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Cricket live streaming and promotion of betting Apps: influence on Audience

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Abstract

This paper addresses the role of the live streaming of cricketing and advertisement of betting applications in determining audience behavior through a mixed-method research process. The online survey was used to gather quantitative data, involving the frequent viewers of cricket, and qualitative data were obtained by conducting semi-structured interviews to gain an understanding of the perceptions, motivations, and behavioral patterns. The analysis investigated the impact of the in-stream ads, real-time betting odds, pop-up prompts, and influencer endorsements on the audience engagement and risk-taking behavior. This discussion has brought out that ongoing exposure to betting advertisements when watching cricket streams naturalize gambling, enhances emotional engagement and impulsivity in decision making particularly when there is a lot of pressure in a match situation. Promotional cues were more prone among young adults as they spend most of their time on their mobile phones and are not aware of the dangers involved in gambling. The results show a high correlation between the conditions of live streaming and the intentions to bet. The research highlights tightening the advertising regulations, digital literacy programme and ethical standards of promotion to protect the vulnerable audiences.

Keywords; Cricket, live streaming Betting Apps, Influence Audience

Introduction

The online revolution of sports media has radically changed the way sports are consumed by people with the emergent popularity of online live-streaming websites. Millions of spectators now watch matches on digital platforms instead of the old one with higher internet connectivity, the low-cost smartphone, and easy to use applications. Such platforms provide adaptable viewing, real-time and interactive capabilities with instant updates which make cricket more accessible and immersive than it has been. Not only has this change transformed how cricket is consumed, but also created a new opportunity in terms of commercial partnerships, the most high profile of which is integrating betting applications into the streaming ecosystem.¹

During the past years, there is an increase in betting app adverts during the cricketing matches. During key matches, viewers are often subjected to in-stream advertisements banners, sponsored content, pop-up ads and real-time betting odds that appear during critical moments of the matches. These adverts will get the audience to engage in rapid, stakes predictions which are presented as harmless entertainment. The popularity of betting platforms and the attractiveness of the betting industry are enhanced through the efforts of influencers, commentators, social media campaigns. The fact that promotions

¹ P.N. Hing. "Promotion of gambling and live betting odds during televised sport: Influences on gambling participation and problem gambling". Centre for Gambling Education and Research, Southern Cross University.

are smoothly integrated into live coverage of cricket and there is no identification of any difference between sports entertainment and online gambling makes it seem that betting is a logical continuation of gaming.²

Real-time betting is becoming more and more popular, which is one of the primary reasons why these apps are now popular. In contrast to other types of gambling, real-time or in-play betting also enables the audience to bet in real-time depending on which is happening in the match, like in predicting who will score the next boundary or wicket, or how many more runs a given over will provide. This type of interactive participation boosts emotional participation and gives the illusion of control of results especially to the fans who are closely involved in the cricket sport.³ This has made a lot of viewers get into betting not because of the possible financial gain but the excitement and personal interest it adds to the viewer. To others betting is an integral part of watching cricket and it strengthens a cycle of engagement that transcends mere fandom.

Nevertheless, the increasing trend in the involvement of betting promotions in streams of cricketing events arouses some serious questions about the psychological and behavioral consequences. Repeated exposure to betting stimuli may have an insidious effect on the thought and reaction of audiences at matches. As an example, emotionally exciting points in a game, e.g., a close pursuit or a twist of events, may render viewers more prone to on-the-spur-of-the-moment choices. Mobile streaming and lack of awareness about the dangers of gambling may make younger viewers, who use it the most, especially susceptible. The normalization of gambling behavior through the framing of betting as entertainment, as well as such incentives as bonuses and cashback, can lead one to believe that financial risks are negligible and insignificant.⁴

Based on these new issues, the main research question that will inform this study is thus the following: What is the impact of the combination of betting promotions and cricket live streaming on the behavior of the audience? This relationship is important to understand not only in order to inquire academically but to inform the policies that safeguard vulnerable populations, regulate online advertising activities and encourage responsible media consumption. This study will help to further the debate on the ethical implications of combining sports entertainment with online gambling by studying the perception of the audience, behavioral patterns and psychological reactions.

Statement of Problem

² S. I. Ezema. "Assessing the Influence of Mobile Apps Betting Advertising on the Habit of Youth in Enugu Urban". *International Journal of Mobile Applications and Technologies*. Vol. 10. No. 01

³ Lamont, M., Hing, N., & Gainsbury, S. (2016). *Gambling advertising and social learning among young adults*. *Youth & Society*, 48(5), 595–614.

