensland as Tabcorp had in Victoria, having been formed when the previous state government authority, the Totalisator Administration Board of Queensland, was floated on the stock market, in 1999. During its first three years of operation as a public company, TABQ had also purchased the TABs in the Northern Territory and South Australia (NT TAB and SA TAB) from the respective state governments. In 2005, just before its merger with Tattersall, UNiTAB also acquired the electronic gaming machine business, Maxgaming.

After the merger with UNiTAB, the new, larger Tattersall looked overseas, and established a footprint in the United Kingdom through its acquisition of the gaming company Talarius, in 2007. In the same year, it also acquired the Golden Casket Lottery Corporation, in Queensland, and changed its name to Tatts Group Limited.

Further acquisitions by Tatts Group over the next few years included:

- CentreRacing (online race betting), in 2008
- NSW Lotteries (lottery), in 2010
- Tote Tasmania (the Tasmanian TAB), in 2012.[208]

In 2012, Tatts Group won the right to manage the South Australian Lotteries business, but wound down Tatts Pokies, after being affected by the new Victorian gaming machine licensing laws in the same way that Tabcorp's Tabaret business was. Like Tabcorp, Tatts Group took the Victorian government to court seeking $451 million in compensation for the loss of its gaming licences. In June 2014, the Supreme Court ruled in favour of this compensation claim, but the Victorian government may yet lodge an appeal.[209]

---

[207] Anonymous. 1954. "Court supports Tattersall's move to Victoria", *The Canberra Times*, 4 February. Source: http://trove.nla.gov.au/ndp/del/article/2922144. Last accessed: 18 June 2014.
[208] Tatts Group Limited. *History and heritage* [webpage]. Source: http://www.tattsgroup.com/corporate-profile/history-heritage. Last accessed: 18 June 2014.
[209] Keen, L. and Parker, S. 2014. "Tatts wins over Tabcorp in case against Victoria", *Financial Review,* 26 June.

Tatts Group currently operates under the following brands:[210]

It has recently restructured internally, from six divisional silos to three operational units:

- lotteries
- wagering
- gaming solutions.[211]

Tattsbet Limited was formed after the UNiTAB and Tattersall merger, when the company previously registered as UNiTAB Limited changed its name to Tattsbet Limited. It is the subsidiary company of Tatts Group, as listed in

---

[210] Tatts Group Limited. [Website]. Source: http://www.tattsgroup.com. Last accessed: 18 June 2014.
[211] Tatts Group Limited. 2013. *Annual Report 2013.* Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, p.7.

Table 65, on page 510 of Appendix F. UNiTAB and before that, TABQ, had been operating an online betting site, tabonline.com.au, since before 2002 (the website was first registered in September 2000).[212] Tabonline.com.au now redirects to https://tatts.com/Tattsbet.

Tattsbet will be rebranded as UBET from early 2015.[213]

7.3 Company structure and ownership

Tatts Group Limited is the parent company of the group which operates Tattsbet. It has a large number of Australian registered business and trading names. Most of its businesses are run within Australia, but it also operates the gaming business, Talarius, in the United Kingdom. Its subsidiary companies are listed in

---

[212] Tilbury, A. 2002. "TAB Queensland races to a record", *The Age,* 20 August. Source: http://www.theage.com.au/articles/2002/08/19/1029114077443.html. Last accessed: 18 June 2014; Website Statistics. *Statistics, traffic, SEO information* [website]. Source: http://website-statistics.info/221057/tabonline-com-au-statistics-traffic-seo-information. Last accessed: 18 June 2014.
[213] Exelby, N. 2014. "TattsBet to become UBET in a move to lift Tatts Group's wagering arm", *Herald Sun,* 27 November. Source: http://www.heraldsun.com.au/sport/superracing/tattsbet-to-become-ubet-in-a-move-to-lift-tatts-groups-wagering-arm/story-fnibcaa0-1227136090150. Last accessed: 28 November 2014.

Table 65, in Appendix F.

Tatts Group's head office is located in Brisbane, Queensland.

Tatts Group Limited is listed on the Australian Securities Exchange. As at August 2013, it had on issue:

- 1,402,711,960 ordinary shares
- 1,946,642 Tatts Bonds (7 year debt, ASX listed securities)[214]

The twenty largest registered holders of each of these types of securities are listed in Table 66 and Table 67, in Appendix F.

7.4 Financial performance

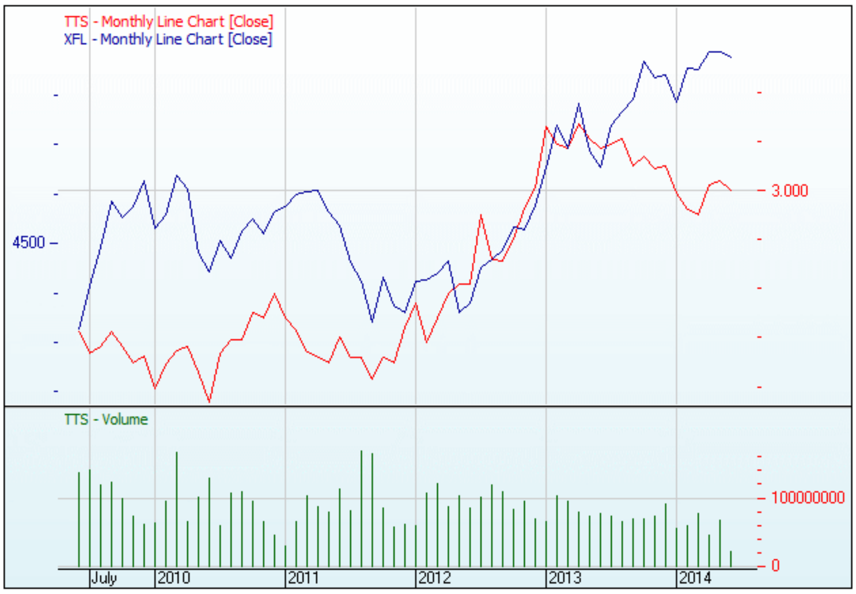
The trading price and volume of Tatts Group Limited shares is shown in the following figures, compared to the S&P/ASX 50 Index (XFL) which comprises the 50 largest stocks by market capitalisation in Australia.

Figure 83 shows its daily share performance over the last six months, while Figure 84 shows its monthly share performance over the last five years.

Figure 83: Tatts Group's share performance, daily for the last six months[215]

[214] Tatts Group Limited. 2013. *Annual Report 2013.* Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, p.139.
[215] Australian Securities Exchange. [Website]. Source: http://www.asx.com.au. Last accessed: 12 June 2014.

Figure 84: Tatts Group's share performance, monthly for the last five years[216]



Key financials figures for Tatts Group for the last five years are given in Table 47.

Table 47: Tatts Group's key financial figures for the last five years[217]

	2013***	2012***	2011	2010	2009
Revenue from continuing operations ($'000)	2,948,803	2,656,859	3,669,265	3,297,933	3,211,878
EBIT margin (%)	13.7	12.2	13.5	8.1	13.9
NPAT ($'000)	247,336	319,139	275,428	119,355	277,441
Dividends paid/payable ($'000)	216,269	311,063	281,671	268,588	266,250
Dividend payout ratio (%)	87.4	97.4	102.3	95.1*	96.0
EPS (basic) (¢)	17.9	23.8	21.2	8.2	21.9
Total incentives as percentage of net profit (%)	4.1	3.3	1.8	1.5**	2.5
Share price at start of year	2.62	2.40	2.24	2.55	2.35
Share price at end of year	3.17	2.62	2.40	2.24	2.55

* The 2010 dividend payout ratio was calculated using the underlying net profit after tax of $282.4 million after adjusting reported NPAT for a number of one-off items, and the special dividend paid on 1 October 2010.
** The total incentives calculated for 2010 is based on the underlying NPAT before one-off adjustments of $282.4 million.
***The 2012 and 2013 figures show revenue from continuing operations, excluding Tatts Pokies.

Revenue breakdown by business segment shows that the wagering business contributes the second largest proportion, after the lotteries segment, as seen in Table 48. The Tatts Pokies business, which was discontinued after Tatts lost its Victorian gaming machine operational licence, is reported under "discontinued operation."

[216] Ibid.
[217] Tatts Group Limited. 2013. *Annual Report 2013*. Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, p.49.

