



SCCG

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Influencers in Gaming: How Creators Are Reshaping Gambling, Betting, and Fan Engagement

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management

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Executive Summary

Influencers have moved from the edge of gambling marketing into the center of how modern gaming brands acquire users, build trust, explain products, and create recurring engagement. In global sports betting, iGaming, casino, poker, daily fantasy sports, social casino, sweepstakes, esports betting, and fan engagement, attention is no longer won only through broad-reach media. It is increasingly won through personalities, communities, and repeatable creator formats.

That shift matters because gambling is an unusually trust-sensitive category. A customer is not simply deciding whether to click an ad. They are deciding whether to deposit funds, believe odds or game claims, trust a bonus structure, rely on a personality’s framing of risk, and adopt a brand into their entertainment routine. In a category where skepticism is rational and switching costs are low, personality-led distribution can outperform generic advertising because it compresses awareness, education, and social proof into a single medium.

The most important strategic change is that “influencer” can no longer be defined narrowly. In gambling and gaming, the effective influencer spectrum runs from micro-creators with local sports communities to sports handicappers, poker vloggers, casino streamers, fantasy analysts, esports personalities, podcasters, retired athletes, TV analysts, event hosts, newsletter writers, high-limit slots creators, affiliate review brands, executive thought leaders, brand ambassadors, and mass-

market celebrities. Each plays a different role in the funnel. Some drive broad awareness. Others drive first-time deposits. Others shape retention, VIP engagement, or product understanding. In B2B, the same logic applies through industry analysts, conference moderators, podcast hosts, subject-matter creators, and visible executives.

The commercial upside is substantial when executed with discipline. Influencer-led campaigns can lower friction in market entry, improve message authenticity, create differentiated content libraries, build ongoing communities instead of one-time clicks, and produce stronger retention when users arrive through education or fandom rather than pure bonus-seeking. They can also help brands launch game titles, localize promotions, humanize complex technology, activate live events, and deepen second-screen sports participation.

But the risks are equally material. Gambling marketing sits at the convergence of financial claims, addictive-risk concerns, age-restricted products, and rapidly changing platform rules. Poorly governed influencer programs can create underage exposure, implied “risk-free” claims, fake-balance controversies, undisclosed sponsorships, bonus confusion, geo-targeting failures, athlete-integrity problems, and severe reputational damage. The gap between a high-performing campaign and a regulatory incident is often process, not creativity.

The next three to five years will likely bring a more mature and bifurcated influencer economy. High-compliance regulated operators will move toward structured creator programs with pre-approved messaging, better age-gating, attribution models, and responsible gaming integration. Social casino and sweepstakes-style operators will continue to use creators aggressively, but will face rising scrutiny in several jurisdictions. B2B suppliers will expand use of thought leadership, conferences, product educators, and niche media voices as buyers become more self-directed and digital. Across the sector, the winning brands will be those that can convert attention into trust, trust into participation, and participation into measurable lifetime value without compromising compliance.

Executive snapshot

Segment	Primary role of influencers	Main business value	Main risk
Regulated sports betting	Education, picks, entertainment, event activation	App downloads, first deposits, live-betting engagement, retention	Misleading claims, youth appeal, bonus opacity, athlete restrictions
Online casino and iGaming	Game discovery, streamer entertainment, brand affinity	Cross-sell, session frequency, new-title launches, loyalty	Fake balances, irresponsible win framing, platform restrictions
Land-based casino and resorts	Destination storytelling, lifestyle integration, events	Foot traffic, local awareness, hotel/F&B crossover, VIP promotions	Audience mismatch, compliance coordination, overreliance on vanity reach
Social casino and sweepstakes	Frictionless reach, creator-led demos, gamified participation	Low-friction sign-ups, viral content, community play	Regulatory volatility, classification risk, misleading value perceptions

Segment	Primary role of influencers	Main business value	Main risk
Fantasy sports and pick'em	Analysis, fandom, community, show formats	Contest participation, season-long retention, sports media crossover	Product confusion, state-by-state legal complexity
Poker	Skill education, personality loyalty, ambassador culture	Long-tail retention, tournament promotion, content monetization	Skill misrepresentation, staking/conflict issues, site reputation spillover
Esports betting and gaming	Streaming-native fandom and creator ecosystems	Younger digital audiences, engagement intensity, game discovery	Age exposure, platform moderation, gray-market leakage
B2B suppliers	Thought leadership, product explanation, conference visibility	Credibility, inbound demand, sales enablement, category authority	Weak attribution, executive inconsistency, compliance oversights

The Strategic Shift to Influence

The gambling industry's move toward creators is not a cosmetic branding trend. It is a response to structural pressure. Customer acquisition costs have risen, generic paid performance has become less efficient, search algorithms and platform rules keep moving, and legal operators increasingly fight for the same customers in the same states, provinces, and countries. In that environment, a creator with a loyal audience can function as a mini media channel, a product educator, and a trust bridge all at once.

That is especially true because younger and middle-aged digital audiences do not consume gambling-adjacent content in a linear way. They move between short-form video, YouTube explainers, livestreams, podcasts, group chats, odds tools, creator newsletters, Discord servers, X timelines, and second-screen game conversations. The user journey is no longer "see ad, click app, deposit." It is often "watch creator, follow creator, hear promo code, observe community reaction, test product, return for event content, then deposit."

For operators, this changes the nature of competition. The fight is not only for handle, deposits, or spin volume. It is for mental availability, routine, identity, and repeat participation. Brands that become part of a fan's weekly sports, casino, or poker media habits gain an advantage that traditional ad bursts struggle to replicate.

A clear example of the shift is the way operators and media partners increasingly sponsor or build creator-led content rather than merely buy impressions. A recent campaign from Fanatics Sportsbook^[1] explicitly combined creator-driven content with city activations rather than relying solely on standard broadcast and digital media. DraftKings expanded beyond transactional sportsbook messaging into culture-led programming through a branded podcast project with iHeartMedia^[3] and KLUTCH Sports Group. Underdog Fantasy renewed and deepened a creator-

media relationship with Snapback Sports through a partnership that went beyond affiliate promotion and into content, fans, events, and equity alignment.

Those examples point to a broader truth: the most valuable influencer relationships in gambling increasingly look less like simple endorsement buys and more like hybrid media ventures.

Why B2B cares now

The same dynamic is now appearing in B2B gaming. Suppliers selling odds technology, CRM, payments, KYC, fraud tools, geolocation, live streaming, PAM, game content, or responsible gaming software face three challenges: technical complexity, long sales cycles, and a buyer base that prefers to self-educate before entering a formal sales flow. In that setting, the influential voice may be an executive, conference moderator, specialist podcaster, gaming analyst, or trusted niche publisher rather than an entertainment creator.

For B2B suppliers, influence matters because product understanding and category trust often have to be built before a lead ever books a demo. Executive-led thought leadership, creator-hosted webinars, conference content, podcast appearances, and category explainers can therefore function as pre-sales infrastructure.

