

**EMERGING VERSUS MATURE MARKETS: SPORTS BETTING IN BRAZIL AND
THE UNITED KINGDOM**

**MERCADOS EMERGENTES VERSUS MERCADOS MADUROS: APOSTAS
ESPORTIVAS NO BRASIL E NO REINO UNIDO**

**MERCADOS EMERGENTES VERSUS MERCADOS MADUROS: APUESTAS
DEPORTIVAS EN BRASIL Y EL REINO UNIDO**

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Abstract

Title: Emerging versus mature markets: Sports betting in Brazil and the United Kingdom

Objective: Contrast Brazilian sports betting market with that of the United Kingdom - which is more mature and has a long-lived regulation - using the following dimensions: economic, legal, integrity, advertising, and public health.

Methodology: We collected secondary data from various Brazilian sources: (i) media, (ii) community, and (iii) government. To compare the Brazilian and the UK markets, we collected data from multiple government UK websites.

Originality: Although research has furthered knowledge of sports betting, it has emphasized some dimensions over others.

Main results: Brazilian actors are more concerned with the positive aspects of the economic and legal dimensions. Thus, they have not paid much attention to the negative aspects of integrity, advertising, and public health dimensions. By contrast, the debate about sports betting is more balanced in the UK. The UK actors acknowledge multiple dimensions of sports betting and how they affect each other.

Theoretical contributions: This paper adds knowledge by providing a holistic study of the sports betting market and contributes by analyzing an emerging market that is disregarded in the literature.

Social contributions: The comparison between two sports betting markets at different developmental stages (Brazil and UK) provides valuable lessons for Brazilian actors to frame a more balanced debate about sports betting. In addition, emerging markets unfamiliar with fixed odd sports betting can learn how to handle sports betting more adequately.

Keywords: sports betting; gambling; emerging market; Brazil; United Kingdom.

Resumo

Título: Mercados emergentes versus mercados maduros: apostas esportivas no Brasil e no Reino Unido

Objetivo: Contrastar o mercado brasileiro de apostas esportivas com o do Reino Unido - mais maduro e com regulamentação longínqua - usando as seguintes dimensões: econômica, legal, integridade, publicidade e saúde pública.

Metodologia: Foram coletados dados secundários de várias fontes brasileiras: (i) mídia, (ii) comunidade e (iii) governo. Para comparar os mercados brasileiro e britânico, levantamos dados de diversos sites governamentais do Reino Unido.

Originalidade: Embora a literatura tenha aprofundado o conhecimento acerca das apostas esportivas, algumas dimensões são enfatizadas em detrimento de outras.

Resultados: Os atores brasileiros estão mais preocupados com os aspectos positivos das dimensões econômicas e legais. Deste modo, não há muita alerta a questões negativas referentes à integridade, publicidade e saúde pública. Em contraste, o debate sobre apostas esportivas se encontra mais balanceado no Reino Unido, onde se reconhece as múltiplas dimensões das apostas esportivas e como uma pode afetar a outra.

Contribuições teóricas: Este trabalho promove um estudo holístico do mercado de apostas esportivas e contribui ao analisar um mercado emergente que ainda inexplorado na literatura.

Contribuições sociais: A comparação entre dois mercados de apostas esportivas em diferentes estágios de desenvolvimento (Brasil e Reino Unido) fornece lições valiosas para que atores brasileiros possam estruturar um debate mais equilibrado. Além disso, mercados emergentes não familiarizados com apostas esportivas de odds fixas podem aprender a lidar com elas de forma mais adequada.

Palavras-chave: apostas esportivas; apostas; mercado emergente; Brasil; Reino Unido.

Resumen

Título: Mercados emergentes versus mercados maduros: apuestas deportivas en Brasil y el Reino Unido

Objetivo: Contrastar el mercado brasileño de apuestas deportivas con el del Reino Unido - más maduro y con regulación lejana - utilizando las siguientes dimensiones: económica, legal, integridad, publicidad y salud pública.

Metodología: Se recopilieron datos secundarios de varias fuentes brasileñas: (i) medios de comunicación, (ii) comunidad y (iii) gobierno. Para comparar los mercados brasileño y británico, recopilamos datos de varios sitios web del gobierno del Reino Unido.

