

Betting chiefs agree to stop adverts during live sport - but children will still be deluged

So much for that gambling ad ban!

By Tom Witherow and Jake Hurfurt

CHILDREN are still likely to be bombarded with gambling adverts during live TV sporting events - even when industry's much-touted 'ban' is introduced, the Daily Mail can reveal.

Betting firms announced last month that they will stop running advertisements around live televised football matches from this summer.

The ban will start five minutes before pre-watershed live games and end five minutes after the final whistle.

But a Mail audit of TV games over Christmas found more than half the gambling adverts shown fell outside this 'whistle-to-whistle' period.

Despite industry claims that the ban will 'drastically reduce' betting advertising on TV, viewers are still likely to be besieged by it.

Between December 21 and January 3 more than 250 commercials, or 16 per game, were shown during live football matches - a third more per match than in the equivalent period last year. Of those, close to 130 were in the build-up or post-match analysis - outside the 'whistle-to-whistle' period.

The most adverts in one game was 28, for last Thursday's top-of-the-table clash between Manchester City against Liverpool, 18 of which were outside the restricted period.

Every match analysed had gambling advertisements on pitch-side hoardings and more than half featured a team with a betting company as primary shirt sponsor, meaning hundreds more marketing messages appeared during the matches.

Last night MPs said they will now launch a formal inquiry into gambling advertising on television and the internet.

Labour MP Carolyn Harris, chairman of the all-party parliamentary group (APPG) for gambling, said: 'The industry is absolutely relentless. If there is a loophole, the industry will find a way to exploit it to the detriment of others.'

'They have no compassion - to them people are disposable. The group will take evidence. We really want to make recommendations.'

Former Tory leader Iain Duncan Smith, the vice-chairman of the APPG, added: 'We are going to have a full review around



Ad: Ray Winstone

HOW VIEWERS ARE BOMBARDED

	Man City vs Liverpool	Newcastle Utd vs Man Utd	Liverpool vs Arsenal	Southampton vs West Ham
Date, kick-off	Jan 3, 8pm	Jan 2, 12.30pm	Dec 29, 5.30pm	Dec 27, 7.45pm
Ads before match: Not banned	10	6	6	4
Ads after match: Not banned	8	8	6	5
Number of ads outside the ban	18	14	12	9
Ads around game: Banned	10	12	9	12
Pitch-side sponsorship	✓	✓	✓	✓
TV interview room sponsors	✓	✓	✓	✓
Betting firm shirt sponsors	None	Fun88 (Newcastle Utd)	None	Betway (West Ham)

All these matches were shown on Sky Sports Main Event or BT Sport

Daily Mail CAMPAIGN

STOP THE GAMBLING PREDATORS

CHILDREN DELUGED WITH TV GAMBLING ADS

The Mail, January 8 2018

football and other sporting events. The whole process has got to be looked into because young people are being bombarded with different adverts.'

Labour deputy leader Tom Watson said: 'It's not acceptable that millions of people, including children and problem gamblers, trying to enjoy one of the traditional Boxing Day games, are being bombarded with gambling advertising.'

'This is the reality every single match day, whether fans watch from home or the stadium.'

The Daily Mail watched the 16 Premier League matches screened live between December 21 and January 3 on Sky Sports and BT Sport. A total of 254 adverts for gambling firms were screened during the build-

up, half-time and post-match analysis. Close to 130 of this year's advertisements were outside the 'whistle to whistle' ban period - making up 51 per cent of all gambling adverts - and nearly nine in ten were aired before the 9pm watershed.

On Boxing Day, fans were subjected to 43 adverts in three matches on Sky Sports.

The adverts over the Christmas period were placed by Britain's biggest gambling brands, including BetFair, PaddyPower and William Hill.

The most prolific advertiser was Bet365, which aired 110 sponsorship messages and advertisements, including ones fronted by actor Ray Winstone. Ladbrokes showed advertisements featuring Inbetweeners

actor James Buckley and ex-boxer Frank Bruno. Former sports commentator John Motson also appeared in an advert for Football Index.

Campaigners said the whistle-to-whistle advert ban for the 2019/20 season will have a limited effect because the majority of bookmakers' advertising spend is online.

