

Gambling advertising in Switzerland

Explorative study on its effect on young people/adolescents and the legal situation

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Dörte Petit - Addiction Switzerland

Luca Notari - Addiction Switzerland

Hannah Wettstein – OST, Eastern Switzerland University of Applied Sciences (IFSAR)



Declaration of Financial Interests or Relationships

We have no financial interests or relationships to disclose regarding the subject matter of this presentation.

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Content

Baseline:

Collection of Swiss gambling advertisement examples

Current state of knowledge on gambling advertising

Objective:

1. Compare the Swiss legal framework of gambling advertising with other countries
2. Explore young people's perception of gambling advertising (focus group)

The study by Sucht Schweiz was published in April 2024 and financed by *Spielen ohne Sucht* northwestern and central Switzerland (11 cantons)



0. Baseline: current knowledge about gambling advertising

- Advertising takes place in many forms and in many places
- Sponsorship as an important marketing strategy for gambling
- Particularly sport is used for gambling advertisement (not just sport betting)



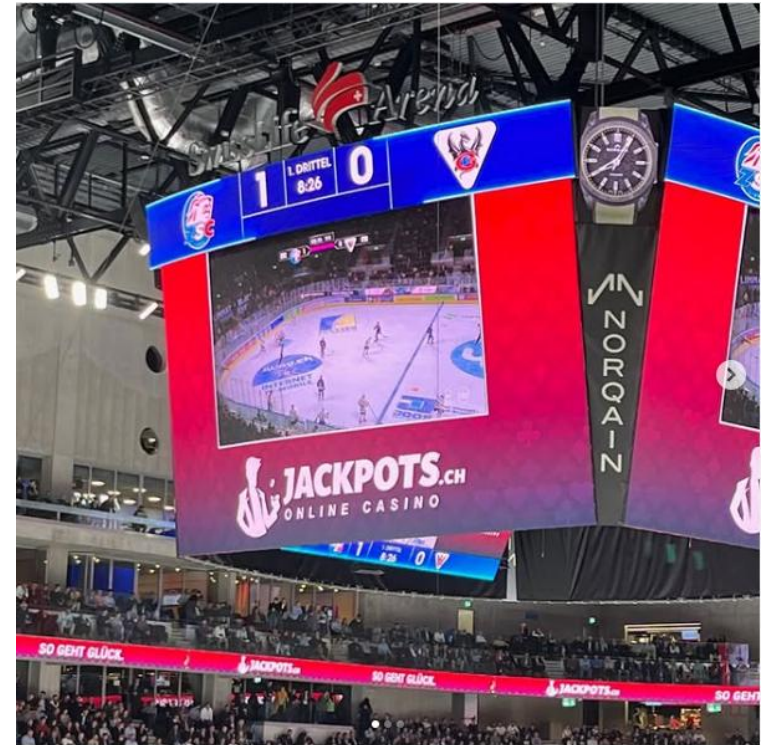
0. Baseline current knowledge about gambling advertising

Advertising leads to normalisation and positive attitudes towards gambling

Advertising may influence the intention to gamble

Advertising can have an influence on gambling frequency

There is a dose-response relationship



https://www.instagram.com/p/Cj4wQNkoqJ/?img_index=1

Gambling in Switzerland

Offer:

21 Casinos

11 of which have an online offer

2 Lottery and betting brands (Swiss-German, and Swiss-French)

Legal as of 18 years of age

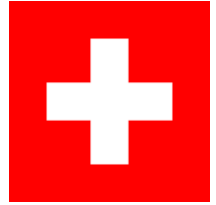
Risky or problematic behaviour in 2022*:

2.8 % of 15-17 years

7.8 % of 18-24 years

*Swiss Health Survey





1. Legal framework: Switzerland

In Switzerland, Article 74 of the BGS defines:

"Advertising may not target minors or persons who are banned from gambling"

Switzerland has not defined anything specific with regard to **targeting**



1. Legal framework, international regulations: Results

2 Types of regulations

- Advertising content
- Exposure to advertising

3 Minimum standards are observed in all countries

- Prohibition of the dissemination of messages that are misleading or deceptive or encourage excessive gambling
- Licence systems that determine who may advertise
- Prohibition of targeted advertising for minors, banned persons or persons with risky gambling behavior



1. Legal framework: international regulation of gambling advertising

	Strong regulation of the content of adverts	Content restrictions moderately developed	Little regulation of the content of advertising
Strong control of exposure of the population	Belgium	Italy	
Partial control of exposure	The Netherlands	Spain	Germany
Low exposure control		Great Britain; France	Switzerland; Austria; Australia

Remark. Classification made by the authors Source: Addiction Switzerland, 2024, p. 40



3. Focus group



Adobe Stock, 13.02.25, #407614273



Adobe Stock, 13.02.25, #1066524609

3.1. Results

All participants ...