Case snapshot

A useful way to think about the modern landscape is to separate campaigns into three operating models:

1. **Audience rental:** a one-off paid post or branded mention.
2. **Audience transfer:** a creator partnership designed to move users into operator funnels through links, codes, and repeat promotion.
3. **Audience co-ownership:** a longer-term relationship where the operator and creator build recurring shows, communities, events, or exclusive content together.

Most gambling companies still spend heavily in the first two categories. The market is moving toward the third.

Top Influencers in Gambling and Gaming

This addendum profiles the most commercially relevant personalities and media brands shaping gambling, gaming, and fan-engagement discovery in 2026, with a deliberate mix of casino-native creators, sportsbook and fantasy media operators, poker educators, esports streamers, celebrity amplifiers, former athletes, and regional niche voices. The key finding is that the best influencer partners in gambling are not always the biggest names; they are the creators whose audience, platform format, regulatory posture, and content behavior align with a specific commercial objective. Category-native slot and poker creators tend to outperform on product education, trust, and retention. Sports media personalities and fan-community brands tend to outperform on awareness and repeat engagement. Celebrity and crypto-casino personalities deliver outsized reach, but also concentrate legal, platform, and reputational risk. For SCCG clients, the practical implication is straightforward: build a portfolio by use case, not by fame.

Coverage and Method

This section is intended to plug directly into the broader SCCG Research Primer as a self-contained market map of commercially important creators. It is not a ranking of personal popularity alone. It is a business-development ranking built around four filters: visible audience scale, category relevance, partnership evidence, and risk-adjusted commercial utility.

Profiles emphasize publicly visible scale on YouTube[1], Instagram[2], TikTok[3], Twitch[4], Kick[5], Facebook[6], and X[7]. Metrics are approximate and should be treated as directional snapshots rather than fixed audited figures. Where age, geography, or audience composition were not publicly specified, they are marked as unspecified rather than inferred. Compensation ranges are directional market benchmarks for comparable creators and formats, not disclosed creator contracts unless explicitly noted.

How to interpret the matrix

- **Commercial fit** scores how useful the creator is for real business outcomes across awareness, conversion, retention, and events.
- **Brand risk** reflects legal, compliance, reputational, youth-audience, and platform-policy exposure.
- **Audience quality** reflects category intent, not just scale. A smaller creator with a high-intent poker or slot audience can rate higher than a celebrity with a massive but general audience.

Summary Matrix

Influencer	Region	Primary vertical	Best use case	Commercial fit	Brand risk	Audience quality
Brian Christopher Slots	North America	Slots, online casino, land-based	Awareness, conversion, retention, events	5	3	5
Vegas Matt	North America	Slots, casino entertainment	Awareness, conversion, responsible-play education	4	3	4
Lady Luck HQ	North America	High-limit slots, casino lifestyle	Awareness, conversion, women-led audience expansion, events	5	3	4
CasinoDaddy	Europe / global	Online casino streaming, bonus-led ecosystems	Conversion in gray or offshore contexts, game discovery	3	5	3
Jack Settleman / Snapback Sports	United States	Fantasy sports, sports	Awareness, fan engagement, retention, event activation	5	2	5

Influencer	Region	Primary vertical	Best use case	Commercial fit	Brand risk	Audience quality
		media, fan experiences				
Pat McAfee	United States	Sports media, former athlete, mass fan engagement	Awareness, sponsorship, live-event and media integrations	4	3	3
Nathan Brown	Australia	Former athlete, betting content, podcasting	Localized awareness, expert-tips formats, sport-specific engagement	3	4	4
Trainwreckstv	North America / global	Crypto casino and gray-market streaming	Gray-market conversion, clip virality, community intensity	5 gray / 1 regulated	5	3
Drake	Global	Celebrity awareness, crypto-casino amplification	Mass awareness, PR, livestream spikes	4 gray / 1 regulated	5	2
Lex Veldhuis	Europe / global	Poker education and streaming	Conversion quality, retention, tournament/community positioning	4	2	5
Abby Merk	United States	Poker content, lifestyle storytelling	Education, young-adult audience growth, tournaments	4	2	4
Gaules	Brazil / LATAM	Esports, Counter-Strike, co-streaming	Awareness, tournament activation, esports-betting adjacency	4	4	5
Mortal	India	Gaming and esports	Awareness, youth-adjacent gaming, free-to-play and social engagement	3	4	4
Alodia Gosiengfiao	Philippines / SEA	Gaming, cosplay, lifestyle	Awareness, gaming launches, social/fan	3	3	4

Influencer	Region	Primary vertical	Best use case	Commercial fit	Brand risk	Audience quality
			engagement, premium events			

Regional micro and niche watchlist

Influencer	Region	Why they matter	Best fit	Risk note
Lorenz Köhler	South Africa / Africa	Journalist-style host with betting-podcast credibility and local football fluency	Education, compliant content, local launches	Moderate; disclosure and editorial separation matter
Ben Spragg	UK / Europe	Poker creator with strong Twitch community and low-theatrics authenticity	Poker retention, education, operator storytelling	Low to moderate
BoomBetNG	Nigeria	Telegram/X-driven betting-tipster model with strong local conversion behavior	Local CPA, promo-code and booking-code campaigns	Very high; tipster and claims risk is substantial
That Slot Chick	US	Emerging slots influencer with a lot of upside	Early-stage operators, suppliers, and commercial casinos	Low Risk – Plenty Upside

Profile Set

Slots and online casino

Brian Christopher Slots[8]

Brian Christopher remains one of the most institutionally useful casino creators in the market because he operates less like a one-channel streamer and more like a mini-media network. His content stack spans video, livestreams, events, cruises, fan club mechanics, branded slot IP, and operator partnerships.

- **Platforms and follower range:** roughly 800K-plus on YouTube; publicly claimed cross-platform community above 2 million; brand materials cite very large monthly view volume.
- **Primary verticals:** slots, online casino, land-based casino, cruise and event-led community.
- **Typical audience demographics:** age unspecified; geography unspecified; platform skew is strongly YouTube-first with owned-community and event extensions.

- **KPI snapshot:** long-form machine play, livestreams, branded game content, fan events, destination storytelling, and community activations; recent uploads commonly reach six-figure view territory.
- **Known promo mechanics:** ambassador-led social content, event tie-ins, branded games, operator promotions; code and affiliate structure publicly unspecified.
- **Commercial fit:** one of the strongest profiles for awareness plus retention because he can introduce games, normalize product features, and convert fandom into recurring event participation.
- **Compliance and brand risk:** medium. Slot-heavy content requires disciplined responsible-play language, real-money clarity, and market-specific controls. Risk is manageable when paired with regulated operators and structured approvals.
- **Case notes:** partnered with BetMGM[9] as an official ambassador; co-created the Pop’N Pays More branded slot ecosystem; expanded into 2026 operator-linked content such as Bonus Drop Days and branded live-table experiences.
- **Suggested partnership model and typical compensation:** ambassador retainer, content licensing, event fee, branded-game launch support. Directional benchmark for a creator of this class is roughly \$25,000 to \$100,000+ per integrated campaign bundle, with annual ambassador and event programs ranging well into the low-to-mid six figures. Public deal economics are unspecified.