Originalidad: Si bien la literatura ha profundizado en el conocimiento sobre las apuestas deportivas, se enfatizan algunas dimensiones en detrimento de otras.

Resultados: Los actores brasileños están más preocupados por los aspectos positivos de las dimensiones económicas y legales. Por lo tanto, no hay muchas advertencias sobre cuestiones negativas relacionadas con la integridad, la publicidad y la salud pública. Por el contrario, el debate sobre las apuestas deportivas está más equilibrado en el Reino Unido, donde se reconocen las múltiples dimensiones de las apuestas deportivas y cómo una puede afectar a la otra.

Aportes teóricos: Este trabajo promueve un estudio holístico del mercado de las apuestas deportivas y contribuye analizando un mercado emergente que aún no ha sido explorado en la literatura.

Contribuciones sociales: La comparación entre dos mercados de apuestas deportivas en diferentes etapas de desarrollo (Brasil y el Reino Unido) brinda lecciones valiosas para que los actores brasileños estructuren un debate más equilibrado. Además, los mercados emergentes que no están familiarizados con las apuestas deportivas de cuotas fijas pueden aprender a manejar las apuestas deportivas de manera más adecuada.

Palabras clave: apuestas deportivas; apuestas; mercado emergente; Brasil; Reino Unido.

1. INTRODUCTION

The sports betting market has been recently estimated at US\$ 85 billion (Research & Markets, 2020). The popularization of online sports betting (Parke & Parke, 2019), especially in sports-enthusiast countries (Lopez-Gonzalez & Griffiths, 2018), has contributed to increase

this market. In Brazil, the sports betting market is unregulated but moves more than US\$ 400 million per year (Ministry of Economy, 2021a).

Although the Brazilian sports betting market is the largest in South America (Lock, 2021), scholarly work about it is still incipient (Marchetti et al., 2021). After regulation, Brazil is likely to become one of the most important sports betting markets (Ministry of Economy, 2021b). This assumption endorses that the omission in the existing literature is problematic.

Unlike, for example, the USA, where some states are already familiar with fixed-odds sports betting (Weinbach & Paul, 2009), Brazilian's coexistence with this type of sports betting has only emerged after the recent boom in sports betting sites (Ministry of Economy, 2021c). Brazilian legal betting market has been historically managed by the federal government agency, which holds almost the total monopoly of the sector, and has never offered fixed-odds sports betting (Law 4,161, 1962).

This situation has given rise to the fact that not only the public authorities are unfamiliar with the subject, but also society as a whole. Besides, the Brazilian sports betting market experiences a cultural lag (Ogburn, 1992), i.e., a gap between technological development and the legal institutions that shape and regulate this development (Wood & Williams, 2011). Thus, analysis considering the multiple dimensions of this market is needed (Ferreira, 2021).

Against this backdrop, this paper analyzes sports betting in the Brazilian market from the following dimensions: economic (Rodriguez et al., 2017), legal (Andreff, 2019), integrity (Tak et al., 2018), advertising (Lopez-Gonzalez et al., 2017), and public health (Hing et al., 2016). We collected secondary data from the Brazilian media, the community, and the government to understand how sports betting in Brazil has been portrayed in each dimension. We use polar types (Eisenhardt, 1989) to contrast the Brazilian and the British cases. Unlike Brazil, the United Kingdom (UK) has a well-established culture of sports betting and is the biggest legal sports betting market in Europe (Gambling Commission, 2020a).

This paper adds knowledge by providing a holistic study of the sports betting market and contribute by analyzing an emerging market that is disregarded in the literature using several dimensions identified. The comparison between two sports betting markets at different developmental stages (Brazil and UK) provides valuable lessons for Brazilian actors to frame a more balanced debate about sports betting. In addition, emerging markets unfamiliar with

fixed odd sports betting may benefit from these lessons and can learn how to handle sports betting more adequately (e.g., Peru, Argentina, and Uruguay).