- ... regularly see advertisement
- ... could spontaneously give examples
- ... have already thought about gambling and have experience

3.2 Exposure

- Advertising comes in many forms and is shown in many places (particularly on mobile phones)
- Financial incentives seem to play an important role, as they encourage young people and their friends to try and gamble

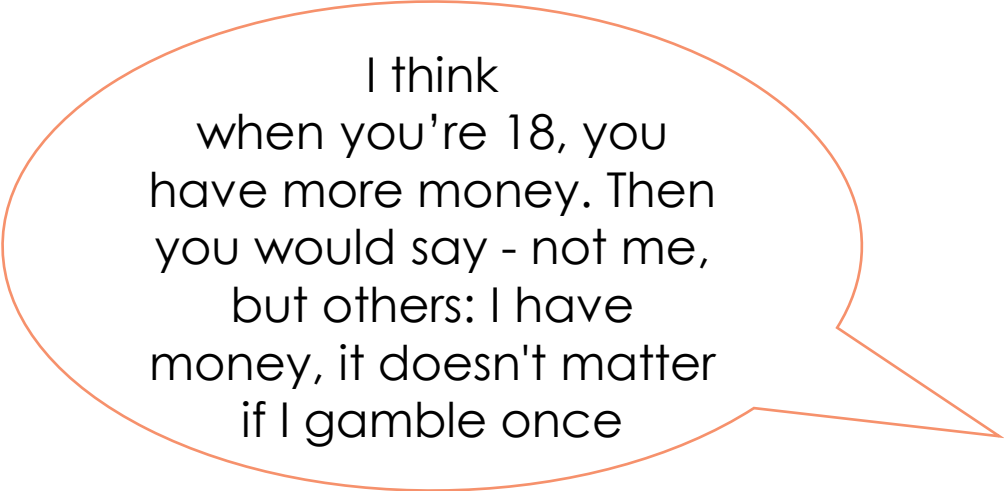
I once played a mobile phone game, then there was an advert saying that you would get paid if you just downloaded the app [...] I did that, but it wasn't like that.



3.3 Rationality and irrationality of young people

Discrepancy between official rhetoric 'we know it's dangerous' (it's for adults, risk of addiction and low chances of winning) and curiosity:

- Temptation to participate
- Chance of winning the jackpot



I think
when you're 18, you
have more money. Then
you would say - not me,
but others: I have
money, it doesn't matter
if I gamble once

3.4 Trust in Swiss brands

No trust in unknown brands (e.g. advertising in apps), but trust in Swisslos: One of the two Swiss lottery and betting brands

- Does the legal offer benefit indirectly from illegal advertising?

If I were 18,
I would rather take part in an offer from
a local provider, like Swisslos. It's really
there, it almost has to be good if it's an
official (Swiss) lottery stand, exposed
like that - instead of one that appears
on my mobile phone

3.5 Distinction between 'gambling' and 'sports betting'

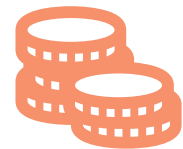
- Sports betting: Advertising is perceived as factual, informative and serious, the industry gives the winning instructions
- Young people don't talk about 'winning', but about 'making money'

I think that's how money has to be explained, in steps. I wouldn't just want to do something blindly and I think it's good that they show you [...] how it works. That also increases the confidence that I would put money into it

3.5 Distinction between 'gambling' and 'sports betting'

Many young people don't perceive sports betting as gambling

I have the feeling that in the world of sport you have to have a certain amount of foresight [...] look at the tables to see who has won more, then you can bet and know whether you will win or not. In the casino, you have no idea if you're going to win



Conclusion

- Regulations in Switzerland have room for improvement
- Current Swiss gambling laws do not address the rapid evolution of the market
- Even if not explicitly targeted: minors in Switzerland are exposed to gambling advertisements and are influenced by them

Recommendations:

- Follow the example of Belgium (restrict all forms of advertisements and allow exceptions)
- Restrict sponsorship practices that serve as indirect advertising
- Enhance controls on online gambling advertisements reaching younger audiences



Thank you very much!



Sources:

Addiction Switzerland (2024). *Study on gambling advertising in Switzerland*. <https://doi.org/10.58758/rech169>

Video and pictures

casino777.ch (by Casino Davos) (2022). YouTube: Responsible Thrillseeker.

https://www.youtube.com/watch?v=c5pi6K_rNZ8

Jackpots.ch (2022). Instagram. www.instagram.com/p/Cj4wQNkoqgJ/?img_index=1

Adobe Stock (licenced), 13.02.25, 407614273/1066524609

