

The more they bet, the more they'll watch

MONETIZING THE “GAMBLING EFFECT” ON TV SPORTS WATCHING



IT WILL BE little surprise to most that young men watch a lot of sports on TV, that they watch more sports than women do, or that they gamble, according to a 2018 global Deloitte study of TV-watching and gambling behavior. What is news, though, is how important TV sports watching is for men aged 18–34, how frequently some of them gamble—and how close the relationship is between gambling frequency and watching more TV sports.

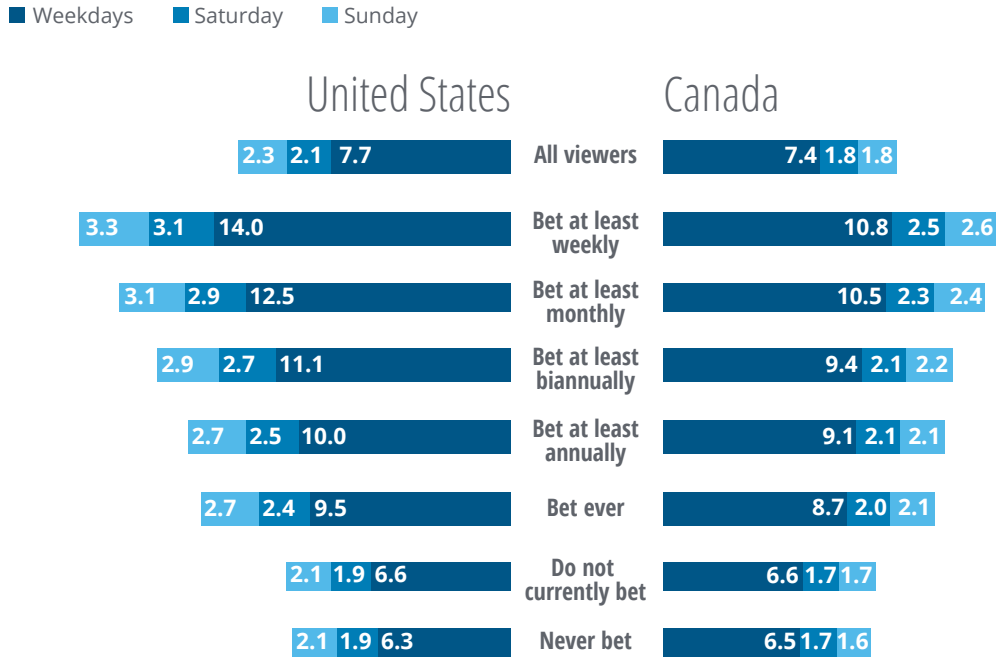
Indeed, our research suggests that in 2019, 60 percent of North American men aged 18–34 who watch sports on TV will also bet on sports. What’s more, the more often they bet, the more TV sports they’ll watch (figure 1).

The clear positive relationship between sports betting frequency and sports TV watching isn’t just of academic interest. The “betting effect” on how much sports TV men watch could mean revenue opportunities for TV sports broadcasters and the gambling industry alike. As a thought experiment, one can imagine a youngish man in the year 2025 watching a football game on TV, smartphone in hand. He can bet on the match at any point, modify his wager, buy back a losing wager, bet on the outcome of individual plays or stats—all in real time, and all tailored to him. Ads could be served that are customized for him, informed by his betting

FIGURE 1

In the United States and Canada, betting on sports drives more hours spent watching sports on TV

Mean weekly hours spent watching TV sports, by betting frequency and day of week, all TV sports watchers in the United States and Canada, 2018



Note: Of 1,062 US TV sports watchers surveyed, 129 bet at least weekly, 186 at least monthly, 266 at least biannually, 362 at least annually, 486 had “ever” bet, 653 did not currently bet, 563 never bet, and 13 did not know (not shown). Of 964 Canadian TV sports watchers surveyed, 111 bet at least weekly, 178 at least monthly, 257 at least biannually, 280 at least annually, 418 had “ever” bet, 621 did not currently bet, 534 never bet, and 12 did not know (not shown). Source: Deloitte global survey, US and Canada data, August 2018.

and attention, and watching would have to be 100 percent live. The broadcaster or betting site could not only charge more for ads seen by such an involved viewer, but even have a share in (or own outright) the profits from the betting/video stream ... at margins much higher than usual for TV broadcasting.

Will services like this come to pass? Will young men use them? Will they drive increased watching of live TV sports matches?

We would bet on it. ●

For more, read *Does sports TV have a future? Bet on it* on www.deloitte.com/insights.