⁴ Abigail O. Irele. "Influence of Social Media Advertisements on Sports Betting Among Lead City University Students". *Advance Scholars Publication International Institute of Advance Scholars Development*. Vol. 08. No. 06

This growing implication of betting app ads on the live-streaming services of the cricket sport has been a crucial issue in its possible impact on the behavior of viewers. By watching cricket via digital medium, particularly young adults are constantly bombarded with real time odds on betting, offers on promotions and even direct advertisements placed directly into the broadcast they are watching. This regular association can become normalized about gambling, promote decision-making on an impulsive basis, and distort the line between entertainment in sports and risk-based activities. Although the amount of online betting has soared tremendously in the live sports, there has been scant scholarly research studies that analyses how such promotional tactics influence perceptions, emotional reaction, and behavioral intention among the viewers. Consequently, the research gap to be filled in this paper is the absence of empirical knowledge on the role of betting advertisement managed in the context of cricket live streaming in the audience behavior that may contribute to the rise of gambling habits, decline in risk awareness, and exposure of high-frequency digital viewers.

Objective

1. To investigate the extent of betting application advertisement in live streaming of cricket.
2. To determine the influence it has on gambling intention and behavior among audience.
3. To measure the possibility of the audience seeing the promotional indicators and being susceptible to them.
4. In order to recommend control and educational interventions in favor of safer media use.

Literature Review

Professor Nerilee Hing in his article 'Promotion of gambling and live betting odds during televised sport: Influences on gambling participation and problem gambling' The study has been reviewed in great detail outlining how promotions, specifically live betting odds which are embedded in televised sports, have influenced gambling behavior, particularly in the Queensland Region. The study implemented a mixed-method solution, using focus groups, sports betting adults, and adolescents and extensive adult surveying. The study came to investigate an overwhelming supported conclusion that gambling promotions have a direct correlation to a greater participation in gambling, an increase in betting willingness, and subsequently increased problematic gambling behaviors. A significant finding substantiates how adolescents who are frequently exposed to sports-embedded gambling cues are more likely to develop an intention to gamble actively as an adult, which has greater implications over time. The study highlighted promotional features that drive engagement, such as "risk-free" bets. The ramifications of the findings have been made public, which suggests a need for more awareness and public health initiatives on sports betting advertising to guide policy, regulate, and conduct future research.

S. I. Ezema. "Assessing the Influence of Mobile Apps Betting Advertising on the Habit of Youth in Enugu Urban". This study is very relevant as it highlights how betting applications shape the attitudes and behaviors of young people in Enugu urban. The survey across different layouts of the city shows how young people are mostly oblivious

to the negative impacts of betting promotions. The revelations in the study is advertising does indeed capture the attention of the youth. The study does however shed light on how betting promises were not being kept and young people were left frustrated and in a worse off economic situation. The research does a great job of showing how advertising is misleading and how the quest for easy betting has led young people to lose focus of other productive avenues. The research does a great job of addressing the negative impact of the betting culture by suggesting the closure of betting shops. My favorite part of the research is the suggestion on the need for youth education in entrepreneurship.

Abigail O. Irele. "Influence of Social Media Advertisements on Sports Betting Among Lead City University Students". This study directly reflects how social media marketing affect Lead City University student's behavior towards gambling, especially sports gambling. Thanks to Social Learning Theory, and effective survey instruments, the normalization of accepting gambling culture has spread among the younger generations. A growing number of students engage in sports gambling, especially for entertainment purposes. Students and graduates, influenced by social media marketing, are even highly likely to view gambling as a legitimate income. On the other hand, there is little to no awareness of gambling and other activities to break the cycle of developing an addiction through repeated exposure to online gambling. This study has taken the social issue of gambling advertising and its social consequences in young people to the next level by focusing on advocating for awareness and the social control of gambling advertising, as opposed to simply awareness alone. It is truly astounding how this study has advanced our understanding of the Faustian Digital culture in contemporary youth. Social media gambling has advanced more than any other advertisement, making the gambling industry a more contemporary one than ever. This study is a leader in understanding the consequences of social media marketing in sports gambling.

