

Public Health Implications of Online Sports Betting in Canada

September 27, 2019

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Overview

What is single-event sports betting?

Why is this an important PH issue?

What are some policy options supporting PH?



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Sports Betting: *What is it?*

Defining Sports Betting

- ▶ Wager(s) on the outcome(s) (win, loss, tie, etc.) of one or more sporting event (race, fight, game)
- ▶ **Parlay betting:** A wager on the outcome of 2 or more events
- ▶ **Single event betting:** A wager on a single sporting event

Parlay Wagers	Payout
2	2.5x
3	6x
4	10x
5	20x
6	40x

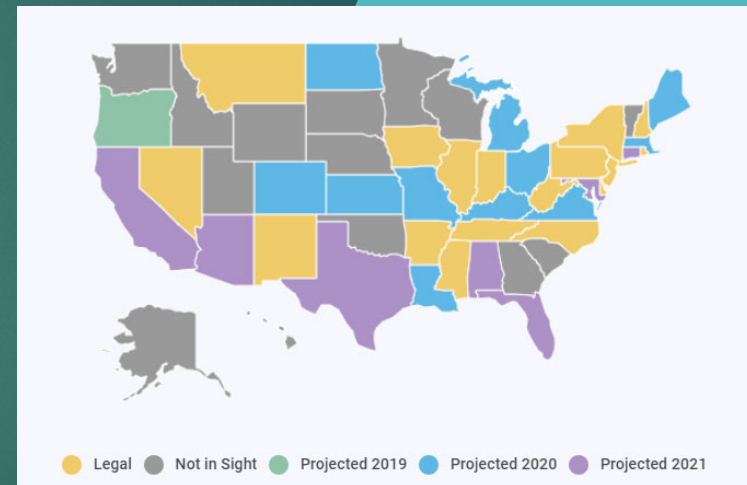
SEB/Moneyline	
Team/Competitor A	3.60
Team/Competitor B	1.33

History of Online Sports Betting



- ▶ **1996:** First online sports betting website, *Intertops*, launches
- ▶ **2000:** *Betfair* website launches as a platform for customers to bet against each other
- ▶ **2002:** First live betting website is introduced
- ▶ **Since Inception,** there have been hundreds of online sportsbooks

Sports Betting Legalization in the US



Actionnetwork.com, 2019

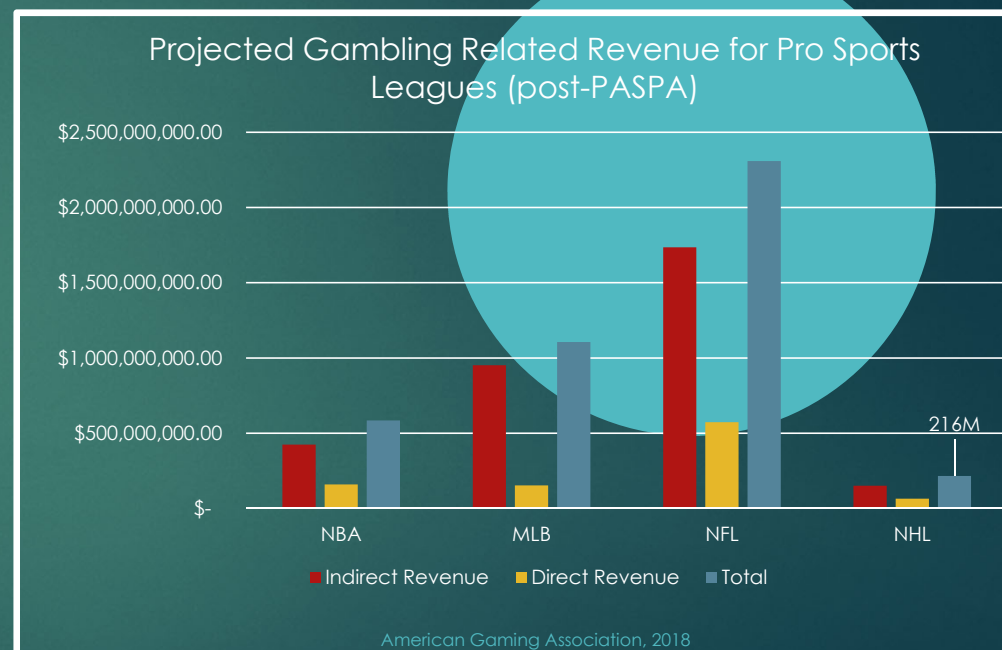
Gambling Participation

- ▶ **Globally:** 10s of millions (?)
- ▶ **EU:** Over 12M Europeans involved in online gambling; Sports betting (40.3%) most popular form of online gambling
- ▶ **UK:** Sports betting is the most popular form of gambling after lottery; Online sports betting estimated at ~8% of adult population
- ▶ **Australia:** Nearly 10% of adult population place sports bets; 34.1% use mobile, 15.1% use computer
- ▶ **US:** Potentially millions in the first year of broad legalized sports betting