2.THEORETICAL BACKGROUND

2.1 Economic dimension

The economic dimension highlights positive and negative economic outcomes of sports betting (e.g., Grinols, 2004). Sports betting leverages economic growth (Vacca, 2014), generates jobs (Benegal, 2013), and raises tax revenues, which are used to improve public services (Miranda, 2018). Sports betting can also improve the national sports environment (Salaga et al., 2020) by benefitting advertising agencies, sports competitions, sports clubs, and specialized media (e.g., Pitt et al., 2017).

In contrast, Nikkien et al. (2018) suggested that sports betting costs may override potential economic benefits. Although gambling creates jobs, they tend to be low-paid (Grinols, 2004). Besides, 60% of the gambling revenues are estimated to come from problem gamblers (Schull, 2012). Gambling also has a negative multiplier effect on the economy, as it is a regressive taxation method that increases inequalities (Rolando & Scavarda, 2018).

2.2 Legal dimension

The legal dimension involves the legalization of sports betting, as well as the coexistence of legal and illegal betting markets (Laffey et al., 2016). Although several countries (e.g., UK and Australia) have legalized gambling (Kingma, 2008), the efficiency of efforts to prohibit internet gambling is questionable (Kim & King, 2020). Various sports betting websites, for example, offer online services to consumers residing in jurisdictions where the operator does not have an operating license (Andreff, 2019).

Even in countries where sports betting is allowed and websites are licensed, gamblers turn to foreign websites because they offer more perceived benefits and products (Jensen, 2017). Generally, gamblers are unconcerned about whether a particular website is licensed (Gainsbury et al., 2018).

2.3 Integrity dimension

The integrity dimension refers to the manipulation of sports results (Lastra et al., 2016). Manipulation has existed since the emergence of sports (Blackshaw, 2017). However, the Internet has turned sports betting into a global economic industry, helping to expand betting possibilities and facilitating match-fixing (Lopez-Gonzalez & Tulloch, 2015). In other words, the corruption potential in sports has increased with the recent sports betting boom (Andreff, 2019). In addition, as sports bets usually occur in other countries (Rodriguez et al., 2017), handlers can move across countries and sports, enhancing mechanisms of results manipulation and money laundering (Cabot et al., 2018).

2.4 Advertising dimension

The advertising dimension refers to the advertisement of sports betting products and services and includes website, social media and television ads, logo displays in sports stadiums, and club uniforms (Hing et al., 2014).

Sports betting ads convey that betting is suited to everyone and attempt to convince people that betting while watching sports is fun (Lopez-Gonzalez et al., 2019). In this sense, advertising emphasizes only positive aspects of sports betting (Bradley & James, 2019), presenting situations and characters that normalize this practice in society (Lole et al., 2019). Bereiter and Storr (2018) and have concerned about the cons of such ads; these authors have discussed that ads should not target vulnerable consumers and minors, be aired during live sports broadcasts, or raise false hopes of possible gains.

2.5 Public health dimension

The last dimension concerns public health (Hing et al., 2018). Research studies have shown that betting can cause financial, personal, and interpersonal problems (Armstrong et al., 2018). These harmful effects go beyond the individual level and affect the community's public health (Langham et al., 2016).

Challenges involving problematic sports bettors are enormous because gamblers enjoy a more forgiving social perception (Deans et al., 2017). That happens because sports betting lacks some of the negative connotations associated with other types of betting (Miller & Thomas, 2017).

3.METHODOLOGY

3.1 Background

The gambling market became illegal in Brazil in 1946 (Decree-law, 1946). Accordingly, creating or exploring games of chance such as bingos and casinos is lawbreaking. In 1962, the Brazilian government founded the Caixa Econômica Federal Lottery, which holds a monopoly of legal betting games (Law 4.161, 1962). Since then, legal and illegal gambling markets (e.g., Bingo and Animal Game - Jogo do Bicho in Portuguese) have coexisted in Brazil (Medeiros et al., 2016) but never handled fixed odds gambling until the recent boom in sports betting sites.

The Brazilian gambling market is one of the largest worldwide, moving more than US\$ 6 billion annually (Law Project 2.448, 2019). Legal bets correspond to 56% of this amount (Caixa, 2021). In this scenario, hundreds of websites offer sports betting to Brazilians (Ministry of Economy, 2021c). As a result, public authorities have attempted to legalize sports betting; Law 13.756/2018, for example, has established guidelines for regulating this practice in the country (Law 13.756, 2018).