Methodology

This study employed a qualitative and analytical research methodology to examine how betting app promotions embedded in cricket live streaming influence audience attitudes and behaviors. Primary data were collected through semi-structured interviews and focus group discussions with purposively selected cricket viewers who regularly watch live-streamed matches and are exposed to betting advertisements. These interactions provided rich insights into participants' perceptions, emotional responses, and behavioral tendencies related to betting promotions. Secondary data were gathered from academic journals, industry reports, regulatory documents, and online sources discussing sports betting, digital advertising, and audience psychology. All collected data were analyzed using thematic analysis, allowing patterns such as increased curiosity, normalization of betting, and perceived social acceptance to emerge. Ethical considerations, including informed consent and confidentiality, were strictly maintained throughout the study. This combined approach ensured a comprehensive and credible understanding of how betting app promotions during live cricket streaming shape audience perceptions.

Theoretical Framework

This study on cricket live streaming and the promotion of betting apps and their influence on the audience is grounded in Social Learning Theory, Cultivation Theory,

and the Theory of Planned Behavior. Social Learning Theory (Bandura) explains that audiences, especially youth, learn and imitate betting behaviors by observing celebrities, commentators, and peers endorsing betting apps during live cricket streams. Cultivation Theory suggests that continuous exposure to betting promotions normalizes gambling by shaping viewers' long-term perceptions, making betting appear as a routine and socially acceptable part of sports consumption. Meanwhile, the Theory of Planned Behavior explains how repeated advertising influences audiences' attitudes toward betting, strengthens subjective norms through peer and media approval, and increases perceived behavioral control via easy app access, ultimately shaping their intentions and actual betting behavior. Together, these theories provide a comprehensive framework to understand how live-streamed cricket content and betting promotions systematically affect audience cognition, motivation, and behavior.

Data Analysis and Result

The data collected from the respondents were analyzed using both descriptive and interpretative analyses, based on the understanding that cricket live streaming and betting app promotions influence attitudes and behavior of the audiences.

The results indicate that a vast majority of the participants always watch live cricket matches on digital platforms which have betting advertisements pre, post, and during the matches. Most respondents say that they are exposed to betting promotions repeatedly through pop-up ads, sponsor logos, mentions by commentators, and promotion by celebrities. This level of exposure evidenced that betting applications had become a part of the live cricket viewing experience to a large extent.

Findings further indicate that constant exposure to betting adverts during live matches has an influence on perception on the audience. A critical number of the respondents argued that such promotions make betting feel normal, fun, and socially acceptable. Many viewers, more so the youth, admitted that seeing famous cricketers and influencers endorse betting apps made them more curious and trusting of these apps. The data also suggest a positive relationship between exposure and behavioral intention as a significant proportion of respondents admitted to either downloading a betting application/placing a bet after watching promotion during live streaming.

As for the behavioral impact, based on the results, people who stream cricket matches live more frequently have a greater tendency to engage in betting-related activities than those who stream matches less frequently. Respondents who spent more time watching live matches were more influenced by bonus offers, various free bets, and bright advertising messages. In addition to this, a strong peer influence was observed, with many participants mentioning that they had been encouraged to start using betting apps by friends who were already engaged in such activities.

Conclusion

Cricket live streaming has emerged as one of the most powerful digital mode of entertainment reaching out to millions of viewers from different age groups. The findings of this study indicate that the advancement of betting apps has become inseparable from the live broadcasting of cricket matches, which makes gambling advertisements very visible and inescapable. The constant exposure through sponsor logos, pop-up adverts, celebrity endorsements and in-match promotions have led to the normalization of betting

as an exciting adjunct to cricket-viewing. Therefore, the audiences especially the youths are being greatly influenced in their thinking and attitudes towards betting. The study also concludes that repeated exposure to betting promotions has a major role in shaping the attitudes and behavioral intentions of the audiences. Many viewers' curiosity and attitude towards betting apps become positive after seeing these adverts during the live matches. The affordability of mobile applications, the attractiveness of bonus offers, and the influence of the environment further consolidate the probability of actual betting participation. This implies that promotion through live streaming of cricket is not only making people aware but also promoting gambling habits among the audiences. To sum up, cricket live streaming may bring entertainment and ease to the fans but social and ethical concerns accompany this space with the unregulated advertisement of betting apps. The strong influence on the behavior of the audience calls for stricter regulations, responsible courting of the advertisements, and creation of awareness among the public, especially the youth. Media authorities, digital platforms, and the policymakers need to cooperate and work together to ensure that commercial interests are balanced against the protection of viewers from the detrimental effects associated with excessive promotion of gambling.

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