Economic Scale of Industry

- ▶ **Globally:** \$39.7B USD generated from licensed sportsbooks; projected to reach \$94B USD by 2024
- ▶ **EU:** Gross revenue from online gambling estimated at €19.6B
- ▶ **UK:** Online betting, £2B; Football, £1.04B (2018)
- ▶ **Australia:** Sports betting accounted for over \$1B AUS (2017)



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Legalization in Canada

Sports Betting in Canada



- ▶ **1910** – Canadian Criminal Code amended to allow gambling on horse races
- ▶ **1970-1985** – Federal government amends CCC to allow provinces to govern gambling operations
- ▶ **1990s-Present** – rapid expansion of lotteries, casinos, and other forms



Toronto.citynews, 2019

Attempts to Reform Policy

- ▶ **2011** – Bill C-627 proposed a repeal of paragraph 207 to allow provincial governments to license betting on races, fights or single sporting events or athletic contests.



The effect of this bill would be to allow us to bet on individual events. There is a great deal of criminal activity that is going on, both inside and outside the country, where moneys are flowing out and Canadians are betting illegally on those activities.

Joe Comartin, Windsor-Tecumsek, ON (NDP)

- ▶ **2016** – Bill C-221 repeated the proposed amendment of Bill C-627



This bill would allow single-event sports betting, which is critical for the Canadian economy. Most important, it would take away \$14 billion of money to organized crime and unregulated offshore betting taking place right now in a market that induces our youth...

Brian Masse, Windsor-West, ON (NDP)

Current Policy Advocacy



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TAKE ME TO PROM


Sports

U.S. sports betting legalization threatens Canadian gaming business

f t in

Single-game wagering still not allowed north of the border

Jamie Strashin · CBC Sports · Posted: May 14, 2018 3:31 PM ET | Last Updated: May 14, 2018



Sports betting was legal in Canada in some forms before Monday's landmark U.S. Supreme Court ruling, but that decision could have an impact on the way things are done north of the border. (Julie Jacobson/Associated Press)

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Fedeli pushing to legalize single sports betting

'We want the people of Ontario to be allowed to legally bet on single sports events Leafs game'

Mar 13, 2019 2:00 PM by: [Chris Dawson](#)



Finance Minister Vic Fedeli speaks to reporters in Toronto. File photo.

TORONTO SUN

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WARREN: Single sports betting in Canada just became an urgent issue

Jim Warren

Published: May 19, 2018

Updated: May 19, 2018 4:00 PM EDT

Filed Under: Toronto SUN > Opinion > Columnists


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Fans at a Boston bar react to a Patriots touchdown against the Eagles during Super Bowl 52 in Minneapolis on Feb. 4, 2018. Steven Senne / AP Photo

The Federal Government should have already legalized head-to-head sports betting to create thousands of jobs in Canada. Now they need to act urgently to protect existing casino industry jobs and the economies of Canada-U.S. border cities.

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Why is Sports Betting a PHP Issue?

Groundwork for PHP

- ▶ A **public health issue** can be framed as any phenomena that affects or threatens the health of a population

Exposure → Risk → Outcome

- ▶ **Policy:** A formal institutional response characterizing an issue as a problem and providing an indication of how it may be addressed

Quick Examples of PHP Issues



- ▶ **Issues:** Tobacco, alcohol, physical injury, food safety, etc.
- ▶ Social and economic characteristics that make abstinence unlikely
- ▶ Policy 'solutions' that aim to manage risk and harm



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Gambling Harm

General Characteristics of Harm



- ▶ Online sports betting is a risky form of gambling
- ▶ Live action sports betting is an independent predictor of PG severity
- ▶ Daily fantasy sports associated with risk of gambling problems; suicidal thoughts

J Gambl Stud (2016) 32:47–78
DOI 10.1007/s10899-015-9542-1



ORIGINAL PAPER

Gambling and Problem Gambling in Victoria, Australia: Changes over 5 years

Max Abbott¹ · Christine A. Stone² · Rosa Billi³ ·
Kristal Yeung³

Curr Addict Rep (2015)
DOI 10.1007/s40429-01

TECHNOLOGY AND ADDICTION (M GRIFFITHS, SECTION EDITOR)