Table 48: Tatts Group's revenue by business segment, 2012-2013[218]

2013	Tatts Lotteries $'000	TattsBet $'000	Maxgaming $'000	Bytecraft Systems $'000	Talarius $'000	Unallocated $'000	Inter-segment eliminations[1] $'000	Total Continuing Operations $'000	Discontinued Operation[2] $'000	Consolidated $'000
Total segment revenue and other income	**2,008,592**	**655,682**	**113,181**	**115,954**	**78,026**	**10,111**	**(31,155)**	**2,950,391**	**190,664**	**3,141,055**
EBITDA	294,605	173,923	63,062	(1,021)	7,709	(48,098)	–	490,180	53,885	544,065
Depreciation & amortisation	(25,125)	(18,287)	(14,975)	(1,994)	(8,706)	(14,610)	(382)	(84,079)	(947)	(85,026)
Impairment	–	–	–	–	–	–	–	–	(17,138)	(17,138)
EBIT	**269,480**	**155,636**	**48,087**	**(3,015)**	**(997)**	**(62,708)**	**(382)**	**406,101**	**35,800**	**441,901**
2012										
Total segment revenue and other income	**1,767,464**	**623,308**	**114,726**	**103,805**	**69,150**	**9,418**	**(30,987)**	**2,656,884**	**1,245,069**	**3,901,953**
EBITDA	223,790	144,106	65,795	8,352	6,959	(33,386)	–	415,616	234,620	650,236
Depreciation & amortisation	(21,227)	(19,979)	(21,325)	(1,499)	(9,702)	(17,273)	–	(91,005)	(9,475)	(100,480)
EBIT	**202,563**	**124,127**	**44,470**	**6,853**	**(2,743)**	**(50,659)**	**–**	**324,611**	**225,145**	**549,756**

A reconciliation of EBIT from continuing operations to operating profit before tax is as follows:

	2013 $'000	2012 $'000
EBIT from continuing operations	406,101	324,611
Interest income	3,698	5,227
Finance costs	(106,741)	(104,486)
Profit before income tax from continuing operations	303,058	225,352

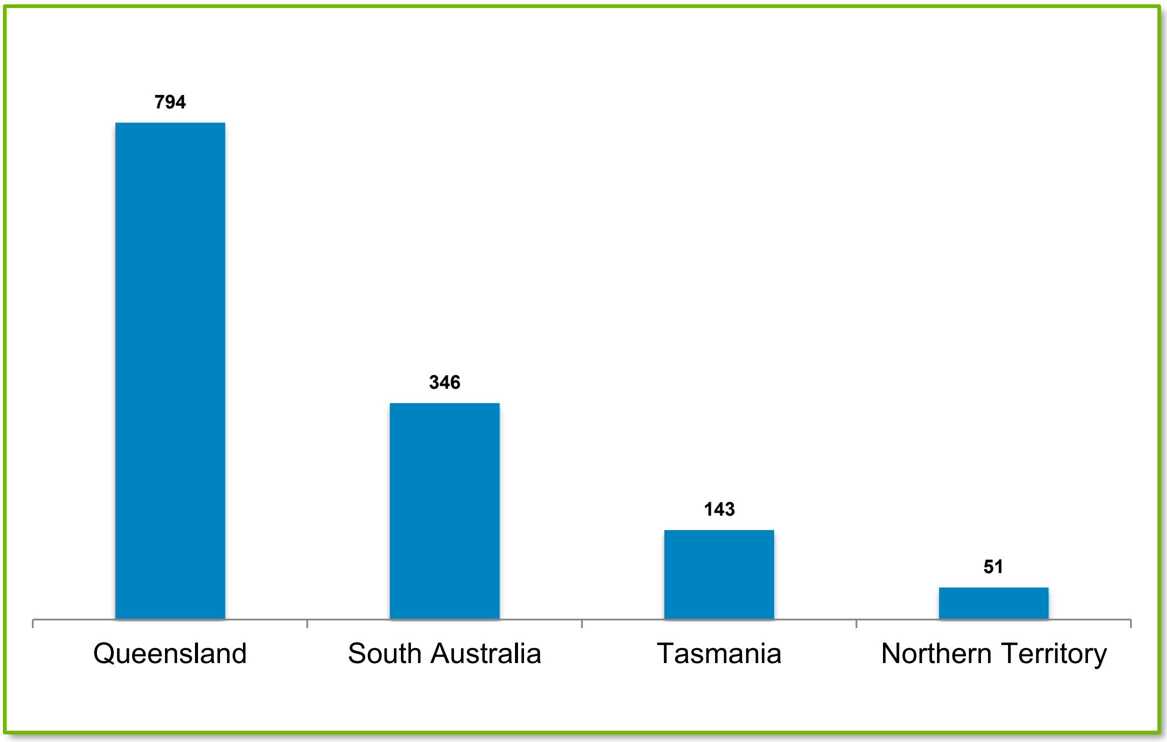
1. Inter-segment eliminations against revenue for the full-year 2013 comprise of Bytecraft Systems revenue of $30.7 million and other segment revenue of $7.2 million. In full-year 2012 inter-segment eliminations comprise of Bytecraft Systems revenue of $40.0 million and other segment revenue of $1.0 million.
2. On 15 August 2012, the Gaming Operator Licence issued to Tatts Pokies expired resulting in this segment ceasing gaming machine operations subsequent to 15 August 2012. Refer to Note 9 for further details regarding this segment.

[218] Ibid, p.87.

8 Outlets

Tattsbet has a retail network of over 1,260 outlets and 117 race clubs.[219] These are concentrated in Queensland, but are distributed across the four states and territories in which it holds an exclusive operator licence. The distribution of Tattsbet retail outlets, by state, is shown in Figure 85.[220]

Figure 85: Numbers of Tattsbet outlets, by state or territory



In addition to its fixed point retail outlets, Tattsbet operates mobile betting vans, which it deploys to racing and sporting events in the same states and territories (Queensland, South Australia, the Northern Territory and Tasmania). Tatts says that these mobile facilities provide customers with an additional outlet to place bets, but also act as "an excellent marketing tool at significant racing and sporting events."[221]

8.1 Company strategy statements

Tatts Group's last annual report discusses some recent internal restructuring after the change in managing director. (The previous, long-serving, managing director retired in January 2013.) With the new, simplified, three operational unit structure, the group is aiming for "a more singularly focused and unified Group in which common and shared expertise can readily be accessed by and across the business as a whole."[222]

---

[219] Tatts Group Limited. 2013. *Annual Report 2013.* Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, p.11.
[220] Note that Figure 85 is based on outlet information contained on the TattsBet website, and numbers do not exactly match those provided in the 2013 annual report. Source: Tatts Group. *TAB locator* [webpage]. Source: https://tatts.com/racing/outletsearch.aspx. Last accessed: 12 June 2014.
[221] Ibid, p.12.
[222] Tatts Group Limited. 2013. *Annual Report 2013.* Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, p.7.

Building on the recent changes, Tatts Group states that its overall business strategies will include:

- *optimising the management, operation and term of* ***existing licences*** *(including extending/improving licence terms) and businesses to achieve continued* ***growth and operational efficiencies****;*
- *participating in* ***government processes*** *associated with development and licencing of the gambling industry (in Australia and internationally);*
- *pursuing* ***strategic acquisitions*** *of government and privately owned gambling assets as and when they become available; and*
- *maintaining a* ***flexible balance sheet*** *to support the existing businesses and fund other growth opportunities that fit with the Group's core competencies."* [223] [Five emphasises placed here, not in Tatts Group report.]

In reviewing growth opportunities in 2013, Tatts Group decided to increase resources in its online team, and to expand the marketing capability within its wagering team. It says it will be "up-scaling" its bookmaking group. Meanwhile, some streamlining of overheads and processes will take place across the group.[224]

For its wagering operations, Tatts Group sees innovation as critical to continuing success. It has been focusing on revitalising and aligning its brands in retail, online and traditional media, and has been further developing its retail wagering and online wagering platforms. Associated with this, are the new touch-screen, self-service terminals which Tatts Group has been installing in its retail outlets. The mobile betting vans are also cost-effectively extending the reach of the traditional retail outlets.[225]

8.2 Sponsorships and affiliations

The community sponsorships which Tatts Group report include:

- Sydney Opera House (building renewal)
- hospitals and health projects for children in Queensland, including Starlight Children's Foundation
- Brisbane Festival and Darwin Festival (arts and culture events)
- the NT Thunder Football Club (sporting support for rural and remote communities in the Northern Territory)
- the Finke Desert race (an annual event in the Northern Territory)
- the Footy Express bus (free bus service to AFL games at AAMI Stadium in South Australia).[226]

Most of these sponsorships appear to be more associated with Tatts Group's lottery operations than the wagering.

On the Tattsbet website, Tattsbet says it is an "approved sports betting operator" of the following:

[223] Ibid, p.36.
[224] Ibid, p.7.
[225] Ibid, p.12.
[226] Ibid, p.18.

Tattsbet is also advertised as a sponsor on the following websites:

- Gibbo's brissyraces.com.au[227]
- South Australian Jockey Club[228]

In March 2014, Tattsbet secured a deal to sponsor the Gold Coast Suns AFL team. This sponsorship also gives Tattsbet the opportunity to market through the Metricon Stadium on the Gold Coast, which the Gold Coast Suns manage, as sole tenants. One of the ways that Tattsbet has used this arrangement to its advantage is by installing a purpose-built mobile betting retail outlet on the stadium grounds.[229]

In June 2014, an unusually long-term deal was announced between Racing Queensland and Tatts Group. This deal will bring an estimated $850 million to the racing industry over the next thirty years, largely through a share of fixed-price betting revenue.[230]

Tattsbet sponsorships are listed in Table 49.

Table 49: Tattsbet sponsorships[231]

Type	Recipient	Estimated Value
SA NFL	SA National Football League	$150k
AFL	Gold Coast Suns AFL	$80k
Racing	Oakbank Racing Club	$75k
	South Australian Jockey Club	$150k
	Gold Coast Turf Club	[betting fees]

8.3 Advertising and marketing strategies

Tatts Group reports that, in contrast to some other corporate bookmakers, it deliberately did not employ an "aggressive [and] unprofitable" marketing campaign. It says that Tattsbet is strongly positioned in the market, through its extensive fixed and mobile outlet presence, and that it will continue to market Tattsbet in a "rational and profit focused manner" in the future.[232]

Having said this, in its 2013 annual report it does also report an increase in its wagering unit's marketing activities, along with "an investment in brand development."[233]

During the twelve months from May 2013 to April 2014, Tattsbet advertising appeared to be concentrated in newspaper and radio, rather than television and online. Not surprisingly, the publications and channels were mostly based in the states and territories in which it has its retail outlets. The top ten media sources containing Tattsbet advertisements are listed in Table 50.[234]

---

[227] [Website]. Source: http://www.brissyraces.com.au. Last accessed: 27 June 2014.
[228] SAJC. [Website]. Source: http://www.sajc.com.au. Last accessed: 27 June 2014.
[229] Anonymous. 2014. "Unique stadium opportunities a major sponsor lure: Suns", *Australian Sponsorship News,* 12 March.
[230] McGrath, B. 2014. "Racing Queensland and Tatts Group strike a deal", *Australian Gambling,* 27 June. Source: http://www.australiangambling.com.au/gambling-news/racing-queensland-and-tatts-group-strike-a-deal/35335. Last accessed: 30 June 2014.
[231] Compiled from data extracted from the *Australian Sponsorship News* database on 30 June 2014. This table should be viewed as indicative only, as the accuracy and comprehensiveness of this source is not fully known.
[232] Tatts Group Limited. 2013. *Annual Report 2013.* Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, p.11.
[233] Ibid, p.36.
[234] Based on data provided by ebiquity as a result of their scan of wagering advertising in television, radio, online and newspaper media in the twelve months from May 2013 to April 2014.