Vegas Matt[10]

Vegas Matt is one of the cleanest examples of a casino creator whose appeal is built on high-stakes spectacle, repeatable ensemble chemistry, and broad social reach rather than technical education alone. His content works especially well for awareness and game curiosity.

- **Platforms and follower range:** roughly 1.5 million on YouTube and about 1 million on Instagram; additional audience across TikTok and secondary channels.
- **Primary verticals:** slots, table games, casino entertainment, livestream-style gambling narratives.
- **Typical audience demographics:** age unspecified; geography unspecified; platform skew is YouTube-led with strong Instagram/TikTok clip support.
- **KPI snapshot:** recent long-form uploads regularly push into the high-six-figure or mid-six-figure view range; content is highly clip-friendly and personality-driven.
- **Known promo mechanics:** operator-led promotions and social integrations; exact code mechanics publicly unspecified.
- **Commercial fit:** powerful for awareness and mid-funnel product consideration, especially for online casino and omnichannel brands trying to translate casino entertainment into digital curiosity.
- **Compliance and brand risk:** medium. His high-stakes style can create glamorization concerns if not balanced by clearer safer-play framing.
- **Case notes:** signed as an exclusive ambassador with FanDuel[11] for casino content; partnership materials emphasized entertaining and educational casino content plus responsible-play messaging; also featured in responsible gaming literacy content for the operator.

- **Suggested partnership model and typical compensation:** flat-fee sponsorship, retainer, usage rights, event appearances, and social bundles. Directional benchmark is roughly \$40,000 to \$150,000+ per campaign package, with larger annual deals potentially above that. Public compensation is unspecified.

Lady Luck HQ[12]

Lady Luck HQ is one of the highest-value slot creators for brands that want a strong gambling-native audience but a slightly different aesthetic from the typical male casino-streaming archetype. The brand blends high-limit slot entertainment with creator-led lifestyle framing.

- **Platforms and follower range:** more than 1 million YouTube subscribers and roughly 850K on Instagram; additional Facebook and TikTok presence.
- **Primary verticals:** high-limit slots, casino lifestyle, slot education-light entertainment.
- **Typical audience demographics:** age unspecified; geography unspecified; platform skew is YouTube-first with broad social spillover.
- **KPI snapshot:** high-volume upload cadence, strong short-form recycling, large social following, and event-friendly personality format.
- **Known promo mechanics:** operator-branded content, social promotion, live-event appearances; code and link structure publicly unspecified.
- **Commercial fit:** awareness, conversion support, customer events, and audience diversification for online casino campaigns.
- **Compliance and brand risk:** medium. Similar to other slot creators, the main challenge is balancing jackpot-driven entertainment with realistic framing of losses and volatility.
- **Case notes:** launched an exclusive ambassador deal with FanDuel Casino; partnership scope included promotion of game catalog, promotions, responsible gaming, and customer events; her own official site positions the brand as a leading female slot-creator property.
- **Suggested partnership model and typical compensation:** retainer plus content bundle, event fees, and content rights packages. Directional benchmark is roughly \$30,000 to \$125,000+ per integrated campaign. Public economics are unspecified.

CasinoDaddy[13]

CasinoDaddy is strategically important because it represents the conversion-heavy, always-on end of casino influence: long streaming hours, gambling-native audiences, direct bonus or link ecosystems, and strong gray-market adjacency. It is useful to study even when it is not an appropriate fit for regulated operators.

- **Platforms and follower range:** about 206K on Twitch; smaller visible Instagram footprint; YouTube scale publicly visible but exact current count was not consistently specified in this review.
- **Primary verticals:** online casino streaming, slots, live casino, bonus-led or affiliate-adjacent acquisition.
- **Typical audience demographics:** age unspecified; geography unspecified; platform skew is livestream-first across Twitch, Kick, and YouTube.
- **KPI snapshot:** long daily streams, deep category-native audience, high-intent viewers, strong discovery value for game providers and gray-market operators.

- **Known promo mechanics:** bonus links, affiliate-style routing, operator and aggregator relationships.
- **Commercial fit:** strong for direct-response gray-market acquisition, game discovery, and community-led streaming; weak for tightly regulated U.S. online casino campaigns.
- **Compliance and brand risk:** very high. Offshore exposure, bonus-led acquisition, and global audience spillage create serious problems for licensed, state-specific operators.
- **Case notes:** positions itself as one of the largest casino-streaming communities; runs through the broader AboutSlots ecosystem; public case-study materials show active use of affiliate infrastructure and operator relationships.
- **Suggested partnership model and typical compensation:** usually hybrid or revenue-share oriented rather than pure awareness buy. Directional benchmark is highly variable, but generally leans rev-share, CPA, or hybrid rather than fixed celebrity-style pricing. Creator-specific economics are unspecified.

Sports betting, fantasy, and media

Jack Settleman[14] and Snapback Sports

Jack Settleman and Snapback Sports are one of the strongest examples of the affiliate-media-creator hybrid model that gambling companies increasingly need to understand. This is not simply an influencer page. It is a creator-led sports media brand with events, podcasts, trips, commerce, and fantasy-gaming integration.

- **Platforms and follower range:** Snapback Sports publicly cites roughly 3 million total fans across social; around 250K on Instagram and 120K-plus on YouTube, with roots in Snapchat.
- **Primary verticals:** fantasy sports, sports media, fan engagement, community and experience-led sports consumption.
- **Typical audience demographics:** age range unspecified; geography primarily U.S.-oriented by content style and brand partners, exact split unspecified; platform skew is short-form social plus YouTube and experiences.
- **KPI snapshot:** multiplatform sports clips, podcasting, live experiences, college-football road content, community-led fan engagement.
- **Known promo mechanics:** integrated sponsorships, links, long-term brand association, social CTAs, and operator adjacency.
- **Commercial fit:** exceptional for awareness, retention, event activation, fan engagement, and creator-owned media partnerships. Strong for DFS and pick'em brands; also useful for sportsbook brands seeking fan-culture credibility.
- **Compliance and brand risk:** relatively low to medium. Risk comes more from how gambling calls to action are layered into sports content than from the brand itself.
- **Case notes:** signed a seven-figure renewal through 2027 with Underdog Fantasy[15]; public materials note equity participation; partnership scope spans content, events, podcasts, fans, and community growth.
- **Suggested partnership model and typical compensation:** multi-year sponsorship, content franchise build, event ownership, branded series, and possibly equity-linked deals. Directional benchmark spans \$50,000 to \$250,000+ for meaningful campaign packages, with seven-figure structures possible for deep, multi-year media integrations.

Pat McAfee[16]

Pat McAfee is not a gambling-first creator, but he is absolutely a top gambling-relevant creator because he sits at the intersection of sports discourse, live audience attention, former-athlete credibility, and industrial-scale clip distribution. For sportsbooks and fan-engagement brands, his value lies in cultural gravity rather than direct-response precision.