Online Gambling Addiction: the Relationship Between Internet Gambling and Disordered Gambling

Sally M. Gainsbury¹

J Gambl Stud (2015) 31:121–131
<https://doi.org/10.1007/s10899-018-9744-4>




ORIGINAL PAPER

In-Play Betting, Sport Broadcasts, and Gambling Severity: A Survey Study of Spanish Sports Bettors on the Risks of Betting on Sport While Watching It

Hibai Lopez-Gonzalez¹ , Mark D. Griffiths²,
and Ana Estévez¹

Communication & Sport
1–22
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Daily Fantasy Sports Players: Gambling, Addiction, and Mental Health Problems

Lia Nower¹ , Kyle R. Caler¹ · Dylan Pickering² · Alex Blaszczyński²

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Gambling Risk Factors

Youth and Young Adults



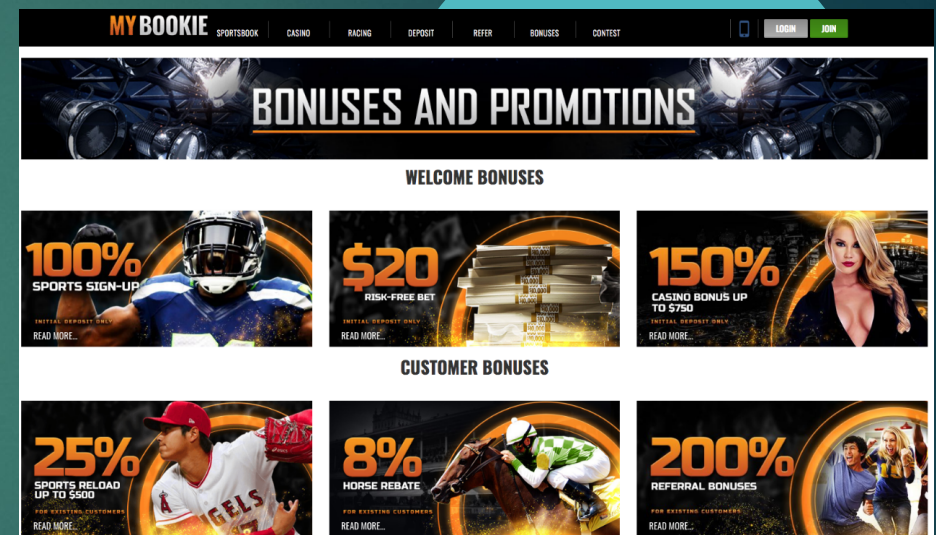
Aifs.gov.au, 2019

- ▶ **Young adults 18-34 year olds** (especially males) most engaged and at highest risk of gambling problems and harms
- ▶ **Youth 8-17 years old** are considered to be at-risk for developing problems assoc. with sports betting

Marketing and Advertising



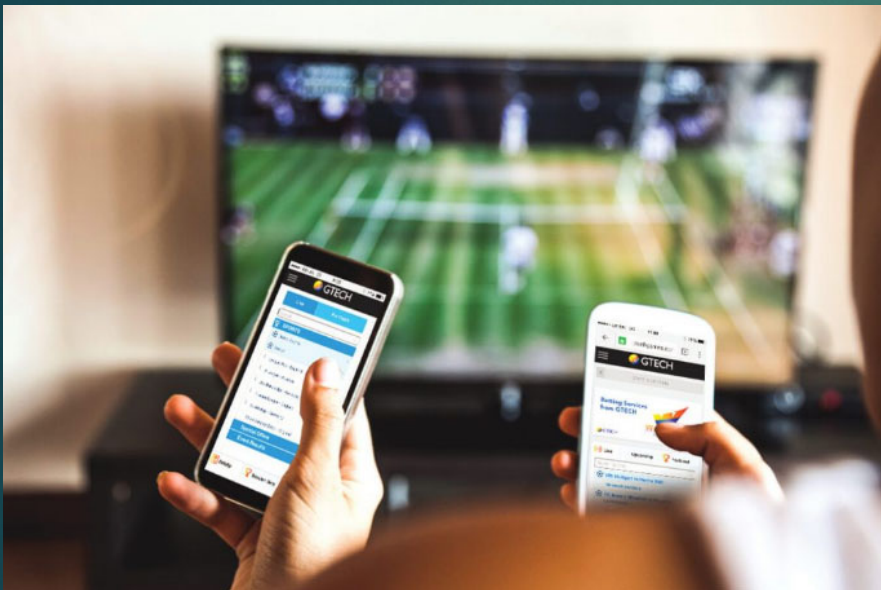
- ▶ Sports betting advertisements and marketing disproportionately appeal to and influence moderate and high risk gamblers
- ▶ Advertised gambling inducements can promote impulsive gambling behaviours, excessive betting
- ▶ Integration of sports betting ads and expert commentary, celebrity endorsements, etc. are highly influential



