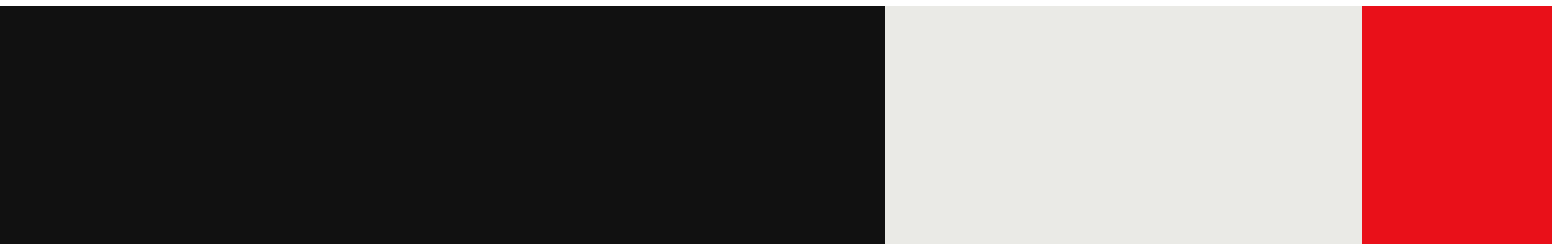


# More gambling ad spend goes to TV than all other formats combined

Article



## US Gambling and Casino Ad Spending, by Media, Jan-Nov 2023

millions



Note: represents activity on the MediaRadar platform, broader industry metrics may vary;  
\*includes email, mobile, native, subscription over-the-top (OTT), podcast, and print  
Source: MediaRadar as cited in company blog, Dec 28, 2023

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**Key stat:** The biggest player in US gambling and casino ad spend is TV, which reached \$471.8 million between January and November 2023, according to a December 2023 MediaRadar study.

### Beyond the chart:

- Overall US gambling and casino ad spend was up 14% YoY in Q1 2023 and 4% in Q2, but dipped 25% in Q3, according to MediaRadar.
- US sports betting is on the rise, with total sports betting handle projected to increase by 35.0% to \$184.45 billion this year, according to our March 2023 forecast.
- [Sports betting site FanDuel had a Super Bowl ad for the \(sports\) books](#) last year, featuring a live field goal kick from former NFL player Rob Gronkowski. FanDuel will be back in 2024's game, featuring [Gronkowski making another attempt](#).

### Use this chart:

- Recognize the role of gambling platforms and casinos as ad-buyers.
- Consider gambling ad spend formats.

### More like this:

- [What is the difference between brand suitability and brand safety?](#)
- [US Sports Betting 2023 \(Insider Intelligence subscription required\)](#)
- [Combined CTV and linear TV ad spend will near \\$100 billion in 2027](#)
- [The shifts that will impact 2024's video ad landscape](#)