- **Platforms and follower range:** roughly 3 million on Instagram and about 3 million on YouTube, with broadcast amplification through ESPN[17].
- **Primary verticals:** sports media, fan engagement, former-athlete commentary, event-scale awareness.
- **Typical audience demographics:** age unspecified; geography unspecified; strong U.S. sports skew is evident from programming and rights alignment.
- **KPI snapshot:** daily live show, enormous clipping velocity, and a publicly reported billion-plus monthly social view milestone.
- **Known promo mechanics:** segment sponsorship, odds integrations, host reads, branded desks, event segments; code-driven mechanics are rarely the point.
- **Commercial fit:** extremely strong for awareness, sponsor legitimacy, live-event extensions, and second-screen sports engagement. Less efficient as a direct CPA vehicle.
- **Compliance and brand risk:** medium. Editorial tone, live format, league sensitivity, and broad audience composition all require disciplined gambling-message controls.
- **Case notes:** ESPN publicly highlighted a 1 billion monthly social view milestone; the show's model demonstrates how personality-led sports media can deliver tremendous distribution; long-standing betting-adjacent discussion formats make the property highly relevant to fan-engagement brands.
- **Suggested partnership model and typical compensation:** sponsorship of show segments, branded features, live-event or studio integrations, and media-rights adjacent programs. Directional benchmark for properties at this level is major six-figure to seven-figure territory. Specific deal terms are not publicly specified for gambling integrations.

Nathan Brown[18]

Nathan Brown is a useful Australian case study because he demonstrates both the power and the scrutiny of former-athlete betting integrations. He brings genuine sport expertise and local recognition, but also sits inside one of the world's most politically contested gambling-ad markets.

- **Platforms and follower range:** personal Instagram footprint is modest relative to global creators, but distribution is materially amplified by owned betting-media channels and podcasts.
- **Primary verticals:** former-athlete betting commentary, AFL-focused sports engagement, branded podcasting.
- **Typical audience demographics:** age range unspecified; geography clearly Australia-focused; platform skew is podcast, TV-clip, and betting-feed driven.
- **KPI snapshot:** long-running betting-media participation, regular contribution to owned betting-content ecosystems, and recurring association with one of the most visible bookmaker media programs in Australia.

- **Known promo mechanics:** expert-tips formats, branded content, feed integrations, podcast mentions.
- **Commercial fit:** localized awareness, event-week engagement, and expert-led betting content. Strong only when the brand wants deep Australia relevance rather than global scale.
- **Compliance and brand risk:** high. Australia’s public sensitivity to gambling promotion, especially during sports content, materially increases scrutiny.
- **Case notes:** serves as a brand ambassador and contributor for Sportsbet[19]; appears in the long-running In The Back Pocket podcast; his former live-odds TV segments became part of broader Australian backlash around gambling promotion in sports broadcasts.
- **Suggested partnership model and typical compensation:** podcast integration, expert-led content, live-event hosting, local ambassador role. Directional benchmark is roughly \$5,000 to \$25,000 per campaign bundle for an athlete-commentator tier, with annual retainers higher. Public economics are unspecified.

Crypto casino and gray-market

Trainwreckstv[20]

Trainwreckstv remains one of the defining personalities of crypto-casino streaming culture. He matters less as a general influencer buy and more as a strategic risk benchmark: he shows how fast livestream gambling can build reach, community intensity, and conversion while simultaneously colliding with platform-policy and regulatory concerns.

- **Platforms and follower range:** around 2.2 million on Twitch, about 540K on Kick, roughly 665K on X, and over 100K on Instagram.
- **Primary verticals:** crypto casino streaming, slots, livestream gambling, creator-platform adjacency.
- **Typical audience demographics:** age unspecified; geography unspecified; platform skew is livestream-first.
- **KPI snapshot:** high-volume livestreaming, clip virality, community-driven reaction cycles, repeated “big win” moments, and strong cross-platform discourse.
- **Known promo mechanics:** referral codes, platform or site mentions, livestream exposure, community momentum; exact current mechanics vary and are often opaque.
- **Commercial fit:** very strong for gray-market or crypto-casino operators seeking intense conversion behavior. Poor fit for regulated sportsbook or iGaming brands that need conservative governance.
- **Compliance and brand risk:** very high. Youth-audience concerns, offshore or unlicensed-site associations, platform policy shifts, and perception of outsized-risk gambling behavior all create elevated exposure.
- **Case notes:** publicly linked to the early Kick ecosystem and its connection to gambling-adjacent capital; Kick later changed monetization around Slots & Casino; 2026 public discussion around possible friction with Stake underscores volatility even inside gray-market creator ecosystems.
- **Suggested partnership model and typical compensation:** typically hybrid, revenue-share, brand equity, or high-value custom sponsorship rather than ordinary post pricing. Major

category-defining deals can run into seven figures. Public creator-specific economics are unspecified.

Drake[21]

Drake is the clearest modern example of celebrity-led gambling amplification at global scale. He is not a category educator. He is a distribution and PR event. That distinction matters. Celebrity reach at this level can create extraordinary brand visibility, but it should almost never be mistaken for a compliance-light acquisition channel.

- **Platforms and follower range:** about 142 million on Instagram, with periodic livestream amplification.
- **Primary verticals:** celebrity endorsement, crypto casino, sportsbook spectacle, mass-market awareness.
- **Typical audience demographics:** age unspecified; geography global; platform skew is Instagram-first with occasional livestream spikes.
- **KPI snapshot:** enormous social reach, high engagement, strong press pickup, and very large clip multiplication when gambling moments are posted.
- **Known promo mechanics:** brand-tagged posts, livestreams, giveaways, spectacle-based CTA.
- **Commercial fit:** exceptional for awareness, PR, and attention capture in permissive or gray-market contexts. Weak for trust-sensitive, heavily regulated direct-response campaigns.
- **Compliance and brand risk:** very high. General-market audience, youth spillover, huge wager optics, and heavy scrutiny from media and critics all raise risk.
- **Case notes:** publicly maintains Stake in his social bio and signaled continuation of the relationship into 2026; hosted a three-night Kick/Stake holiday stream concept with fan-giveaway mechanics; press scrutiny has increasingly focused on celebrity crypto-casino promotion and unusually publicized win narratives.
- **Suggested partnership model and typical compensation:** top-of-market sponsorship, equity, event rights, or exclusive livestream programming. This is seven-figure-plus territory, and often much more. Public contract economics are unspecified.

Poker

Lex Veldhuis[22]

Lex Veldhuis remains one of the highest-trust names in poker influence because his brand was built on long-form skill display and community continuity rather than artificial spectacle. That makes him one of the best examples of “expert influence” in the entire gambling space.