3.2 Data Collection

We collected secondary data from various sources (see Table 1): (i) media, (ii) community, and (iii) government. We collected data from one of the largest Brazilian news websites (Terra) and two traditional Brazilian newspapers (O Estado de São Paulo and O Globo). Both newspapers have national coverage and have been in operation for over 80 years. According to Humphreys (2010), newspapers are “relatively stable indicators” as they “form a metric for established cultural associations that is comparable over time” (p. 778). Besides, they publish different types of news for a diverse audience; articles usually reflect several voices because journalists often interview people with different viewpoints.

We also selected on the web from several Brazilian organizations, henceforth called community, all news that mentioned sports betting. As sports betting involves diverse interests (Lastra et al., 2016), different organizations have participated in debates about the implications of sports betting in other countries (BeGambleAware, n.d.). Thus, we collected data from the Brazilian Sports Betting Association, the Brazilian Institute for Legal Gaming, the Brazilian

Institute of Sports Law, the Brazilian Football Confederation, the Brazilian Gamblers Anonymous, and the International Betting Integrity Association. Then, we collected laws, decrees, and official news from government websites.

Table 1
Data sources

	Source	Links
Brazil		139
	<i>Media</i>	106
1	Newspapers (O Globo, O Estado de São Paulo)	36
	News website (Terra)	70
	<i>Community</i>	24
2	Position of Brazilian organizations in news/website articles	24
	<i>Government</i>	9
3	Law, government decrees, and official news	9

To collect data from sources #1 and #2, we used the keyword *apostas esportivas* (sports betting in English) and considered articles published between December 2016 and December 2020. This four-year period covers 24 months before and after the publication of Law 13.756/2018.

To compare the Brazilian and the UK markets, we collected data from the following UK websites: Legislation, Government, Parliament, National Health Service (NHS), Gambling Commission (GC), National Audit Office, and HM Revenue & Customs (HMRC). We also collected data from the BeGameAware website. This organization has an agreement with the GC and is at the forefront of commissioning a National Gambling Treatment Service (BeGambleAware, 2022; Gambling Commission, 2021b).

3.3 Data Analysis

We followed standard practices for qualitative data analysis (Miles & Huberman, 1994). We analyzed the data on the Brazilian and the UK markets separately.

First, we read all the articles and selected those related to sports betting. Then, we coded them by selecting excerpts that represented at least one of the sports betting dimensions. Two researchers participated in this process; one of them did the first coding and the other validated the coding. They discussed the discrepancies until they reached a consensus. After that, we triangulated the data about each dimension, contrasting data from the three sources. Finally, we compared the Brazilian and UK markets, identifying their similarities and differences.

Table 2 contains excerpts that illustrate the five dimensions of the Brazilian and UK sports betting markets. All data are available from the first author upon request.

Table 2
Excerpts per dimension

Dimension	Brazil	UK
Economic	“Under the regulation and inspection of the Ministry of Economy, the privatization of bets will bring returns to the State and generate jobs and income for Brazil.” (Ministry of Economy, 2020)	“The industry generates over £14 billion/£3bn (approximately US\$19 billion) in annual revenue and employees over 100,000 people.” (Gambling Commission, 2020b)
Legal	“If the government creates an adequate regulation, without restricting the number of licenses, and follows the best global practices, big international betting companies will come. Once developed, the national market will help the government fight unlicensed operators.” (Cacioli, 2019)	“Along with the Gambling Act 2005, there was another important legislation after The Act 2014. It deals with everything related to online gaming. This is more encompassing and more focused towards online and remote betting to ensure all gambling companies that operate in the UK fall under the law and the GC, wherever they are actually based.” (Gambling Act, 2014)
Integrity	“The International Betting Integrity Association questioned the absence of a regulatory structure for sports betting in the draft promulgated on the subject. The document only mentions cooperation with international organizations to prevent corruption, but does not discuss sports integrity.” (IBIA, 2019).	“Information reported to the Gambling Commission has resulted in a football player, Bradley Wood, being banned for six years by the Football Association (FA). A betting firm, licensed by the Gambling Commission, identified and reported suspicious betting activity that the player would receive a yellow card during the match. The FA’s robust action was taken as a result of collaborative work between the Commission’s Sports Betting Intelligence Unit, the FA, and the betting industry.” (Gambling Commission, 2018)
	“With the fast growth of the betting market in Brazil, large global companies have started to pay attention	

