

Hidden Persuaders in Football: AI-Based Measurement of Gambling Advertising Exposure

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Abstract

Gambling branding in English Premier League (EPL) broadcasts remains pervasive and concentrated in low-attention contexts such as pitchside hoardings and players' shirts, undermining the effectiveness of current self-regulatory measures. Previously, single matches contained over 5,000 gambling logos, requiring manual counting by human coders. This study introduces an AI-driven approach to automate measuring advertising exposure, including brand name, time, duration, and maximum concurrent logos. The system demonstrates near-perfect agreement with human coders, offering a scalable alternative to manual analyses. Grounded in Low Attention Processing (LAP) theory, we argue the developed AI tool can provide evidence for repeated incidental exposure on a large scale that shapes consumers subconscious affective responses. Finally, we outline regulatory implications and propose the routine use of such AI application to enable comprehensive oversight and evidence-based policy interventions.

Track: Advertising & Marketing Communications