

research snapshot

summarize | mobilize



Frequency of in-game gambling, cryptocurrency, and financial trading app marketing in the English Premier League

What this research is about

In the United Kingdom, there is a lot of in-game marketing of gambling and gambling-like products within the national sport of football (soccer).

Gambling-like products include cryptocurrencies and financial trading. People who engage excessively with these products are also more likely to experience problem gambling.

The English Premier League (EPL) has gambling marketing embedded within its games. Gambling marketing in the EPL can be seen through shirt sponsorship and pitch-side hoardings. But the EPL has volunteered to ban gambling logos on shirt fronts beginning in 2026. This study examined how likely the ban might reduce exposure to different types of gambling marketing.

What the researchers did

The researchers examined 10 broadcasts from the 2022/2023 EPL season. The sample contained 10 matches in which every qualifying team participated once. These matches were played between August 2022 and April 2023. The researchers did not include commercial-break advertisements and pre-game, half-time, or post-game broadcasting content.

The researchers analyzed how frequently logos associated with gambling, cryptocurrency, and financial trading were visible in each broadcast. They also analyzed the brand, location, format, and duration of logos. The researchers defined such logos as “any brand emblem that was visible via in-play marketing or sponsorship for more than one second.”

If multiple logos were visible on the screen, they were counted separately. Logos were counted every time

What you need to know

The English Premier League (EPL) has volunteered to ban gambling logos on shirt fronts beginning in 2026. The purpose of this study was to examine how likely the ban might reduce exposure to different types of gambling marketing. The researchers examined 10 broadcasts from the 2022/2023 EPL season. They analyzed how frequently logos associated with gambling, cryptocurrency, and financial trading appeared in the broadcasts. They also examined the brand, location, format, and duration of the logos.

The researchers identified 3,023 visible shots of gambling, cryptocurrency, and financial trading marketing. Within these shots, there were 20,941 relevant logos. Most (64%) of the logos were related to gambling only. About 11% were for both gambling and cryptocurrency. A total of 10% of the logos were for cryptocurrency only, while another 10% were for both cryptocurrency and financial trading. Finally, 6% of the logos were for financial trading only. On average, logos associated with gambling appeared once every 3.8 seconds. In contrast, cryptocurrency logos appeared every 8.6 seconds and financial trading logos appeared every 20 seconds. The most frequent marketing location was pitch-side hoardings (52%). Only 35 gambling logos included harm-reduction content. Harm-reduction content was not present with cryptocurrency or financial trading logos.

they appeared on screen. The researchers also noted the number of ‘shots’ of visible marketing. When multiple identical logos were visible in the same location, this counted as one ‘shot’ of visible

marketing. For each logo, the researchers coded the marketed product, associated brand, number of individual logos, logo location, logo duration, and whether harm-reduction content was present.

What the researchers found

The researchers identified 3,023 visible shots of gambling, cryptocurrency, and financial trading marketing. Within these shots, the researchers identified 20,941 relevant logos.

Most (64%) of the logos were related to gambling only. About 11% were for both gambling and cryptocurrency. A total of 10% of the logos were for cryptocurrency only, while another 10% were for both cryptocurrency and financial trading. Finally, 6% of the logos were for financial trading only.

On average, logos associated with gambling appeared once every 3.8 seconds (16 times per broadcast minute). In contrast, cryptocurrency logos appeared every 8.6 seconds (7 times per minute), and financial trading logos appeared every 20 seconds (3 times per minute).

There were 30 relevant brands observed. The most featured brands were Betway (31%) for gambling logos, Stake (28%) for cryptocurrency-associated logos, and FBS (29%) for financial trading logos.

The researchers noted 1,075 shirt-front gambling-associated logos. This represented only 7% of all gambling-associated logos, and 5% of all logos combined. The most frequent marketing location used was pitch-side hoardings (52%). These results implied that the ban on shirt-front sponsorship would only affect a small proportion of gambling marketing.

Only 35 logos included harm-reduction content. These logos were all gambling-associated logos. Harm-reduction content was not present with cryptocurrency or financial trading logos.

How you can use this research

This research provides insight into the potential impact of the EPL's voluntary ban on shirt-front gambling sponsorship. It can inform policy makers and researchers.

About the researchers

Jamie Torrance is affiliated with the School of Psychology at Swansea University in the UK; the School of Psychology at the University of Chester in the UK; and the School of Psychology at the University Centre Shrewsbury in the UK. **Conor Heath** is affiliated with the School of Psychology at the University of Chester and the School of Psychology at University Centre Shrewsbury in the UK. **Maira Andrade** is affiliated with the School of Psychology at the University of East London and the School of Psychological Science at the University of Bristol in the UK. **Philip Newall** is affiliated with the School of Psychological Science at the University of Bristol in the UK, and the Experimental Gambling Research Laboratory in the School of Health, Medical and Applied Sciences at CQUniversity in Australia. For more information about this study, please contact Jamie Torrance at jamie.torrance@swansea.ac.uk.

Citation

Torrance, J., Heath, C., Andrade, M., & Newall, P. (2023). Gambling, cryptocurrency, and financial trading app marketing in English Premier League football: A frequency analysis of in-game logos. *Journal of Behavioral Addictions*, 12(4), 972–982. <https://doi.org/10.1556/2006.2023.00066>

Study funding

Funding for this study was provided by the University of Chester via an internal QR grant.

About Greo

Greo has partnered with the Knowledge Mobilization Unit at York University to produce Research Snapshots. Greo is an independent knowledge translation and exchange organization with almost two decades of international experience in generating, synthesizing, and mobilizing research into action across the health and wellbeing sectors. Greo helps organizations improve their strategies, policies, and practices by harnessing the power of evidence and stakeholder insight.

Learn more about Greo by visiting greo.ca or emailing info@greo.ca.