Advertising	to marketing and advertising campaigns in the country; the targets are the football teams". (O Estado de São Paulo)	Gambling advertising has increased since the 2005 Act, especially in football (House of Lords, 2020).
Public Health	"Sports betting sites are dangerous to potential gamblers who fail to play responsibly." (Costa & Neves, 2020)	"According to the reports, the most common location for gambling addicts was online, used by 69% of clients. Bookmakers were the next most common, used by 38% of gamblers. Within online services, sporting events represent 37%. Within bookmakers, Sporting events represent 31%. (BeGambleAware, 2020b)

4.RESULTS

4.1 Economic dimension

Brazil

The Brazilian press emphasized the economic benefits of sports betting. After the legalization of betting, national sports are estimated to be benefited from an additional income of R\$ 300 million (nearly US\$ 60 million) (Leister Filho, 2019a). This industry is expected to move R\$ 10 billion (nearly US\$ 2 billion) per year in the country (Globo, 2020).

The Brazilian Sports Betting Association shares this view and draws attention to the economic potential of the Brazilian sports betting market. The organization identifies the following market drivers: emerging market, population size, and passion for sports (Games Magazine Brazil, 2019).

Likewise, the economic dimension stands out in the official discourse. The Brazilian authorities believe that sports betting will generate jobs and income for the country (Ministry of Economy, 2020). They expect to raise at least R\$1 billion (nearly US\$ 200 million) in taxes from sports betting regulations (Tanji, 2017).

However, the externalities of sports betting and the costs of controlling activities were not mentioned (Gonçalo Junior, 2019). Likewise, the quality and payment issues in newly created jobs were not discussed (Prata, 2020).

UK

The UK gambling industry has approximately 24 million adult gamblers, which means that more than 45% of UK residents gamble (Gambling Commission, 2020b). Of this total, 10.5 million people bet online. The industry generates over US\$ 19 billion in annual revenue and employs over 100,000 people (Gambling Commission, 2020b). Recorded tax receipts from April 2020 to March 2021 totaled US\$ 3.89 billion (HMRC, 2021). Sports betting represents US\$ 4.4 billion (31.42%), with US\$ 2 billion coming from online sports betting and US\$ 2.4 billion from non-remote sports betting.

4.2 Legal dimension

Brazil

The economic and legal dimensions are interconnected (Cacioli, 2019). The press supports the regulation arguing that online bets and physical markets already coexist in Brazil (EPTV 2, 2020). Besides, it draws attention to the opportunities beyond the Internet offered by cell phone stores and bars, which move untaxed money (Amato & Goulart, 2020). Organizations such as the Brazilian Institute for Legal Gaming also endorse the regulation of the sports betting market, stating that the economy will be strengthened and jobs will be created (Legal Gambling Institute, 2020).

The Brazilian government uses economic justification in favor of regulation (Ministry of Economy, 2021c), claiming that the sports betting market already exists, albeit unregulated. The government aims to legalize betting practices to generate resources and income for the country, but it will not provide or limit the number of operators. Instead, it will regulate practices and benefit from the legalization of the sports betting market (Ministry of Economy, 2019).

UK

In the UK, gambling establishments have been legal since 1960. The GC has regulated sports betting (Gambling Act, 2005) on behalf of the government's Department for Digital, Culture, Media, and Sport (DCMS) under the Gambling Act 2005. The Gambling Act 2005 sets the rules about licensing and advertising on land-based operators.

Likewise, the Gambling Act 2014 (Gambling Act, 2014) regulates online gaming and focuses on online and remote betting. The Gambling Act 2014 ensures that all gambling companies operating in the UK fall under the law and the GC Guidance. Thus, operators with equipment in the UK or who target the UK market must obtain an appropriate operating license and pay gambling fees on business done with UK citizens.

Despite the current legislation, a new gambling act has been recently requested. Authorities argue that, given the digital age, research, education, and the treatment given to sports betting must be reviewed (Government, 2020).