- **Platforms and follower range:** about 327K on Twitch and roughly 147K on YouTube.
- **Primary verticals:** poker streaming, education, tournament storytelling, long-form trust.
- **Typical audience demographics:** age range unspecified; geography unspecified; audience is clearly global poker-facing and English-language.
- **KPI snapshot:** long-form tournament streams, educational breakdowns, live-session transparency, and unusually high category credibility.

- **Known promo mechanics:** ambassador alignment, operator branding, tournament tie-ins; direct code mechanics not central to the brand.
- **Commercial fit:** strongest in education, quality conversion, retention, poker festival promotion, and long-term trust building.
- **Compliance and brand risk:** low to medium. Poker is still gambling, but the skill-forward framing and product understanding generally reduce some of the volatility seen in slot or crypto-casino streaming.
- **Case notes:** ended a 17-year relationship with PokerStars[23] in early 2026; returned to poker streaming as a major free-agent story; remains one of the most bankable education-led poker creators in the market.
- **Suggested partnership model and typical compensation:** ambassador retainer, tournament-series integration, educational content, and event hosting. Directional benchmark is roughly \$15,000 to \$75,000 per meaningful campaign package, with annual ambassador structures above that. Public deal terms are unspecified.

Abby Merk[24]

Abby Merk is one of the more commercially useful rising poker creators because she blends real player credibility, lifestyle storytelling, and approachable social content. She is especially valuable for operators that want to modernize poker's image without losing authenticity.

- **Platforms and follower range:** more than 100K followers across YouTube and Instagram, with approximately 109K on Instagram publicly visible.
- **Primary verticals:** poker, poker lifestyle, creator-led tournament travel, women-and-next-generation audience expansion.
- **Typical audience demographics:** age range unspecified; geography unspecified; platform skew is Instagram and YouTube.
- **KPI snapshot:** travel content, poker vlogs, humor-forward storytelling, community interaction, and event-led visibility.
- **Known promo mechanics:** event appearances, creator content, owned-channel collaboration, publicly visible use-code behavior in bio contexts.
- **Commercial fit:** strong for poker education-lite, awareness, tournament promotion, and community-led retention.
- **Compliance and brand risk:** low to medium. Risk is manageable when the messaging stays skill-based and transparent.
- **Case notes:** joined BetMGM Poker as an ambassador and content partner; publicly recognized as a rising content creator through poker industry awards; positioned by the operator as an in-person event and social-content bridge.
- **Suggested partnership model and typical compensation:** retainer plus event appearances, campaign bundles, content licensing, and potentially hybrid affiliate mechanics where appropriate. Directional benchmark is roughly \$5,000 to \$25,000 per campaign bundle, with larger ambassador programs higher. Public economics are unspecified.

Esports and gaming

Gaules[25]

Gaules is one of the most valuable esports-adjacent profiles in the world because his influence behaves more like a broadcast alternative than a normal creator channel. For esports betting or fan-engagement businesses, his significance is not merely “reach in Brazil.” It is the ability to shape how a major esports audience experiences entire tournaments.

- **Platforms and follower range:** roughly 4.3 million on Twitch and around 2 million on Instagram; public analytics sources show very high peak-viewer performance.
- **Primary verticals:** esports, Counter-Strike, watch parties, tournament co-streaming, fan-community activation.
- **Typical audience demographics:** geography clearly Brazil and Portuguese-speaking LATAM; age range unspecified; platform skew is overwhelmingly Twitch-first.
- **KPI snapshot:** elite concurrent viewer performance, very high tournament relevance, repeatable long-form watch behavior, and strong sponsor visibility in moments that matter.
- **Known promo mechanics:** tournament sponsorship, brand placement, live calls to action, co-stream integrations.
- **Commercial fit:** excellent for esports awareness, tournament activation, betting-adjacent fan engagement, and regional brand entry in Brazil.
- **Compliance and brand risk:** medium to high. Esports audiences skew younger, tournament sponsor rules vary, and bookmaker tie-ins need close market and league review.
- **Case notes:** partnered with GG.BET[26] around a BLAST Major broadcast; his public analytics underline exceptional concurrent-viewer strength; remains a benchmark example of how creator-led esports broadcasting can rival or outperform official feeds in local markets.
- **Suggested partnership model and typical compensation:** co-stream sponsorship, event activation, watch-party rights, ambassador role, and media-content licensing. Directional benchmark is roughly \$50,000 to \$250,000+ for tentpole-event integrations, especially around major Counter-Strike windows.

Mortal[27]

Mortal matters to gambling and gaming strategy not because he is a direct wagering creator, but because he represents the scale and credibility of gaming-native influence in India. For any operator or supplier thinking about esports, skill gaming, fantasy, or social products in the region, he is a model of audience quality and also a reminder of regulatory sensitivity.

- **Platforms and follower range:** roughly 5 million on Instagram; multi-million YouTube footprint, though the exact current main-channel count was not consistently captured in this review.
- **Primary verticals:** gaming, esports, creator-led community, youth and aspirational fandom.
- **Typical audience demographics:** geography clearly India; age range unspecified; platform skew is YouTube and Instagram.
- **KPI snapshot:** mainstream gaming recognition, creator-led community identity, strong esports credibility, and consistent visibility through the broader S8UL[28] ecosystem.
- **Known promo mechanics:** brand ambassadorship, device launches, event presence, creator-club mechanics; direct gambling promo mechanics are not the recommended fit.
- **Commercial fit:** high for gaming, fan engagement, and fantasy or social products; low for direct real-money gambling given market sensitivities.

- **Compliance and brand risk:** high for gambling applications. India's market complexity and youth-heavy gaming culture materially narrow the safe use cases.
- **Case notes:** co-founder of S8UL, one of the most awarded gaming-content groups in India; tied to the continued rise of Indian creator-led esports; remains one of the best examples of creator-driven gaming authority in the region.
- **Suggested partnership model and typical compensation:** brand ambassador, event appearances, gaming or fan-engagement series, streaming integrations, and community activations. Directional benchmark sits roughly in the \$25,000 to \$150,000+ range for substantial programs, but gambling-specific fit should be treated as highly restricted.

Alodia Gosiengfiao[29]

Alodia is one of Southeast Asia's most commercially versatile gaming personalities because she can reach gaming audiences without being trapped in a pure hardcore-streamer identity. That makes her useful for gaming, social casino, fan engagement, and premium lifestyle crossovers.

- **Platforms and follower range:** approximately 7.8 million Facebook page likes, about 2 million on Instagram, and roughly 1.8 million on YouTube.
- **Primary verticals:** gaming, cosplay, lifestyle, pop-culture fandom, premium brand collaborations.
- **Typical audience demographics:** geography centered in the Philippines with broader Southeast Asian relevance; age range unspecified; platform skew is Facebook, Instagram, and YouTube.
- **KPI snapshot:** strong cross-platform reach, premium brand friendliness, event-hosting credibility, and broad fandom appeal.
- **Known promo mechanics:** sponsored posts, branded storytelling, event hosting, gaming campaign integrations.
- **Commercial fit:** best for awareness, gaming launches, social or free-to-play engagement, and premium brand partnerships that want fandom but not hard-sell gambling tone.
- **Compliance and brand risk:** medium. Main risks come from broad audience composition and the need to maintain distance from aggressive gambling messaging.
- **Case notes:** visible in gaming-related partnerships including PlayStation Asia; returned to visible Mobile Legends community activity through public watch-party and esports appearances; remains one of the strongest lifestyle-to-gaming crossover names in SEA.
- **Suggested partnership model and typical compensation:** premium ambassador bundle, event-host role, cross-platform content package, and launch-campaign storytelling. Directional benchmark is roughly \$20,000 to \$100,000+ depending on scope and production demands. Public creator-specific economics are unspecified.