Table 50: Top 10 media sources of Tattsbet advertisements, May 13-Apr 14

Media source	Number of advertisements over 12 months
Publication: COURIER-MAIL (BRIS)	60
Publication: THE ADVERTISER (ADEL)	51
Publication: THE MERCURY (HOB)	22
Publication: CAIRNS POST	21
Publication: NT NEWS (DARWIN)	20
Publication: TOWNSVILLE BULLETIN	13
Publication: SUNDAY MAIL (ADEL)	4
Station: NOVA 91.9 (Adelaide)	4
Station: 4MMM (Brisbane)	3
Station: 2SM (Sydney)	2

A major brand overhaul was said to be on the cards for Tatts Group in the second half of 2014. This may even include a name change, and is likely to involve consolidation of the various brands, especially the multiple lottery brands. Revitalised lottery and wagering websites will be incorporated into this redevelopment.[235]

By November 2014, the new UBET branding had been released, replacing Tattsbet.[236]

The consolidated, whole group expenditure for "marketing and promotions" was $37.96 million in 2012, and $45.92 million in 2013, as shown in Table 51. Because most of the Tatts Group subsidiary companies have entered into a deed of cross guarantee, they are exempt from the requirements to submit annual financial reports to ASIC.[237] This means that marketing and promotions expenditure at a divisional, or subsidiary company, level is not publicly available.

[235] Gardner, J. 2014. "Tatts chief Robbie Cooke puts big stake on the line", *Sydney Morning Herald*, 28 January. Source: http://www.smh.com.au/business/tatts-chief-robbie-cooke-puts-big-stake-on-the-line-20140127-31iwh.html. Last accessed: 1 July 2014.
[236] Exelby, N. 2014. "TattsBet to become UBET in a move to lift Tatts Group's wagering arm", *Herald Sun,* 27 November. Source: http://www.heraldsun.com.au/sport/superracing/tattsbet-to-become-ubet-in-a-move-to-lift-tatts-groups-wagering-arm/story-fnibcaa0-1227136090150. Last accessed: 28 November 2014.
[237] Tatts Group Limited. 2013. *Annual Report 2013.* Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, p.125.

Table 51: Tatts Group's consolidated income statement, expenses, 2012-2013[238]

	Notes	2013 $'000	2012 $'000
Revenue from continuing operations	5	2,948,803	2,656,859
Statutory outgoings			
Government share		(1,376,403)	(1,265,601)
Venue share/commission		(414,162)	(359,047)
Product and program fees		(191,522)	(193,226)
Other income	6	1,588	25
Other expenses from ordinary activities			
Employee expenses		(196,922)	(177,353)
Operating fees and direct costs		(70,483)	(63,456)
Telecommunications and technology		(38,646)	(33,853)
Marketing and promotions		(45,920)	(37,962)
Information services		(19,122)	(15,621)
Property expenses		(52,469)	(44,056)
Restructuring costs	7	(15,232)	(17,708)
Other expenses		(39,459)	(33,554)
Share of net profit of associates and joint ventures accounted for using the equity method	37 (b)	129	169
Profit before interest, income tax, depreciation and amortisation		490,180	415,616
Depreciation and amortisation	7	(84,079)	(91,005)
Interest income		3,698	5,227
Finance costs	7	(106,741)	(104,486)
Profit before income tax		303,058	225,352
Income tax expense	8	(75,656)	(63,823)
Profit from continuing operations		227,402	161,529

238 Ibid, p.57.

APPENDIX A: Tabcorp Holdings Limited's subsidiaries and shareholder lists

ORC INTERNATIONAL

Table 52: Tabcorp Holdings' subsidiaries[239]

Name of controlled entity	Note	Country of incorporation	Equity type	Equity interest at 30 June 2013 %	2012 %
Parent entity					
Tabcorp Holdings Limited	(a)	Australia			
Controlled entities					
Tabcorp Assets Pty Ltd	(a)	Australia	ordinary shares	**100.0**	100.0
Tabcorp Manager Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Participant Pty Ltd	(a)	Australia	ordinary shares	**100.0**	100.0
Tahwind (Queensland) Pty Ltd	(e)	Australia	ordinary shares	**n/a**	100.0
Luxbet Pty Ltd	(a)	Australia	ordinary shares	**100.0**	100.0
Tabcorp Investments No.5 Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Wagering Holdings Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tahwind Superannuation Pty Ltd	(e)	Australia	ordinary shares	**n/a**	100.0
Tahwind Staff Superannuation Pty Ltd	(e)	Australia	ordinary shares	**n/a**	100.0
Tabcorp Investments No.2 Pty Ltd	(a)	Australia	ordinary shares	**100.0**	100.0
Tabcorp Employee Share Administration Pty Ltd		Australia	ordinary shares	**33.3**	33.3
Tabcorp Wagering (Vic) Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Wagering Participant (Vic) Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Wagering Manager (Vic) Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Wagering Assets (Vic) Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Gaming Holdings Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Investments No.6 Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Keno (Qld) Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Gaming Solutions Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Gaming Solutions (NSW) Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Gaming Solutions (Qld) Pty Ltd		Australia	ordinary shares	**100.0**	100.0

[239] Tabcorp Holdings. 2013. *Financial Report 2013*. Source: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1460/FileName/5984418DCC672940CEE53433DCB7500E/Full_Annual_Financial_Report_(2.1_Mb).pdf. Last accessed: 15 May 2014, pp.36-37.

Name of controlled entity	Note	Country of incorporation	Equity type	Equity interest at 30 June 2013 %	2012 %
Tabcorp International Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp International No. 4 Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Europe Holdings Ltd		Isle of Man	ordinary shares	**100.0**	100.0
Premier Gateway International Ltd		Isle of Man	ordinary shares	**50.0**	50.0
Premier Gateway Services Ltd		Isle of Man	ordinary shares	**50.0**	50.0
Luxbet Europe Limited	(c)	Isle of Man	ordinary shares	**100.0**	n/a
Luxbet Europe Service Limited	(c)	Isle of Man	ordinary shares	**100.0**	n/a
Tabcorp International No. 5 Pty Ltd (formerly Tabcorp International Services and Technology Pty Ltd)		Australia	ordinary shares	**100.0**	100.0
Tabcorp Canada Limited	(b)	Canada	ordinary shares	**100.0**	n/a
Tabcorp International No. 6 Pty Ltd	(d)	Australia	ordinary shares	**100.0**	n/a
N.A. Racing 1971 LLC	(f)	United States of America	ordinary shares	**100.0**	n/a
N.A. Racing 1908 LLC	(f)	United States of America	ordinary shares	**100.0**	n/a
Tabcorp Investments Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Showboat Australia Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Showboat Management Pty Ltd	(e)	Australia	ordinary shares	**n/a**	100.0
TAHAL Pty Ltd		Australia	ordinary shares	**100.0**	100.0
ATL Pty Ltd	(e)	Australia	ordinary and preference shares	**n/a**	100.0
Keno (NSW) Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Club Gaming Systems (Holdings) Pty Ltd		Australia	ordinary shares	**100.0**	100.0
The CGS Trust		Australia	units	**100.0**	100.0
Tabcorp Investments No. 4 Pty Ltd	(a)	Australia	ordinary shares	**100.0**	100.0
Tab Limited	(a)	Australia	ordinary shares	**100.0**	100.0
Sky Channel Pty Ltd	(a)	Australia	ordinary shares	**100.0**	100.0
2KY Broadcasters Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Tabcorp Services Pty Ltd (formerly Tahwind Superannuation Company Pty Ltd)		Australia	ordinary shares	**100.0**	100.0
Sky Channel Marketing Pty Ltd		Australia	ordinary shares	**100.0**	100.0
Sky Australia International Racing Pty Ltd		Australia	ordinary shares	**100.0**	100.0

(a) These companies have entered into a deed of cross guarantee with Tabcorp Holdings Limited which came into effect on 25 November 2009.

(b) This company was incorporated on 29 October 2012.

(c) These companies were incorporated on 11 April 2013.

(d) This company was incorporated on 1 May 2013.

(e) These companies were deregistered on 9 June 2013.

(f) These companies were incorporated on 20 May 2013.