4.3 Integrity dimension

Brazil

The manipulation of sports results is not new in the Brazilian market (GloboEsporte.com, 2018). In 2005, a football referee was arrested for manipulating the results of the main football competition (Lourenço, 2020). In 2016, Asian bettors manipulated results from Brazilian lower football divisions (Portal G1, 2016).

Football is predominant in the Brazilian market, and 70 to 85% of sports bets in Brazil are football bets (Gomes, 2020). Remarkably, 82% of professional football players earn up to US\$ 300 a month (Zarko, 2019). This fact makes football even more susceptible to fraudulent schemes through national and international illegal networks (Caparica et al., 2020).

In this vein, the Brazilian Institute of Sports Law is concerned about the imminent regulation of sports betting. Thus, sports integrity should involve all actors: sports organizations, athletes, and betting operators (Chamelette, 2019).

Nevertheless, the Brazilian government has not paid enough attention to sports integrity. In the draft promulgated on sports betting (IBIA, 2019), the International Betting Integrity Association (IBIA) questioned the absence of a regulatory structure for this practice. The Brazilian draft only mentions cooperation with international organizations to prevent corruption, but it does not discuss sports integrity.

UK

One of the main objectives of the GC is crime prevention. The Sports Betting Intelligence Unit (SBIU)—a unit within the GC—handles allegations of betting-related corruption (Gambling Commission, 2021a). The SBIU shares intelligence or information with other partners—both nationally and internationally—, such as betting operators, sports-governing bodies, and overseas regulators.

The SBIU shows that 51% of the sports crimes reported to them were associated with football. They hold events in over 30 non-British countries and collaborate with over 20 national and international sports governing bodies and law enforcement agencies (Gambling Commission, 2019). The football player Bradley Wood, for example, was banned for six years by the Football Association (FA) after being reported to the GC. A betting firm licensed by the GC identified and reported a suspicious betting activity, in which the player would receive a yellow card during the match (Gambling Commission, 2018).

Also, the Sports Betting Integrity Forum (SBIF), established in 2012, developed an approach to prevent corruption in sports and sports betting. This forum brings together representatives of sports governing bodies, betting operators, sports and betting trade associations, law enforcement, and gambling regulation. They believe that match-fixing is an ongoing challenge for sports and sports betting operators.

4.4 Advertising dimension

Brazil

Advertising for sports betting websites is everywhere in Brazil, notably in football (Vitor, 2020). Five sports betting websites have already partnered with over half of the Series A clubs of the Brazilian Football Championship (O Globo, 2019). Flamengo is the most popular Brazilian football club, and one of the websites' logos is on its official T-shirt—which sells over 2 million units per year (O Globo, 2017). Brands are also displayed on advertising panels during the Brazilian Football Championship matches, which average seven million viewers per game (Lance, 2019).

These data show that clubs, federations, and confederations have explored advertising as a new income alternative. The Brazilian Football Confederation also promotes seminars

addressing sponsorship opportunities that would be created from the regulation of sports betting (Ministry of Economy, 2019).

A draft published by the Ministry of Economy states that advertising should be socially responsible and promote awareness of responsible gambling (Ministry of Economy, 2019). It also states that advertising should aim at collective safety and help fight illegal betting. However, a guideline on how the government should monitor and control advertising is lacking.

UK

The gambling industry spends more than US\$ 2 billion a year on advertising, mostly for sports betting (BeGambleAware, 2020b). This amount comes from direct online marketing, advertising via affiliates - websites, tipsters, and publications -, TV advertisements, social media, and sports sponsorships. Gambling advertising has increased since the Gambling Act 2005 came into force. Gambling and sports are now inextricably linked and have led many to emphasize the “gamblification” of sport (substantial integration of gambling within the professional sport), especially of football (House of Lords, 2020).

This massive advertising is concerning, especially when reaching children, young people, and vulnerable adults. The growing incursion of sports betting has led to calls to limit gambling advertising. In 2019, for example, the UK gaming industry announced a voluntary “whistle to whistle” ban on advertising, restricting gaming advertising during live sport televised before 9 pm (Parliament, 2019). More recently, UK authorities have decided to ban sports logos (House of Lords, 2020). This decision will affect sports betting operators.