Regional micro and niche watchlist

Lorenz Köhler[30]

Lorenz Köhler is a strong example of the compliant, journalist-style betting-content partner. He brings credibility in African football and works best when a brand wants explanation, interviews, and local football storytelling instead of loud conversion-first tactics.

- **Platforms and follower range:** around 24K on Instagram; additional distribution through 10bet[31] South Africa channels and podcast formats.
- **Primary verticals:** football journalism, betting-adjacent podcasting, local football storytelling.
- **Best commercial fit:** local market education, market-entry messaging, football-first sponsor storytelling, and video podcasting.
- **Risk note:** lower than tipster-style creators, but editorial clarity and disclosure matter.

Ben Spragg[32]

Ben Spragg, widely known as Spraggy, remains a strong UK and Europe poker watchlist name due to his live-stream community, humor, and category fit.

- **Platforms and follower range:** around 175K on Twitch and roughly 65K–70K on YouTube.
- **Primary verticals:** poker streaming, community-first humor, tournament storytelling.
- **Best commercial fit:** poker retention, mid-market ambassador work, and European tournament promotion.
- **Risk note:** comparatively manageable; brand safety is materially better than in slots or crypto-casino streaming.

BoomBetNG

BoomBetNG illustrates the performance-heavy, Telegram-led betting-tipster model growing in parts of Africa. It can convert, but it carries very high claims, disclosure, and safer-gambling risk.

- **Platforms and follower range:** roughly 25K on Instagram, tens of thousands on X, and a very large Telegram footprint publicly promoted.
- **Primary verticals:** sports betting tips, booking codes, community signal groups.
- **Best commercial fit:** local CPA or promo-code campaigns in permissive environments.
- **Risk note:** extremely high. This is the type of partner that can move fast and create equally fast compliance problems.

The Influencer Spectrum

The term “influencer” is too blunt for this industry. Different influencer classes solve different commercial problems, carry different compliance risks, and map to different product types.

The operating spectrum

Influencer type	What they do best	Best funnel position	Typical fit	Principal risk
Micro-influencers	High trust inside niche communities	Mid-funnel and conversion support	Local casinos, state launches, language-specific campaigns	Limited scale, inconsistent professionalism

Influencer type	What they do best	Best funnel position	Typical fit	Principal risk
Niche betting creators and handicappers	Translate markets and bets into daily narratives	Acquisition and retention	Sportsbooks, DFS, pick'em, odds tools	Overstated expertise, tout behavior, disclosure failure
Casino streamers and slots creators	Demonstrate product and create entertainment loops	Discovery, engagement, retention	Online casino, social casino, sweepstakes, game studios	Fake-balance concerns, risk normalization
Poker personalities	Combine skill, authenticity, and long-form trust	Education, retention, brand equity	Poker rooms, tournaments, training, travel	Perceived conflicts, site integrity spillover
Fantasy creators	Turn fandom into repeated participation	Acquisition and season-long retention	DFS, pick'em, sports media	Legal complexity by jurisdiction
Esports and gaming streamers	Native access to digital-first audiences	Discovery and community building	Esports betting, gaming, social products	Younger audience composition, platform volatility
Professional athletes	Immediate credibility and reach	Awareness and PR	Broad campaigns, event launches	Integrity scrutiny, league and local restrictions
Former athletes and analysts	Commentary plus trust without active-player restrictions	Conversion support and content depth	Sportsbooks, shows, podcasts	Audience mismatch if product fit is weak
Podcasters and media personalities	Habitual attention and recurring trust	Mid-funnel, retention, brand salience	Sports betting, fantasy, fan engagement, B2B	Hard attribution, host-read compliance
Lifestyle and travel creators	Destination storytelling and aspirational framing	Awareness and visitation	Casino resorts, entertainment, hospitality	Weak conversion to gaming, brand-fit risk
Affiliate creators	Performance-oriented traffic with measurable economics	Acquisition	Sportsbook, casino, poker, sweepstakes	Disclosure, SEO dependence, rev-share disputes
Brand ambassadors	Long-term representational role	Full-funnel, especially trust and retention	Multi-state operators,	Complacency, over-

Influencer type	What they do best	Best funnel position	Typical fit	Principal risk
			resorts, poker, casino	standardized messaging
A-list celebrities	Instant scale and mass awareness	Top-funnel and PR	National campaigns, launches, live events	High cost, low authenticity, reputational spillover
Discord/community operators	High-intensity engagement and recurrence	Retention and community monetization	Betting communities, fantasy, gaming	Moderation burden, private-room opacity
Executives and industry creators	Thought leadership and product credibility	B2B consideration and deal acceleration	Suppliers, consultants, media, compliance tech	Inconsistent message discipline

Entertainment influence versus expert influence

A central strategic mistake in gambling is treating all audience attention as equivalent. It is not.

Entertainment influence generates watch time, shares, clips, and cultural relevance. This works especially well in slots, casino streaming, sportsbook banter, watch parties, and crossover sports content.

Expert influence generates confidence, product understanding, and conversion quality. This works better in odds explanation, poker instruction, fantasy strategy, payments, compliance technology, KYC, and responsible gaming education.

The best programs know which they are buying. Problems start when brands pay for entertainment reach but expect expert conversion, or recruit expert voices and force them into shallow entertainment formats.

Micro-influencers versus celebrities

Dimension	Micro-influencer	Celebrity
Primary asset	Trust, relatability, community access	Reach, fame, PR scale
Best use case	Local launches, niche products, regulated market education	National awareness, event launches, investor/media attention
Typical audience behavior	Higher engagement, more dialogue	Lower engagement rate but broader recognition
Cost structure	Easier testing, lower unit cost, portfolio approach	High fixed cost, fewer test cycles
Compliance control	Often requires training and closer oversight	Usually handled through formal agencies and legal teams
Localization	Strong	Often weak unless there is genuine regional relevance

Dimension	Micro-influencer	Celebrity
Authenticity	Usually stronger	Often weaker unless there is a natural fit
Reputational blast radius	Narrower	Much larger

For many regulated campaigns, a portfolio of ten credible micro-creators will outperform one celebrity endorser on qualified traffic, deposit quality, and message credibility. Celebrities still matter, but their role is often to create “permission to notice,” not “reason to trust.”

The Economics of Influence

Influencer marketing in gambling only becomes strategic when it is measured with the same rigor as affiliates, paid media, CRM, and sponsorships. Otherwise, it collapses into expensive brand theater.