Table 53: Tabcorp Holding's largest shareholders, for each security type[240]

Twenty largest registered holders of ordinary shares*

Investor group name	Number of Ordinary Shares	% of issued capital
J P Morgan Nominees Australia Limited	153,506,377	20.61
HSBC Custody Nominees (Australia) Limited	128,621,271	17.27
National Nominees Limited	90,750,542	12.18
Citicorp Nominees Pty Limited	49,576,630	6.66
BNP Paribas Noms Pty Ltd	26,905,647	3.61
RBC Dexia Investor Services Australia Nominees Pty Limited	6,999,649	0.94
Bainpro Nominees Pty Limited	6,088,374	0.82
UBS Wealth Management Australia Nominees Pty Ltd	4,488,178	0.60
Questor Financial Services Limited	4,022,720	0.54
AMP Life Limited	3,635,450	0.49
UBS Nominees Pty Ltd	3,613,139	0.49
Merrill Lynch (Australia) Nominees Pty Ltd	3,006,170	0.40
QIC Limited	2,737,149	0.37
Argo Investments Limited	2,631,388	0.35
Ecapital Nominees Pty Limited	2,300,008	0.31
Warbont Nominees Pty Ltd	1,926,596	0.26
Bond Street Custodians Limited	964,098	0.13
CS Fourth Nominees Pty Ltd	925,026	0.12
Nulis Nominees (Australia)	870,758	0.12
Navigator Australia Limited	830,291	0.11
Total of top 20 registered holders	**494,399,461**	**66.38**

* On a grouped basis.

Twenty largest registered holders of Tabcorp Bonds*

Investor group name	Number of Tabcorp Bonds	% of total Bonds
UBS Wealth Management Australia Nominees Pty Ltd	164,804	5.79
HSBC Custody Nominees (Australia) Limited	137,920	4.85
National Nominees Limited	128,440	4.52
Citicorp Nominees Pty Limited	127,582	4.48
UBS Nominees Pty Ltd	115,526	4.06
J P Morgan Nominees Australia Limited	54,276	1.91
Questor Financial Services Limited	49,200	1.73
Invia Custodian Pty Limited	44,853	1.58
Dimbulu Pty Ltd	20,000	0.70
First Option Credit Union Ltd	18,852	0.66
BNP Paribas Noms Pty Ltd	17,119	0.60
ANZ Trustees Limited	13,500	0.47
Link Enterprises (International) Pty Ltd	10,000	0.35
Aust Executor Trustees Ltd	9,510	0.33
Nulis Nominees (Australia)	8,989	0.32
Navigator Australia Limited	8,656	0.30
Jilliby Pty Ltd	7,500	0.26
Delmos Pty Ltd	7,000	0.25
Commonwealth Bank of Australia	5,923	0.21
Bridgelow Pty Ltd & Wallmont Pty Ltd	5,600	0.20
Total of top 20 registered holders	**955,250**	**33.57**

* On a grouped basis.

Distribution of securities held

	Ordinary Shares(i)		Tabcorp Bonds		Tabcorp Subordinated Notes		Performance Rights(ii)	
Number of securities held	Number of holders	Number of securities	Number of holders	Number of securities	Number of holders	Number of securities	Number of holders	Number of securities
1 – 1,000	84,131	27,126,436	6,109	1,410,698	3,265	852,113	–	–
1,001 – 5,000	37,871	83,404,849	221	500,395	185	404,157	–	–
5,001 – 10,000	6,214	44,818,218	15	110,654	20	148,203	–	–
10,001 – 100,000	3,705	77,436,060	7	278,275	16	524,411	3	178,043
100,001 and over	114	512,100,127	4	544,690	3	571,116	10	2,889,663
Total	**132,035**	**744,885,690**	**6,356**	**2,844,712**	**3,489**	**2,500,000**	**13**	**3,067,706**

(i) Ordinary Shares includes Restricted Shares and Deferred Shares offered to employees under the Company's incentive arrangements.
(ii) Rights were issued pursuant to the Company's long term incentive arrangements.
Refer to the Remuneration Report on pages 48 to 61 for more information about the Company's incentive arrangements.

Twenty largest registered holders of Tabcorp Subordinated Notes*

Investor group name	Number of Subordinated Notes	% of total Notes
UBS Wealth Management Australia Nominees Pty Ltd	260,436	10.42
National Nominees Limited	195,038	7.80
Citicorp Nominees Pty Limited	133,908	5.36
J P Morgan Nominees Australia Limited	122,842	4.91
HSBC Custody Nominees (Australia) Limited	116,339	4.65
UBS Nominees Pty Ltd	83,686	3.35
BNP Paribas Noms Pty Ltd	42,811	1.71
Mr Steven John Fahey	25,000	1.00
H & TSC Pty Limited	22,995	0.92
Arrowcrest Group Pty Ltd	22,500	0.90
Mr Masaji Kitagawa	20,000	0.80
Netwealth Investments Limited	15,937	0.64
Sandhurst Trustees Limited	14,214	0.57
RBC Investor Services Australia Nominees Pty Ltd	12,663	0.51
Nulis Nominees (Australia)	12,106	0.48
Navigator Australia Limited	10,822	0.43
Ramm Investments Pty Ltd	10,500	0.42
Mr Edward Furnival Griffin & Mrs Deborah Ann Griffin	10,000	0.40
Wythenshawe Pty Ltd	10,000	0.40
Delmos Pty Ltd	9,500	0.38
Total of top 20 registered holders	**1,151,297**	**46.05**

* On a grouped basis.

[240] Tabcorp Holdings. 2013. *Concise annual report 2013*. Source: https://www.tabcorp.com.au/resources.ashx/shareholderreportschilddatadocuments/1473/FileName/5ED62A6A6145BF0595C8199A5F1F2A1E/Concise_-_Shareholder_information_(0.6_Mb).pdf. Last accessed: 15 May 2014, pp.71-72.

APPENDIX B: Paddy Power Plc's subsidiaries (including Sportsbet), share performance and key financial details

ORC INTERNATIONAL

Subsidiaries of the ultimate parent company, Paddy Power Plc, are listed in Table 54, while the structure of all the Australian subsidiaries, under parent Paddy Power Australia Pty Limited, is shown in Table 55.

Table 54: Paddy Power Plc's subsidiaries241

The Company had the following 100 % subsidiary undertakings carrying on businesses which materially affect the profits and assets of the Group at 31 December 2013:

Name	Equity interest at 31 December 2013	Country of incorporation	Activity	Registered office
Power Leisure Bookmakers Limited*	100%	England	Bookmaker	OneustonSq, 40 Melton Street, London, NW1 2FD.
Paddy Power Isle of Man Limited	100%	Isle of Man	Bookmaker	1st Floor, 12-14 Ridgeway Street, Douglas, Isle of Man, IM1 1EN.
Paddy Power Online Limited	100%	Isle of Man	Bookmaker	1st Floor, 12-14 Ridgeway Street, Douglas, Isle of Man, IM1 1EN.
D McGranaghan Limited	100%	Northern Ireland	Bookmaker	Capital House, 3 Upper Queen Street, Belfast, BT1 6PU.
Sportsbet Pty Limited	100%	Australia	Bookmaker	Fannie Bay Racecourse, Playford Street, Fannie Bay, Darwin, Northern Territory 0820.
International All Sports Limited	100%	Australia	Bookmaker	Fannie Bay Racecourse, Playford Street, Fannie Bay, Darwin, Northern Territory 0820.
CT Networks Limited	100%	Isle of Man	Games developer	1st Floor, 12-14 Ridgeway Street, Douglas, Isle of Man, IM1 1EN.
Paddy Power Financials Limited*	100%	Ireland	Marketing services	Power Tower, Belfield Office Park, Beech Hill Road, Clonskeagh, Dublin 4.
Paddy Power Luxembourg s.à.r.l.*	100%	Luxembourg	Treasury services	16 Avenue Pasteur, L-2310, Luxembourg.
Paddy Power Australia Pty Limited	100%	Australia	Holding company	Level 3, 367 Collins Street, Melbourne, Victoria 3000.
Paddy Power Holdings Limited*	100%	Isle of Man	Holding company	1st Floor, 12-14 Ridgeway Street, Douglas, Isle of Man, IM1 1EN.

*These companies are held directly by Paddy Power plc

The above subsidiary undertakings had the same year end date as the Company in 2013 and 2012. All subsidiary undertakings have been included in the Group consolidated financial statements.

In addition to the above subsidiary undertakings, the Group utilises an employee trust, Paddy Power plc Employee Benefit Trust, with a registered address at PO Box 76, Wests Centre, St Helier, Jersey, JE4 8PQ, and which holds the shares under the share award schemes.

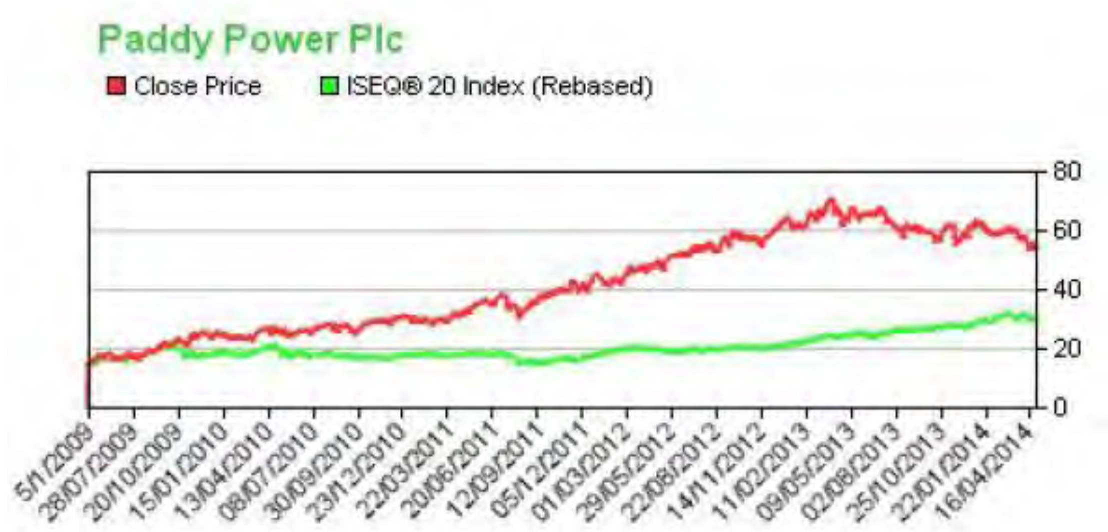
[241] Paddy Power. 2013. *Annual Report 2013.* Source: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2013annualreport.pdf. Last accessed: 22 May 2014, p.107.