4.5 Public health dimension

Brazil

Few articles have addressed the public health dimension in Brazil. A national structure to research, prevent, and deal with sports betting externalities is still absent (Arbex et al., 2020). Organizations for the treatment of gambling addicts, such as Gamblers Anonymous, did not participate in the debate about sports betting regulation in the country (e-mail dated 06/01/2021). The Ministry of Economy assumes that sports betting externalities will be self-regulated.

UK

There are an estimated 1.8 million at-risk gamblers and 395,000 problem gamblers in the UK, including 55,000 children (National Audit Office, 2020). The National Gambling Treatment Service showed that only 3% of addicts seek help (BeGambleAware, 2020a).

In this vein, all licensed gambling companies must contribute 1% of their annual revenue to charities dedicated to helping gamblers with problematic behavior. Problem gambling costs the UK up to £ 1.2 billion a year (around US\$1.6 billion) (Griffths, 2019).

The NHS has recently joined the growing chorus of anti-gambling rhetoric in the UK. In a letter sent to five of the UK’s biggest operators, the head of mental health services in England, Claire Murdoch, said that the link between betting and mental illness was “increasingly clear” (NHS, 2020).

5.DISCUSSION

This paper considers several sports betting dimensions discussed in the literature: economic, legal, integrity, advertising, and public health. Then, it compares the Brazilian and the UK markets (see Table 3).

Table 3
Summary of results

Dimension	Brazil	UK
Economic	The industry is expected to move around US\$1.38 billion annually after regulation.	The sports betting industry represents US\$ 4.4 billion annually.
Legal	Law 13.756/2018 established the guidelines for sports betting regulation.	The Gambling Act 2005 regulates licensing and advertising of land-based venues. The Gambling Act 2014 regulates online and remote betting to ensure that all gambling companies that operate in the UK fall under the law and the GC Guidance.

Integrity	The media and the community warn that sports betting may become another source of sports corruption in the Brazilian market.	The SBIU shares specific intelligence and information with partners. Despite this, corruption cases involving sports betting are frequent.
Advertising	Advertising is an opportunity to generate revenues for multiple players.	The gambling industry spends more than US\$ 2 billion a year on advertising, mostly on sports betting. In recent years, the UK government has limited sports betting advertising.
Public Health	Brazilian actors have not paid much attention to the public health dimension of sports betting.	The growing number of problem gamblers in the territory is concerning. The National Gambling Treatment Service and The BeGambleAware has been prominent in sports betting debates.

In Brazil, we found that the legal and economic dimensions of sports betting have received more attention. The legal dimension is present in discussions on the pros of legalization (Tanji, 2017) and how the government should regularize sports betting in the country (Cacioli, 2019). The economic dimension is present in official documents that emphasized the economic benefits of sports betting regulation (Ministry of Economy, 2020). The articles also highlighted that the regulation would generate jobs and tax revenues (e.g., Lance, 2019). In this sense, the legal and economic dimensions of sports betting are interconnected. Articles have often reported that economic benefits depend on the regularization of sports betting (e.g., Gonçalo Junior, 2019). Likewise, several articles have supported regularization based on potential economic benefits (e.g., Grillo & Schmidt, 2018). In other words, the selected articles have emphasized the benefits of sports betting stemming from regularization; few have mentioned its costs (e.g., Arbex et al., 2020). However, issues related to the quality of jobs, profit remittance, and operator control remained backstage (Dino, 2019; Prata, 2020).

In contrast, data from the UK sports betting market—regularized since 1960—support the assertion that sports betting generates substantial incomes for the country (Gambling Commission, 2020b). In Brazil, the quest for regulation of sports betting is based on economic reasons, whereas in the UK, moves are made to create new legislation on research, education, and treatment of addicts.

Besides the economic and legal dimensions, the literature suggests that at least three other dimensions are critical for a finer-grained understanding of sports betting (Cabot et al., 2018; Hing et al., 2016): integrity, advertising, and public health. Regarding the integrity dimension, we noted that the press and the community are concerned. Corruption is not new in Brazilian football championships (Morelli, 2019), and past scandals have demonstrated that football players, referees, and football team managers have been involved in illegal practices (Marchetti et al., 2021). In this sense, the media and the community warn that sports betting may be another source of sports corruption in the Brazilian market (Gomes, 2020). The IBIA alleged that Brazilian authorities have not paid sufficient attention to sports betting integrity (IBIA, 2019).