Liz and Charles Ritchie, of Gambling with Lives, said: 'We should also not forget the £750million spent on direct marketing. Much stricter regulation on online gambling marketing is essential.'

Clive Hawkswood, chief executive of the Remote Gambling Association, which represents 35 online operators including Bet365, said: 'The biggest concern during the Government review was the concentration of adverts around the period when people switched on.'

'That's not to say other things won't be looked at in annual reviews.'

Additional reporting by Sami Quadri and Courtney Bartlett
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No-hope bets 'fuelling addictions'

BOOKMAKERS are sending gamblers into debt by advertising only their most addictive products, academics have claimed.

Gambling companies lure football fans into losing big by pushing no-hope bets with enticing odds on adverts, they said.

Research by the Universities of Warwick and Bath said customers are drawn in by the high odds, unaware that these bets will result in huge losses in the long run.

The authors cited odds offered mid-match by actor Ray Winstone in the Bet365 adverts as an example.

During Thursday's match between Man-

By Tom Witherow

chester City and Liverpool a half-time advert featuring the actor offered live odds of 14/1 on Liverpool winning 2-1.

Simpler bets with lower odds, for example the home team to win or a draw, have a better long-term return and are less addictive but tend not feature in adverts.

Co-author Dr Philip Newall, from the University of Warwick, has proposed a 'risks warning' system, similar to the alcohol-by-volume percentage on drinks bottles.

He said: 'The absence of any labelling of

different product risks is compounded by gambling companies picking high-risk bets to dominate advertising campaigns.

The study, published online, found that with high-risk bets an 'unskilled' gambler, who had not studied previous matches, could lose up to 50 times more than a skilled gambler betting on low-risk bets.

A spokesman for campaign group Fairer Gambling said: 'The different levels of losses and harm associated with each product shows some are more addictive than others. Consumers should be made aware of these risks before they engage in them.'

House prices fell by almost £60 every day in December

By Hugo Duncan
Deputy Business Editor

HOUSE prices fell by nearly £60 a day last month as the worst year for the property market since 2013 drew to an end.

The value of a typical home dropped by £1,763 in December alone - the equivalent of £56.87 a day, according to figures from mortgage lender Nationwide. The 0.7 per cent decline, to £212,281, was the largest monthly fall since July 2012.

The slump left prices just 0.5 per cent higher than they were a year earlier - the slowest annual rate of growth since February 2013.

The figures will fuel fears that the housing market is running out of steam and could face a correction or even a crash in the coming months.

That would spell misery for millions of homeowners, particularly those with large mortgages - although it would be welcomed by first-time buyers struggling to get on the property ladder.

Nationwide's figures pointed to a new North-South divide emerging in the housing market - with London and the South-East struggling while the rest of the country fares better. The building

'The South East stagnated'

society said prices in London fell 0.8 per cent last year while the so-called 'outer metropolitan' region around the capital suffered a 1.4 per cent decline. The rest of the South East stagnated.

Across England, prices in the East Midlands rose 4 per cent, while there was a 3.7 per cent gain in Yorkshire and Humberside, 2.9 per cent in the West Midlands, 2.2 per cent in the North West, 2 per cent in the South West and East Anglia and 1 per cent in the North.

Prices were up 5.8 per cent in Northern Ireland and 4 per cent in Wales - but in Scotland, they rose just 0.9 per cent in 2018.

Economic forecaster Ernst & Young Item Club predicted prices would depend on the outcome of Brexit, saying they could rise by 2 per cent this year if there is a deal, but warned that prices would fall by around 5 per cent if the UK leaves without a deal.

Hunt rebukes Moscow over British 'spy'

FOREIGN Secretary Jeremy Hunt yesterday warned Moscow after it emerged a man arrested on espionage charges in Russia is British.

Mr Hunt said Paul Whelan, pictured, should not be used as a 'pawn in diplomatic chess games' after he was accused by the Kremlin of obtaining state secrets.

Mr Whelan, 48, was born in Canada and has British, American and Irish nationality. His family are originally from near Birmingham.

Mr Hunt said: 'We are extremely worried about Paul Whelan, we have offered consular assistance. The US are leading on this because he is a British and American citizen.'