Table 55: Paddy Power Australia Pty Ltd's subsidiaries[242]

	Country of Incorporation	Ownership interest 31 Dec 2013 %	Ownership interest 31 Dec 2012 %
Parent Entity			
Paddy Power Australia Pty Ltd	Australia		
Material Subsidiary Entities			
Sportsbet Pty Ltd	Australia	100%	100%
IASBet.com Pty Ltd	Australia	100%	100%
IAS Ltd	Australia	100%	100%
Read Technologies	Australia	100%	100%

Figure 86 shows Paddy Power's share performance on the Irish Stock Exchange, benchmarked against the ISEQ 20 Index, which represents the 20 most liquid and largest capped equities quoted on the ISE.

Figure 86: Paddy Power Plc's monthly share performance, last five years[243]



[242] Paddy Power Australia Pty Limited. 2014. *Financial statement and report for the year ending 31 December 2013,* [Filed with ASIC, 30 April 2014], p.26.

[243] Irish Stock Exchange. [Website]. Source: http://www.ise.ie/Prices,-Indices-Stats/Equity-Market-Data/History-Graph/?INSTRUMENT_ID=10676. Last accessed: 23 May 2014.

ORC INTERNATIONAL

Table 56: Paddy Power's financial details, by operating segments for 2012 and 2013 (in Euros)[244]

Reportable business segment information for the year ended 31 December 2013:

	Online (ex Australia) €'000	Online Australia €'000	UK Retail €'000	Irish Retail €'000	Telephone €'000	Total reportable segments €'000
Income from external customers	**299,745**	**179,627**	**127,880**	**115,895**	**22,048**	**745,195**
Inter-segment trading	-	-	**(347)**	**(246)**	**593**	-
Total income	**299,745**	**179,627**	**127,533**	**115,649**	**22,641**	**745,195**
Direct betting costs	**(41,157)**	**(44,522)**	**(31,385)**	**(10,974)**	**(205)**	**(128,243)**
Gross profit	**258,588**	**135,105**	**96,148**	**104,675**	**22,436**	**616,952**
Depreciation and amortisation	**(14,919)**	**(7,903)**	**(8,466)**	**(7,100)**	**(1,080)**	**(39,468)**
Other operating expenses	**(170,173)**	**(93,732)**	**(73,783)**	**(83,554)**	**(18,856)**	**(440,098)**
Reportable segment profit	**73,496**	**33,470**	**13,899**	**14,021**	**2,500**	**137,386**

Reportable business segment information for the year ended 31 December 2012:

	Online (ex Australia) €'000	Online Australia €'000	UK Retail €'000	Irish Retail €'000	Telephone €'000	Total reportable segments €'000
Income from external customers	263,065	156,427	101,428	110,434	22,396	653,750
Inter-segment trading	-	-	(83)	(2)	85	-
Total income	263,065	156,427	101,345	110,432	22,481	653,750
Direct betting costs	(36,955)	(37,006)	(15,998)	(9,969)	(269)	(100,197)
Gross profit	226,110	119,421	85,347	100,463	22,212	553,553
Depreciation and amortisation	(9,130)	(7,469)	(6,567)	(7,724)	(1,269)	(32,159)
Other operating expenses	(144,243)	(81,116)	(63,440)	(78,366)	(18,229)	(385,394)
Reportable segment profit	72,737	30,836	15,340	14,373	2,714	136,000

[244] Paddy Power. 2013. *Annual Report 2013*. Source: http://www.paddypowerplc.com/system/files/uploads/financialdocs/2013annualreport.pdf. Last accessed: 22 May 2014, pp.77-78.

Reconciliation of reportable segments to Group totals:

	2013 €'000	2012 €'000
Income		
Total income from reportable segments, being total Group income	**745,195**	653,750
Profit and loss		
Total profit and loss from reportable segments	**137,386**	136,000
Unallocated amounts:		
Financial income – non-Online Australia [1]	**580**	695
Financial income – Online Australia	**3,245**	2,745
Financial expense – non-Online Australia [1]	**(112)**	(279)
Financial expense – Online Australia	**(69)**	(6)
Profit before tax	**141,030**	139,155

[1] Non-Online Australia above comprises the Online (ex Australia), UK Retail, Irish Retail and Telephone operating segments. Financial expense relating to these segments is primarily in respect of guarantee and facility fees payable, other interest amounts payable, and the unwinding of discounts on provisions and other non-current liabilities.

(b) Geographical segment information

The Group considers that its primary geographic segments are 'UK', 'Australia' and 'Ireland and rest of world'. The UK geographic segment consists of the UK Retail bookmaking business, online and telephone sports betting from UK customers, and online gaming from UK customers. The Australia geographic segment consists of online and telephone sports betting from Australian customers. The Ireland and rest of world geographic segment is composed of the Irish Retail bookmaking business, online and telephone sports betting from Irish and rest of world customers, online gaming from Irish and rest of world customers and B2B services provided to rest of world customers. Revenues from customers outside the UK, Australia and Ireland are not considered sufficiently significant to warrant separate reporting.

Group revenues by geographical segment are as follows:

Income

	2013 €'000	2012 €'000
UK	**357,112**	310,252
Australia	**179,627**	156,427
Ireland and rest of world	**208,456**	187,071
Total	**745,195**	653,750

(a) Revenues are attributed to geographical location on the basis of the customer's location.

Non-current assets (excluding financial and deferred tax asset balances) by geographical segment are as follows:

Non-current assets

	2013 €'000	2012 €'000
UK	**128,586**	104,854
Australia	**77,386**	91,764
Ireland and rest of world	**74,886**	72,819
Total	**280,858**	269,437

APPENDIX C: William Hill Plc’s subsidiaries (including Sportingbet and Tom Waterhouse), share performance and key financial details

Table 57 contains a list of William Hill subsidiary companies.

Table 57: William Hill Plc's subsidiaries[245]

	Country of incorporation	Proportion of all classes of issued share capital owned by the Company	Nature of trade
Directly owned:			
William Hill Holdings Limited	Great Britain	100%	Holding company
Held through intermediate companies:			
William Hill Investments Limited	Great Britain	100%	Holding company
Will Hill Limited	Great Britain	100%	Holding company
William Hill Organization Limited	Great Britain	100%	Retail betting and gaming machines
Willstan Limited	Northern Ireland	100%	Retail betting and gaming machines
BJ O'Connor Limited	Jersey	100%	Retail betting and gaming machines
Willstan (IOM) Limited	Isle Of Man	100%	Retail betting and gaming machines
The Regal Sunderland Stadium Limited	Great Britain	100%	Stadium operation
Team Greyhounds (Brough Park) Limited	Great Britain	100%	Stadium operation
American Wagering, Inc.	USA	100%	Holding Company
Leroy's Horse & Sports Place	USA	100%	Retail and mobile betting
Brandywine Bookmaking, LLC	USA	100%	Retail betting
CN Acquisition Subco, Inc.	USA	100%	Retail betting
Computerized Bookmaking Systems, Inc.	USA	100%	Bookmaking software sales
Sportingbet Australia Pty Limited	Australia	100%	Online and telephone betting
Centrebet International Limited	Australia	100%	Online and telephone betting
Tom Waterhouse N.T. Pty Limited	Australia	100%	Online and telephone betting
WHG Trading Limited	Gibraltar	100%	Online betting and gaming
WHG (International) Limited	Gibraltar	100%	Online betting and gaming
WHG Spain PLC	Gibraltar	100%	Online betting and gaming
William Hill (Malta) Limited	Malta	100%	Online betting and gaming
WHG Services (Bulgaria) EOOD	Bulgaria	100%	Customer services
Cellpoint Investments Limited	Cyprus	100%	Holding company
Ad-gency Limited	Israel	100%	Marketing services

Figure 87 shows the pattern of William Hill's share performance on the London Stock Exchange over the last five years, compared to the FTSE 100 Index, which represents the 100 companies listed on the London Stock Exchange with the highest market capitalisation. The blue line shows the performance of William Hill, while the black represents the FTSE 100.

Note that William Hill acquired Sportingbet in March 2013. Around this time, William Hill's shares fell, but rose again afterwards. This period can be seen in more detail in Figure 88. (The blue line represents William Hill.)

245 William Hill. 2013. *Annual report and accounts 2013.* Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 29 May 2014, p.104.