In the UK market, even with the actions of the SBIU and the annual event of the SBID, cases of corruption involving sports betting are frequent (Gambling Commission, 2018). This fact justifies concerns about the integrity of the Brazilian sports betting market, as the government has not created a structure to guarantee sports integrity.

In the Brazilian market, the government, the press, and the community suggested that ads would generate revenues for sports. The government provided guidelines on how to carry out advertising campaigns. However, it is not clear how monitoring would take place. Today 65% of football teams already display sports betting websites logos on their T-shirts (Dino, 2019). In other words, the discussion about advertising focuses on the opportunity to generate revenue for multiple actors of the advertising of sports betting sites (Ministry of Economy, 2019).

The discussion about advertising in the UK market is more advanced. Due to concerns about the effects of advertising on vulnerable consumers, authorities have acted to limit sports betting advertising; such limitations include restrictions on the television advertising time and the ban of logos on sports club T-shirts (House of Lords, 2020).

Finally, the Brazilian actors did not pay much attention to the public health dimension. Sports betting can cause several problems for bettors and healthcare systems (Hing et al., 2018; Langham et al., 2016). The press, the community, and the government have not adequately considered these issues. In the press, few articles have warned that sports betting might increase cases of ludopathy (Alves & Teles, 2020). Brazilian health organizations that work with gambling and betting issues have not participated in debates on sports betting. The government believes that sports betting externalities will be self-regulated.

In the UK market, the growing number of problem gamblers is concerning. Several institutions (e.g., the National Gambling Treatment Service, BeGambleAware and the NHS) have stood out in debates on sports betting (Griffiths, 2019; National Audit Office, 2020; NHS, 2020).

Overall, the Brazilian actors emphasize the economic and legal dimensions of sports betting, highlighting the positive aspects of legalization and economic benefits. These actors also highlight the economic benefits that sports have received from advertising. Regarding the integrity dimension, we found that the press and the community are concerned about sports corruption. The government has been absent in this debate. Lastly, both actors have not paid sufficient attention to the public health dimension of sports betting.

In the UK market, the economic importance of sports betting coexists with improving regulations. In addition, a governmental structure watches over sports integrity. However, new legislations that protect vulnerable bettors are needed. In this sense, the government has already restricted advertising concerning the public health in sports betting. The UK case shows that online betting has positive and negative effects that transcend the economic and legal dimensions.

6 CONTRIBUTIONS AND LIMITATIONS

This paper characterizes and analyzes the Brazilian sports betting market using several dimensions identified in the literature: economic, legal, integrity, advertising, and public health. It helps to understand a market that is overlooked in the literature. Once regularized, the Brazilian market will become one of the most profitable markets (Ministry of Economy, 2021c).

Another novelty is that we compare two markets at different stages of development. Whereas the Brazilian fixed odds sports betting market is new, the UK is mature. Our approach

provides practical information to Brazil, which suffers from a “cultural lag” in the sports betting market (Ogburn, 1992). This information can help actors evaluate the interests involved in sports betting. It can also help countries whose sports betting market is at the same developmental stage, such as Peru, Argentina, and Uruguay.

We conclude that the Brazilian actors can learn from the UK case. We noticed that an organization that shares intelligence or specific information with other partners worldwide is necessary to preserve sports integrity. The Brazilian authorities also need to regulate and monitor advertising campaigns. Finally, the increase in the number of problem gamblers suggests that health-related organizations occupy a crucial place in debates on sports betting regulation.

Despite that, this paper has some limitations. First, the dimensions of sports betting discussed here are not exhaustive. Further dimensions may be relevant, especially in more mature markets. Second, the results reflect the opinions of three Brazilian actors: (i) media, (ii) community, and (iii) government. Future research can account for other stakeholders such as betting operators. Third, this study does not examine the formation of the Brazilian sports betting market. Instead, we use the polar types analytic strategy to compare two markets. Future research can compare sports betting markets to analyze the factors that drive their formation and evolution.

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