The core economic models

Model	How it works	Best for	Strength	Weakness
Flat-fee sponsorship	Fixed payment for posts, mentions, streams, appearances	Awareness and content production	Simple to execute	Weak performance accountability
CPA	Payment for approved sign-up, app install, or first-time deposit	Acquisition	Directly performance-linked	Can distort content quality and incentivize aggressive promotion
Revenue share	Creator or affiliate earns a share of referred net revenue	High-LTV products and recurring players	Aligns with lifetime value	Complex tracking, NGR disputes, long payback cycles
Hybrid CPA + rev share	Upfront bounty plus ongoing share	Balanced growth and quality	Aligns incentives across time horizons	Operational complexity
Ambassador retainer	Recurring fee for ongoing representation	Trust-building and retention	Consistency and content cadence	Requires strong governance
Equity or options	Creator receives ownership upside	Long-term alignment, media ventures	Deep partnership commitment	Hard to value, reputational lock-in
Appearance/event fee	Paid presence at activations,	Land-based, fan	Immediate visibility	Short-lived impact without content capture

Model	How it works	Best for	Strength	Weakness
	launches, conferences	engagement, B2B events		
Content licensing	Brand pays to repurpose creator assets	Efficient multichannel scaling	Extends content shelf life	Rights complexity
Creator-owned media partnership	Jointly built show, channel, or content franchise	Full-funnel programs	Durable moat and repeat attention	Highest planning and governance burden

Why attribution is harder in gambling

Attribution in gambling is more complicated than in many consumer sectors for five reasons.

First, user journeys are messy. A customer may discover an operator through a creator clip, search the brand later, install through an app store, register after a sportsbook ad, and deposit after a podcast mention. Last-click models tend to under-credit creators.

Second, many deals are settled on operator-calculated outcomes such as net gaming revenue. That introduces time lag and reconciliation complexity.

Third, revenue quality varies dramatically by user. One creator can deliver cheaper registrations but poor deposit depth. Another can deliver fewer sign-ups but better retention, product cross-sell, and lower churn.

Fourth, operator economics differ by vertical. Sportsbook users may be promo-sensitive and seasonal. Casino users may cross-sell into steadier monetization. Poker users may monetize more slowly but remain active longer. Social and sweepstakes users may respond to engagement loops rather than direct deposit economics.

Fifth, community-led acquisition can generate hidden retention value that traditional attribution does not capture. Users who join via a creator often keep returning to participate in a show, community challenge, or event narrative tied to the brand.

What good ROI evaluation looks like

A disciplined operator should judge influencer economics on four stacked layers rather than one headline metric.

Measurement layer	Key question	Example metrics
Media efficiency	Did the content actually reach and engage the right people?	Reach, frequency, views, watch time, engagement rate, saves, shares
Traffic quality	Did the audience act?	Click-through rate, landing-page conversion, app installs, account registration rate
Commercial performance	Did the traffic monetize well?	First-time deposit rate, deposit size, CPA, net revenue, ARPU, hold-adjusted value

Measurement layer	Key question	Example metrics
Durability and trust	Did the users stay and did the brand gain equity?	Day 30/90 retention, cross-sell, repeat play, promo dependence, sentiment, brand lift

A strong influencer program should also segment performance by creator type, geography, product, and compliance score. In gambling, the best-performing creator is not always the highest-volume creator. Sometimes the best creator is the one whose referred users need fewer bonuses, self-select into the right product, and stay longer.

The affiliate overlap

The line between influencer and affiliate has already blurred. Traditional gambling affiliates relied on SEO, comparison content, odds pages, and bonus reviews. The newer generation mixes those mechanics with faces, voices, short-form clips, podcasts, community threads, and live shows.

That transition matters because affiliate economics bring rigor to influencer deals. Public filings from major affiliate businesses show how central revenue-share mechanics, NGR calculations, and referred-player tracking remain. Those same filings also highlight structural friction: affiliates cannot directly see all post-click user behavior and often depend on operator systems to calculate revenue shares. For operators, suppliers, and creators, that means the future lies in cleaner data-sharing, better dashboards, and clearer contractual definitions of what counts as value.

Case snapshot

The evolving affiliate-to-creator economy is visible in the public strategies of gaming media groups. Better Collective[7] now positions itself as a digital sports media group with communities, video, podcasts, data, and esports/gaming properties, not simply a search-based affiliate business. Gambling.com Group[8] openly describes revenue-share mechanics, referred-player economics, and the limitations of operator-side tracking in its filings. Catena Media[9] has described the damage that search-policy changes can do to sports betting and casino content rankings. The strategic implication is obvious: owned communities and personality-led distribution are becoming more valuable as pure algorithmic distribution becomes less reliable.

How Influence Works Across the Gambling Ecosystem

Influencers matter differently across each segment of the gambling and gaming value chain. The correct question is not whether a segment “uses influencers,” but what kind of influence creates the most value in that segment.

B2C operators

Sports betting

Sports betting is the most obvious match for influencer marketing because the content itself is inherently discussable. Every slate, line move, injury update, same-game parlay, and live-betting angle creates a reason for commentary. This makes creators especially useful for pre-game education, same-day conversion, and retention around tentpole events.

The strongest sportsbook creator strategies usually combine:

- recurring content cadence rather than one-off promos,
- product education rather than only sign-up incentives,
- community interaction around games,
- and localized or sport-specific credibility.

Former players, analysts, betting podcasters, and niche creators often outperform generic celebrity ads because they can turn a wagering product into an ongoing media habit.

Online casino and iGaming

Online casino relies more heavily on demonstration, entertainment loops, game discovery, and trust in product legitimacy. That makes casino streamers, slots creators, and live-host personalities powerful, especially when they can explain mechanics, show new titles, and bring repeat viewership.

The best online casino influencer partnerships do not just promote the operator. They also surface game variety, exclusive content, live dealer formats, jackpot moments, and entertainment value. This is particularly powerful for cross-sell from sportsbook to casino and for new-title launches.

The leading regulated operators increasingly understand that high-performing casino creators are not simply “ad units.” They are product interpreters.

Land-based casinos and resort properties

For physical casino properties, influence is broader than pure gaming. Local lifestyle creators, travel creators, food and nightlife personalities, concert hosts, sportsbook talent, and event-centric creators can all support on-property visitation.

In these settings, the offer is often a blended package:

- gaming,
- premium dining,
- sportsbook lounge experiences,
- nightlife,
- hotel stays,
- tournaments,
- festivals,
- and loyalty benefits.

This means the land-based influencer toolkit should include destination storytelling, local audience mapping, geo-targeted offers, and post-visit content capture.

Sweepstakes and social casino

These categories have moved quickly because creator-led video and streaming can explain low-friction onboarding and showcase playability without requiring the audience to process a dense regulated-gambling message. But that same accessibility creates risk. When a product feels visually identical to real-money casino content, creator messaging can blur the line between entertainment, sweepstakes mechanics, social play, and gambling in the audience’s mind.