Figure 87: William Hill Plc's share performance, last five years[246]

Figure 88: William Hill Plc's share performance, since January 2013

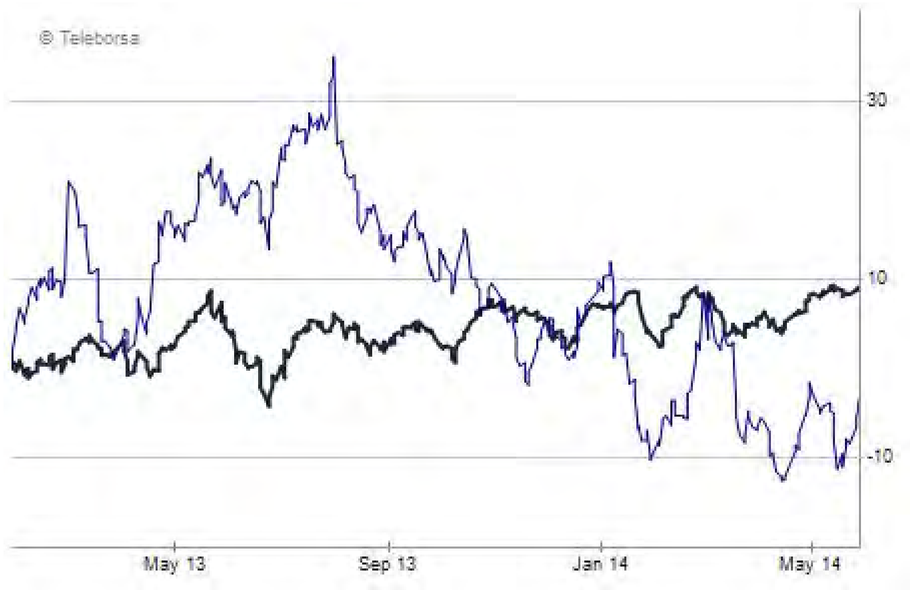


Table 58 shows William Hill's key financial details, for the overall group, by operating division, for 2013.

[246] London Stock Exchange. [Website]. Source: http://www.londonstockexchange.com/exchange/prices-and-markets/stocks/indices/summary/summary-indices-chart.html?index=UKX. Last accessed: 30 May 2014.

Table 58: William Hill's financial details, by operating segments for 2013 (in Pounds Sterling)[247]

Segment information for the 52 weeks ended 31 December 2013 is as follows:

	Retail £m	Online £m	Telephone £m	US £m	Australia £m	Other £m	Corporate £m	Group £m
Amounts wagered	2,874.1	3,165.0	252.0	310.2	1,177.1	22.4	–	7,800.8
Payout	(1,967.1)	(2,718.7)	(235.5)	(287.5)	(1,090.4)	(15.1)	–	(6,314.3)
Revenue	**907.0**	**446.3**	**16.5**	**22.7**	**86.7**	**7.3**	**–**	**1,486.5**
GPT, duty, levies and other costs of sales	(203.3)	(40.2)	–	(2.0)	(20.2)	(0.9)	–	(266.6)
Gross profit	703.7	406.1	16.5	20.7	66.5	6.4	–	1,219.9
Depreciation	(25.8)	(0.7)	–	(0.5)	(3.1)	(0.2)	(4.0)	(34.3)
Amortisation	(2.6)	(18.2)	(0.2)	–	–	–	–	(21.0)
Other administrative expenses	(479.0)	(239.4)	(16.3)	(15.3)	(51.4)	(6.0)	(25.6)	(833.0)
Share of result of associates	–	–	–	–	–	–	3.4	3.4
Operating profit/(loss)[1]	**196.3**	**147.8**	**–**	**4.9**	**12.0**	**0.2**	**(26.2)**	**335.0**
Amortisation of acquired intangibles	–	(4.0)	–	(2.5)	(4.4)	–	–	(10.9)
Exceptional operating items	(5.6)	–	–	–	(15.5)	–	–	(21.1)
Profit/(loss) before interest and tax[2]	**190.7**	**143.8**	**–**	**2.4**	**(7.9)**	**0.2**	**(26.2)**	**303.0**
Non-operating exceptional items							(1.7)	(1.7)
Investment income							1.1	1.1
Finance costs							(45.4)	(45.4)
Profit before tax								**257.0**

[1] The Group defines operating profit as pre-exceptional profit before interest and tax, before the amortisation of specifically identified intangible assets recognised on acquisitions.

[2] The reports used by the Chief Executive to make strategic decisions use operating profit as a key metric. A reconciliation to profit/(loss) before interest and tax has been provided for information purposes only.

[247] William Hill. 2013. *Annual report and accounts 2013.* Source: http://www.williamhillplc.com/~/media/Files/W/William-Hill/ar/ar_2013_v1.pdf. Last accessed: 29 May 2014, p.93.

APPENDIX D: Betfair Group Plc’s subsidiaries (including Betfair Pty Ltd), major shareholders, share performance and key financial details

Table 59 contains a list of Betfair Group's subsidiary companies and Table 60 shows the company's major shareholders.

Table 59: Betfair Group Plc's subsidiaries[248]

	Country of origin	Principal activity	Classification	Ordinary shares held %
The Sporting Exchange Limited	England	Holding company	Subsidiary	100
Betfair Limited	England	Support services	Subsidiary	100
Betfair General Betting Limited	England	Bookmaking	Subsidiary	100
The Sporting Exchange (Clients) Limited	England	Gambling and betting	Subsidiary	100
Timeform Limited	England	Publisher	Subsidiary	100
Timeform Betfair Racing Club Limited	England	Horse racing club	Subsidiary	100
TSE Global Limited	England	Trading	Subsidiary	100
TSE Development Limited	England	Intellectual property licensor	Subsidiary	100
TSE Holdings Limited	England	Holding company	Subsidiary	100
Winslow One Limited	England	Holding company	Subsidiary	100
Winslow Two	England	Holding company	Subsidiary	100
Winslow Three Limited	Cayman Islands	Support services	Subsidiary	100
Winslow Four	Cayman Islands	Support services	Subsidiary	100
TSE (Gibraltar) LP	Gibraltar	Bookmaking	Subsidiary	100
TSE Data Processing Limited	Ireland	Data centre	Subsidiary	100
Polco Limited	Malta	Intellectual property licensor	Subsidiary	100
Betfair Games Limited	Malta	Online gaming	Subsidiary	100
Betfair Casino Limited	Malta	Online gaming	Subsidiary	100
Betfair Counterparty Services Limited	Malta	Online gaming	Subsidiary	100
Betfair Entertainment Limited	Malta	Online gaming	Subsidiary	100
Betfair International Plc.	Malta	Bookmaking	Subsidiary	100
Betfair Marketing Limited	Malta	Marketing activities	Subsidiary	100
Betfair Holding (Malta) Limited	Malta	Holding company	Subsidiary	100
Betfair Poker Holdings Limited	Malta	Holding company	Subsidiary	100
Betfair Italia S.R.L.	Italy	Bookmaking	Subsidiary	100
TSE Holdings (Hong Kong) Limited	Hong Kong	Holding company	Subsidiary	100
TSE (Beijing) Management Consulting Co Limited	China	Support services	Subsidiary	100
TSE Development Romania S.R.L.	Romania	R&D activities	Subsidiary	100
TSE Services Limited	Gibraltar	Support services	Subsidiary	100
TSE Marketing España	Spain	Marketing activities	Subsidiary	100
The Rebate Company LLC	USA	Online gaming	Subsidiary	100
TSE US Holdings Inc	USA	Holding company	Subsidiary	100
TSE US LLC	USA	R&D activities	Subsidiary	100
ODS Holdings LLC	USA	Holding company	Subsidiary	100
ODS Technologies LP	USA	Online gaming	Subsidiary	100
Betfair US LLC	USA	Online gaming	Subsidiary	100
Tradefair Spreads Limited	England	Spread Betting services	Subsidiary	99.98
London Multi Asset Exchange (Holdings) Limited	England	Holding company	Subsidiary	99.98
Betfair Pty Limited	Australia	Bookmaking	Joint venture	50
Betfair Development Pty Limited	Australia	Intellectual property licensor	Joint venture	50
Betfair Australasia Pty Limited	Australia	Holding company	Joint venture	50
TSED Unipessoal LDA	Portugal	R&D activities	Subsidiary	100

The Sporting Exchange Limited is held directly by Betfair Group plc. All other subsidiaries are held indirectly.

[248] Betfair Group. 2013. *Annual report and accounts 2013.* Source: http://corporate.betfair.com/~/media/Files/B/Betfair-Corporate/pdf/annual-report-2013.pdf. Last accessed: 6 June 2014, p.84.

Table 60: Betfair Group Plc's major shareholders[249]

Shareholder	Number of shares held	Percentage of issued shares
Mr Edward Wray	11,624,602	11.13
Softbank Capital Partners	11,033,109	10.57
Le Peigne SA	9,769,772	9.36
Mr Andrew Black	6,597,721	6.32
Mr Richard Koch	6,504,254	6.23
Balderton Capital	4,227,170	4.05
MFS Investment	3,923,470	3.76

Figure 89 shows the pattern of Betfair Group Plc's share performance on the London Stock Exchange since its first float in October 2010, compared to the FTSE 100 Index, which represents the 100 companies listed on the London Stock Exchange with the highest market capitalisation.

The blue line shows the performance of Betfair Group, while the black represents the FTSE 100.

Figure 89: Betfair Group Plc's share performance, since first floated in October 2010[250]

[249] Betfair Group. 2013. *Annual report and accounts 2013*. Source: http://corporate.betfair.com/~/media/Files/B/Betfair-Corporate/pdf/annual-report-2013.pdf. Last accessed: 6 June 2014, p.84.

[250] London Stock Exchange. [Website]. Source: http://www.londonstockexchange.com/exchange/prices-and-markets/stocks/indices/summary/summary-indices-chart.html?index=UKX. Last accessed: 12 June 2014.

Table 61 shows Betfair Group's key financial details, for the overall group, for the period from 2009 to 2013.