(Hing, Cherney, et al., 2015; Hing, Lamont, et al., 2015; Hing, Russell, et al., 2018; Hing, Sproston, Brook, & Brading, 2017; Newall et al., 2019; Nyemcsok et al., 2018; Parke & Parke, 2019; Pitt, Thomas, & Bestman, 2016; Thomas, Pitt, Bestman, & ..., 2016; Binde & Romild, 2018; Hing, Lamont, Vitartas, & Fink, 2015; Hing, Russell, Li, & Vitartas, 2018; Lamont & Hing, 2018; Hing, Browne, et al., 2018; Jenkinson et al., 2018; Lopez-Gonzalez, Estévez, & Griffiths, 2017; Lopez-Gonzalez & Griffiths, 2018b)



Betting Features



igamingtimes.com, 2019

- ▶ **In-play betting:** Ability to place wagers on sporting events during matches
- ▶ **Micro-event betting:** Wagering on minor aspects of match progress
- ▶ **Cash-out features:** Allows players to recycle funds and place further bets
- ▶ **Instant depositing:** Ability to fund accounts instantly or wager using credit

Sports and Culture

- ▶ Sport has deep cultural value in societies around the world
- ▶ Sport can have a sanitizing effect on gambling
- ▶ Sports betting operations leverage the social and cultural values inherent in sport



Cole Burston, Getty Images 2019

Substance Use

- ▶ PG sports bettors are significantly more likely to use substances (e.g., illicit drugs, alcohol)
- ▶ In-play betting associated with PG and alcohol use
- ▶ Marketing and advertising often feature alcohol consumption and junk food



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Public Health Policy Options

News Headlines: August, 2019



Aug. 1

- **UK:** Gambling advert ban takes effect from start of Ashes

Aug. 2

- **UK:** Gambling poses one of the greatest mental health risks in elite sport, player associations warn

Aug. 6

- **Portugal:** Online gambling up 25%

Aug. 7

- **US:** Washington Redskins to offer gambling-focused pre-season telecast

Aug. 13

- **Australia:** Betting apps crafting personalized texts, increasing risk taking

Aug. 15

- **Australia:** Fan of micro-betting? Odds are you're a problem gambler

Aug. 19

- **UK:** Students 'handing out £5 notes to their peers' to encourage them to use betting apps, report claims

Aug. 20

- **UK:** Thousands of children exposed to social media gambling ads, study finds

Aug. 22

- **Sweden:** Spelinspektionen fines four more gambling operators

Evidence-Informed Policy

- ▶ Research emphasizes *youth, marketing and advertising, in-play betting, sports' cultural value, and substance use* as key areas of concern
- ▶ Mature industries have learned from evidence or experience and instituted key requirements

Country	Recent Ad Policy Measures
EU	Illegal to market or advertise sports betting as a form of investment
Belgium	8pm TV ban on ads and no ads during live sports broadcasts; ban on celebrity endorsements
Australia	Ban on ads during daytime and targeting children; no ads during game and 30min before/after game; no gambling reps as part of commentary team
UK	Restrict ads around live sports events
Italy	Complete ban on sports betting ads

Policy Options for Canada?

Prohibit

- No ads targeting youth
- No ads depicting substance use
- No ads during live sports broadcasts (including uniform sponsors)
- Use of credit to gamble online

Restrict

- Ads aired immediately before/after live events
- Gambling inducements in ads must detail cash-out details
- Ads emphasizing skill over chance
- Inducements and bonuses restricted to low, unrenewable amounts
- Live-betting limited or restricted online

Require

- Operators and promotions provide RG resources
- Proportion of gross revenue for research and treatment
- Operators meet RG accreditation standards
- Operators implement behav. algorithms to detect and respond to high risk
- All operator staff be trained in RG
- Third-party (e.g., bank) or official ID age verification to activate accounts

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Closing Thoughts

1

Pressure is growing to fully legalize sports betting in Canada

2

Such a change represents a significant economic gain for industry and governments alike

3

Risk and harm is a serious public health concern

4

Research and policy precedence provides useful evidence for informing domestic policy development

Thank you!

Comments/Questions:

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