**Prevalence Of Sports Gambling Ads Could Spark Backlash**

Participants at the recent SBC Summit North America voiced concerns that the proliferation of sports gambling advertisements on television could result in a backlash against the industry. Some called for industry players to self-regulate so as to avoid government restrictions like those in many European countries, while others argued that ads are a necessary part of attracting and retaining customers.

***The Associated Press 12.2.21***

[***https://apnews.com/article/nfl-technology-entertainment-sports-lifestyle-faeb8e8ee4909821455069cd806e00d0***](https://apnews.com/article/nfl-technology-entertainment-sports-lifestyle-faeb8e8ee4909821455069cd806e00d0)

***Image credit:***

[***https://eprimefeed.com/wp-content/uploads/2021/12/Sports-betting-industry-ponders-if-relentless-advertising-is-overkill-for.jpg***](https://eprimefeed.com/wp-content/uploads/2021/12/Sports-betting-industry-ponders-if-relentless-advertising-is-overkill-for.jpg)