Table 61: Betfair Group's consolidated financial details, 2009-2013 (in Pounds Sterling)[251]

£m	2013	2012	2011*	2010*	2009*
Revenue	**387.0**	388.5	393.3	340.9	301.2
Underlying EBITDA excluding equity-settled share-based payments and associated costs	**82.6**	94.1	79.7	53.5	70.3
Equity-settled share-based payments and associated costs	**(9.3)**	(8.1)	(6.4)	(4.2)	(4.3)
EBITDA before separately disclosed items	**73.3**	86.0	73.3	49.3	66.0
Separately disclosed items	**(22.1)**	(2.5)	(17.0)	(4.6)	(0.9)
EBITDA	**51.2**	83.5	56.3	44.7	65.1
(Loss)/profit before tax	**(49.4)**	54.2	26.6	17.8	47.5
(Loss)/profit for the year	**(66.3)**	34.0	23.0	15.1	38.8

* As reported in previous Annual Reports and not restated for discontinued operation of LMAX.

[251] Betfair Group. 2013. *Annual report and accounts 2013*. Source: http://corporate.betfair.com/~/media/Files/B/Betfair-Corporate/pdf/annual-report-2013.pdf. Last accessed: 6 June 2014, p.102.

APPENDIX E: Crown Limited's subsidiaries (including Betfair Pty Ltd), share performance and key financial details

Table 62 and Table 63 contain lists of Crown Limited's joint venture and wholly owned subsidiary companies. Betfair Australasia is included in Table 62.

Table 62: Crown Limited's interest in joint ventures[252]

				% Interest	
Investments in Associates	Reporting Date	Principal Activity	Principal Place of Business	30 June 2013	30 June 2012
Melco Crown Entertainment Ltd	31 Dec(1)	Resort/Casino and gaming machine operator	Macau(2)	33.7	33.6
Betfair Australasia Pty Ltd	30 April(1)	Betting exchange	Australia	50.0	50.0
Aspers Holdings (Jersey) Ltd	30 June	Casino and gaming machine operator	U.K.	50.0	50.0

(1) The Group uses 30 June results to equity account for the investments.
(2) Melco Crown Entertainment Ltd was incorporated in the Cayman Islands.

[252] Crown Limited. 2013. *Financial report 2013.* Source: http://www.crownresorts.com.au/investors-media/annual-reports. Last accessed: 11 June 2014, p.107.

ORC INTERNATIONAL

Table 63: Crown Limited's controlled entities[253]

	Footnote		Country of Incorporation	Beneficial Interest Held by the Consolidated Entity[(1)]	
	2013	2012		2013 %	2012 %
Crown Limited			**Australia**	**Parent Entity**	
Artra Pty Ltd			Australia	100	100
Aspinall's Club Limited			United Kingdom	100	100
Burswood Limited	A	A	Australia	100	100
Burswood Nominees Ltd	A	A	Australia	100	100
Burswood Resort (Management) Ltd	A	A	Australia	100	100
Crown Asia Investments Limited	A	A	Australia	100	100
Crown Australia Pty Ltd	A		Australia	100	100
Crown Capital Golf Pty Ltd			Australia	100	100
Crown Cyprus Limited			Australia	100	100
Crown CCR Group Holdings One Pty Ltd	A	A	Australia	100	100
Crown CCR Group Holdings Two Pty Ltd			Australia	100	100
Crown CCR Group Holdings General Partnership			USA	100	100
Crown CCR Group Investments One LLC			USA	100	100
Crown CCR Group Investments Two LLC			USA	100	100
Crown CCR Holdings LLC			USA	100	100
Crown CPS Holdings Pty Ltd	A	A	Australia	100	100
Crown Entertainment Group Holdings Pty Ltd	A	A	Australia	100	100
Crown Gateway Luxembourg Pty Ltd	A	A	Australia	100	100
Crown Group Finance Limited	A	A	Australia	100	100
Crown Group Securities Ltd	A	A	Australia	100	100
Crown Management Holdings Pty Ltd	A	A	Australia	100	100
Crown Management Pty Ltd	A	A	Australia	100	100
Crown Melbourne Limited	A	A	Australia	100	100
Crown North America Holdings One Pty Ltd			Australia	100	100
Crown North America Investments LLC			USA	100	100
Crown Overseas Investments Pty Ltd	A	A	Australia	100	100
Crown Services (US) LLC			USA	100	100
Crown Sydney Pty Ltd			Australia	100	100
Crown UK Investments Ltd			United Kingdom	100	100
Crown (Western Australia) Pty Ltd	A	A	Australia	100	100
Flienn Pty Ltd	A	A	Australia	100	100
Jade West Entertainment Pty Ltd	A	A	Australia	100	100
Jemtex Pty Ltd	A	A	Australia	100	100
Nine Television (Netherlands Antilles) Pty Ltd			Australia	100	100
PBL (CI) Finance Limited			Cayman Islands	100	100
Pennwin Pty Ltd	A	A	Australia	100	100
Publishing and Broadcasting (Finance) Ltd	A	A	Australia	100	100
Publishing and Broadcasting International Holdings Ltd			Bahamas	100	100
Renga Pty Ltd	A	A	Australia	100	100

[253] Crown Limited. 2013. *Financial report 2013.* Source: http://www.crownresorts.com.au/investors-media/annual-reports. Last accessed: 11 June 2014, p.125.

Figure 90 shows the pattern of Crown's share performance on the Australian Securities Exchange over the last five years, compared to the S&P/ASX 50 Index (XFL) which comprises the 50 largest stocks by market capitalisation in Australia. The red line shows the performance of Crown, while the blue represents the S&P/ASX 50.

Figure 90: Crown Resorts' share performance, monthly average for last five years[254]

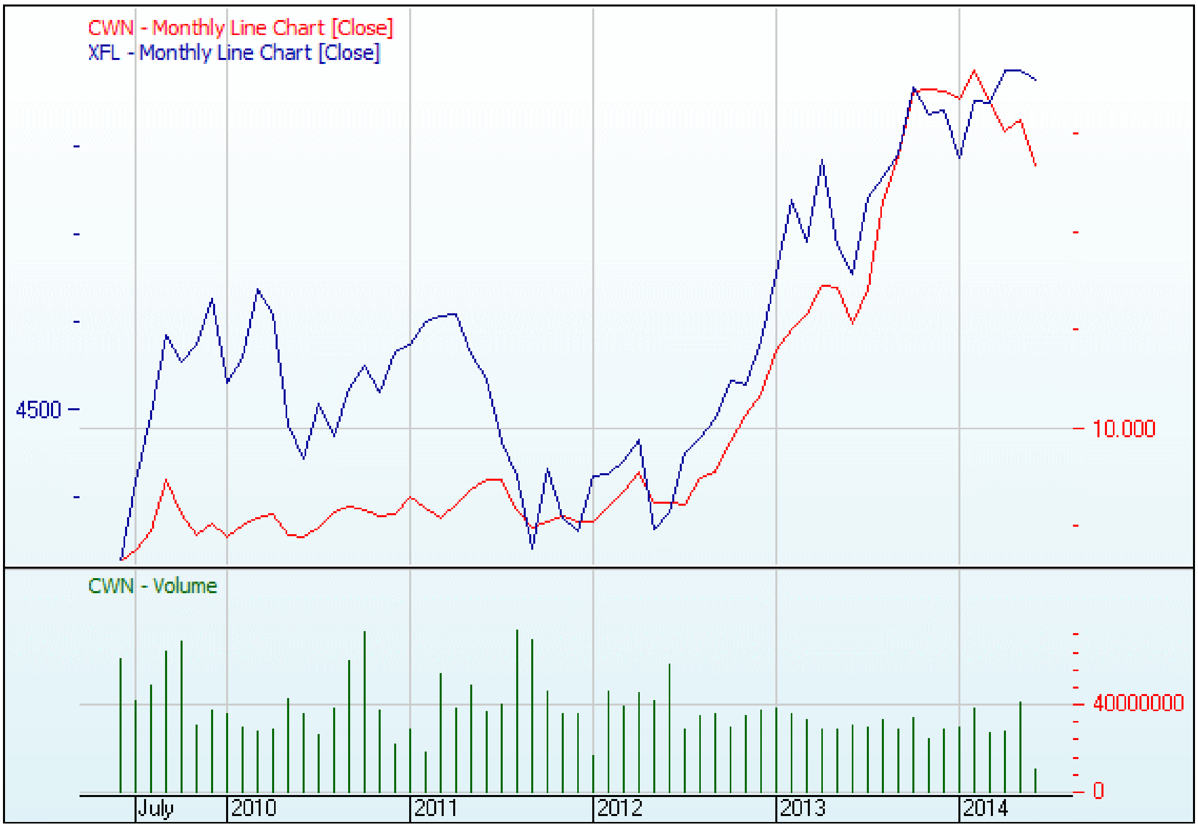


Table 64 shows Crown Limited's profit or loss statement, for the overall group, for 2012 and 2013.

[254] Australian Securities Exchange. [Website]. Source: http://www.asx.com.au. Last accessed: 12 June 2014.

Table 64: Crown's overall profit or loss statement for 2012-2013[255]

For the year ended 30 June 2013

	Note	2013 $'000	2012 $'000
Revenues	3	2,894,804	2,808,870
Other income	3	183	426
Expenses	3	(2,467,540)	(2,214,766)
Share of profits of associates and joint venture entities	2,10	147,911	138,872
Profit before income tax and finance costs		575,358	733,402
Finance costs	3	(133,446)	(113,584)
Profit before income tax		441,912	619,818
Income tax expense	2,5	(46,125)	(106,493)
Net profit after tax		**395,787**	**513,325**

[255] Crown Limited. 2013. *Financial report 2013.* Source: http://www.crownresorts.com.au/investors-media/annual-reports. Last accessed: 11 June 2014, p.84.

APPENDIX F: Tatts Group Limited's subsidiaries and shareholder lists

Table 65: Tatts Group Limited subsidiaries[256]

Name of entity	Country of incorporation	Equity holding 2013 %	Equity holding 2012 %
Controlled entities of Tatts Group Limited:			
TattsBet Limited[1]	Australia	100	100
NT TAB Pty Ltd	Australia	100	100
Broadcasting Station 4IP Pty Ltd	Australia	100	100
SA TAB Pty Ltd[1]	Australia	100	100
TAB Queensland Pty Ltd	Australia	100	100
TOTE Tasmania Pty Ltd[1]	Australia	100	100
Agility Interactive Pty Ltd[3]	Australia	100	100
Tasradio Pty Ltd[3]	Australia	100	100
Maxgaming Holdings Pty Ltd[1]	Australia	100	100
Maxgaming NSW Pty Ltd[1]	Australia	100	100
Maxgaming QLD Pty Ltd[1]	Australia	100	100
Maxgaming Vic Pty Ltd	Australia	100	100
Bytecraft Systems Pty Ltd[1]	Australia	[2]	[2]
Bytecraft Systems (NSW) Pty Ltd[1]	Australia	100	100
Bytecraft Systems (NZ) Limited	New Zealand	100	100
EGM Tech Pty Ltd[3]	Australia	100	100
Reaftin Pty Ltd[1]	Australia	100	100
Bytecraft Systems Pty Ltd[1]	Australia	[2]	[2]
Tattersall's Holdings Pty Ltd[1]	Australia	100	100
Tatts Online Pty Ltd	Australia	100	100
Tattersall's Sweeps Pty Ltd[1]	Australia	100	100
Tattersall's Gaming Pty Ltd[1]	Australia	100	100
Tattersall's Club Keno Pty Ltd	Australia	100	100
tatts.com Pty Ltd	Australia	100	100
New South Wales Lotteries Corporation Pty Limited[1]	Australia	100	100
Tatts Employment Co (NSW) Pty Limited	Australia	100	100
George Adams Pty Ltd	Australia	100	100
Tattersall's Australia Pty Ltd[3]	Australia	100	100
Tatts NT Lotteries Pty Ltd	Australia	100	100
Golden Casket Lottery Corporation Limited[1]	Australia	100	100
Tattersall's Investments (South Africa) (Pty) Limited	South Africa	100	100
Wintech Investments Pty Ltd[1]	Australia	100	100
Tattersall's Gaming Systems (NSW) Pty Ltd	Australia	100	100
Tatts Lotteries SA Pty Ltd[1,5]	Australia	100	100
Victorian Licence Bid Pty Ltd[3]	Australia	100	100
VicTote Manager Pty Ltd[3]	Australia	100	100
European Gaming (Finance) Limited	United Kingdom	100	100
George Adams Holdings Limited	United Kingdom	100	100
European Gaming Limited	United Kingdom	100	100
Talarius Limited	United Kingdom	100	100
Bytecraft Systems (UK) Limited	United Kingdom	100	100
In-To-Save Limited	United Kingdom	100	100

256 Tatts Group Limited. 2013. *Annual Report 2013.* Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, pp.123-124.

Name of entity	Country of incorporation	Equity holding 2013 %	2012 %
Blackheath Leisure (Carousel) Limited	United Kingdom	100	100
RAL Limited	United Kingdom	100	100
RAL Employee Benefit Trustee Limited	United Kingdom	100	100
RAL Interactive Limited	United Kingdom	100	100
CZ Trading Limited	United Kingdom	100	100
Cyberslotz Services SRL	Romania	100	100
CZ Holding Limited	Malta	100	100
Cyberslotz Services Malta Limited	Malta	100	100
CZ Back Office Limited	Malta	100	100
CZ Trading Limited	Malta	100	100
Leisure Promotions Limited	United Kingdom	100	100
Leisurama Holdings Limited	United Kingdom	100	100
Leisurama Entertainment Limited	United Kingdom	100	100
Displaymatics Holdings Limited	United Kingdom	100	100
Winners Amusements Limited	United Kingdom	100	100
Palma Leisure Limited	United Kingdom	100	100
National Leisure Limited	United Kingdom	100	100
Tattersall's Sweeps Consultation Long Service Leave fund	Australia	[4]	[4]

1. These subsidiaries have, where applicable, been granted relief from the necessity to prepare financial statements in accordance with Class Order 98/1418 issued by the Australian Securities and Investments Commission. Refer to Note 36 for further information.
2. Owned 50% by Tatts Group Limited and 50% by Realtin Pty Ltd. 100% equity holding within the Group.
3. Dormant entity.
4. Not incorporated. The trustees of the entity are employees of the Group, therefore in accordance with AASB, the Group controls the Fund and the Fund is consolidated.
5. Entity renamed during the current financial year. Previous name was VicTote Participant Pty Ltd.

Table 66: Tatts Group's largest shareholders, ordinary shares[257]

	Ordinary Shares	
Name	Number of shares	% of total shares
HSBC Custody Nominees (Australia) Limited	253,603,427	18.08
JP Morgan Nominees Australia Limited	164,985,299	11.76
National Nominees Limited	164,841,163	11.75
Citicorp Nominees Pty Limited	76,149,259	5.43
JP Morgan Nominees Australia Limited	31,324,755	2.23
UBS Wealth Management Australia Nominees Pty Ltd	17,610,423	1.26
BNP Paribas Noms Pty Ltd	17,130,567	1.22
Tassyd Pty Limited	13,560,000	0.97
UBS Nominees Pty Ltd	11,392,483	0.81
RBC Investor Services Australia Nominees Pty Limited	10,998,767	0.78
HSBC Custody Nominees (Australia) Limited	10,440,259	0.74
RBC Investor Services Australia Nominees Pty Limited	10,098,602	0.72
Citicorp Nominees Pty Limited	9,744,709	0.69
Robin Edward Davey	9,568,668	0.68
QIC Limited	7,565,022	0.54
Wentworth Investments Pty Ltd	7,176,501	0.51
Neweconomy Com Au Nominees Pty Limited	6,063,805	0.43
AMP Life Limited	5,659,883	0.40
Bainpro Nominees Pty Limited	5,618,884	0.40
HSBC Custody Nominees (Australia) Limited	5,612,958	0.40
Total	839,145,434	59.82

[257] Tatts Group Limited. 2013. *Annual Report 2013*. Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, p.140.

Table 67: Tatts Group's largest shareholders, Tatts bonds[258]

Name	Tatts Bonds Number of bonds	% of total bonds
JP Morgan Nominees Australia Limited	401,000	20.60
JP Morgan Nominees Australia Limited	233,876	12.01
Citicorp Nominees Pty Limited	192,865	9.91
National Nominees Limited	89,405	4.59
UBS Nominees Pty Ltd	74,871	3.85
BNP Paribas Noms Pty Ltd	60,000	3.08
HSBC Custody Nominees (Australia) Limited	59,303	3.05
Citicorp Nominees Pty Limited	53,560	2.75
Sandhurst Trustees Ltd	34,245	1.76
Questor Financial Services Limited	31,717	1.63
RBC Investor Service Australia Nominees Pty Limited	25,000	1.28
UBS Wealth Management Australia Nominees Pty Ltd	22,187	1.14
HSBC Custody Nominees (Australia) Limited	11,400	0.59
Elecnet (Aust) Pty Ltd	10,000	0.51
RBC Investor Services Australia Nominees Pty Limited	9,000	0.46
RBC Investor Services Australia Nominees Pty Limited	7,000	0.36
Richard Small Nominees Pty Limited	7,000	0.36
BT Portfolio Services Limited	6,760	0.35
BT Portfolio Services Limited	6,750	0.35
Avanteos Investments Limited	6,610	0.34
Total	1,342,549	68.97

Table 68: Tatts Group's shares issued, ordinary shares[259]

Domicile	Number of shares	% of shares	Number of holders	% of holders
Australian Capital Territory	3,869,132	0.28	823	1.06
New South Wales	672,531,773	47.95	10,230	13.14
Northern Territory	1,455,561	0.10	331	0.43
Queensland	198,763,332	14.17	41,241	52.99
South Australia	15,196,371	1.08	1,898	2.44
Tasmania	51,356,644	3.66	1,150	1.48
Victoria	434,067,255	30.94	19,196	24.66
Western Australia	19,074,125	1.36	2,588	3.33
Overseas	6,397,767	0.46	372	0.48
Total	1,402,711,960	100.00	77,829	100.00

[258] Tatts Group Limited. 2013. *Annual Report 2013.* Source: https://www.tattsbizpartners.com.au/businesspartners/interactivepdf/ipdf_TG.aspx?pdfID=90. Last accessed: 12 June 2014, p.141.

[259] Ibid, p.141.

Table 69: Tatts Group's shares issued, Tatts bonds[260]

Domicile	Number of holders	% of holders	Number of Tatts Bonds	% of Tatts Bonds
Australian Capital Territory	17	1.12	3,620	0.19
New South Wales	361	23.73	854,478	43.89
Northern Territory	3	0.20	280	0.01
Queensland	325	21.37	63,360	3.25
South Australia	44	2.89	17,545	0.90
Tasmania	23	1.51	10,463	0.54
Victoria	589	38.72	937,458	48.16
Western Australia	157	10.32	58,687	3.01
Overseas	2	0.13	751	0.04
Total	1,521	100.00	1,946,642	100.00

[260] Ibid, p.142.