That is why these products may generate strong influencer performance, but they also require especially careful legal review, geographic controls, and language discipline.

Fantasy sports and pick'em products

Fantasy sports creators are often community operators first and marketers second. Their value lies in recurring seasonal relevance, participation prompts, and rituals around lineup construction, projections, injury news, and social competition. For these products, the creator's credibility comes from knowledge and continuity, not glamour.

Poker

Poker remains one of the cleanest examples of influencer economics because the category has always rewarded a blend of skill, personality, education, and spectacle. Poker players will follow personalities across sites, tournaments, vlog formats, and streaming platforms because they believe the person, not just the product, has substance. That makes poker ambassadors unusually potent for long-tail retention.

Case snapshots in B2C

A regulated online casino template is visible in BetMGM[10]'s partnership with Brian Christopher Slots[11], where the creator's role extends beyond simple awareness into live streams, game reviews, educational video content, events, and operator-native product storytelling.

A parallel strategy appears in FanDuel[12]'s casino ambassador relationships with slots creators such as Vegas Matt and Lady Luck HQ[13]. These deals illustrate how regulated operators increasingly use creators not merely to advertise casinos, but to narrate product value, exclusives, promotions, and responsible play tools.

In poker, BetMGM Poker[14]'s ambassador deal with Abby Merk[15] shows a modern blend of poker skill, creator identity, and brand content. The value proposition is community relevance, not just logo placement.

B2B suppliers

Suppliers often underestimate influencer strategy because they assume "influence" is purely a consumer tactic. In reality, influence is highly relevant to the B2B side of gaming because complex products need trusted interpreters.

The influential voices in B2B are often:

- visible founders and executives,
- industry podcasters,
- analysts and specialist journalists,
- conference moderators,
- respected operators willing to appear in case-study content,
- and technical creators who can explain real use cases in plain language.

Where it works best by supplier category

Supplier category	Best influencer archetype	Highest-value outcome
Game studios	Streamers, slots creators, casino reviewers	Game discovery, launch support, rapid feedback loops
Sportsbook tech and odds platforms	Analysts, data creators, former traders, betting podcasters	Product explanation, operator credibility
CRM and loyalty	Revenue/retention operators, product educators, conference speakers	Buyer education, inbound leads
Payments and wallets	Fintech creators, operators, compliance voices	Trust, transaction confidence, market-entry enablement
KYC and identity	Compliance leaders, fraud experts, legal-tech voices	Credibility and shorter sales cycles
Responsible gaming tech	Researchers, policy creators, safer-gambling advocates	Category authority and regulated trust
Compliance and geolocation	Legal practitioners, regulators, technical explainers	Low-risk education and procurement confidence
Data and fan engagement	Media personalities, sports-tech analysts, league-side operators	Strategic relevance and category framing
PAM and platform providers	Executive thought leaders and operator case-study partners	Enterprise lead generation
Lottery and retail tech	Public-sector voices, lottery experts, safer-play educators	Institutional confidence

The commercial logic is simple. Operators buy products from suppliers they understand and trust. Creator-style B2B content accelerates both.

B2C and B2B compared

Dimension	B2C operator strategy	B2B supplier strategy
Primary goal	Player acquisition, retention, brand affinity	Buyer education, authority, lead generation
Best creator types	Streamers, analysts, podcasters, athletes, local creators	Executives, analysts, podcasters, specialist media
Conversion event	App install, account registration, deposit, ticket purchase	Demo request, qualified lead, meeting, RFP inclusion
Key content format	Short video, livestream, watch parties, host-read podcasts	Webinars, panels, explainer clips, case studies, LinkedIn content
Main risk	Underage reach, misleading claims, geo errors	Weak attribution, message complexity
Time horizon	Campaign-to-campaign plus seasonal recurrence	Longer-cycle category building and deal acceleration

Fan engagement and events

Influencers are increasingly the connective tissue between sporting attention and betting participation. They host watch parties, frame prop narratives, explain live-betting moments, run pick'em segments, and turn passive sports viewership into second-screen interaction.

This is why the sports-betting and fan-engagement worlds continue to converge. A creator is not only there to sell a bet. They can also:

- increase time spent with the brand,
- deepen game-day ritual,
- drive content consumption,
- move fans into contests or rewards,
- and create post-event amplification.

At live events, their value expands again. Gaming conferences, sportsbook launches, meet-and-greets, casino floor activations, creator tournaments, VIP dinners, live podcasts, and branded challenges convert creator reach into business development. For land-based casinos and B2B conferences alike, the event itself becomes both an activation and a content factory.

Case snapshot

The content-partnership model is visible in the collaboration between BetMGM and Better Collective's Playmaker HQ, which brought athlete-driven and entertainment-led shows into the operator's orbit. That is a preview of where the sector is headed: toward talent-led media that sits between pure advertising and owned brand channels.

Trust, Compliance, and Responsible Gaming

Influencer marketing in gambling works because institutions are often less trusted than personalities. It also fails for the same reason.

Why trust transfers so effectively

Gambling users often trust creators for reasons that traditional brand teams do not always fully appreciate:

- creators appear to use the products themselves,
- they speak in ordinary language,
- they publish repeatedly instead of sending one polished message,
- they reveal preferences and routines,
- and they build communities that let followers observe how others respond.

That creates a parasocial form of trust. In practical terms, the creator becomes a low-friction proxy for due diligence.

But trust in gambling is fragile. A creator can build it slowly and destroy it in one post.

Undisclosed sponsorships, selective display of wins, unclear bonus language, fake-money play presented like real-money play, exaggerated “locks,” and reckless “all-in” culture are especially dangerous because they attack the category’s most sensitive trust points. Once a customer believes a creator is misleading them, the damage rarely stops with the creator. It spills into the operator and sometimes the wider category.

Entertainment does not remove duty of care

A common industry mistake is assuming a creator’s tone can excuse a product’s risk. It cannot. Humor, streaming culture, and “just for fun” framing do not remove the need for transparent, lawful, and responsible communication.

That is especially important in:

- slots and high-volatility casino content,
- livestreamed betting challenges,
- short-form clips showing oversized wins,
- social or sweepstakes products that resemble real-money gambling,
- and creator communities with younger audience spillover.

Compliance is now operational, not theoretical

Regulators increasingly make clear that responsibility does not stop with the creator. Operators are accountable for third parties acting on their behalf. That has major implications for influencer governance.

A practical cross-market reading of the current environment suggests six durable compliance principles.

Clear commercial disclosure

In the United States, Federal Trade Commission[16] guidance makes clear that endorsements and reviews must not be deceptive and that material connections must be clearly disclosed. In the United Kingdom, the Advertising Standards Authority[17] and the Committee of Advertising Practice extend disclosure expectations into social media and affiliate marketing. The basic rule is simple: if the audience would care that the creator is paid, partnered, bonused, or earning commission, that relationship must be clear.

Operator responsibility for third parties

State regulations go further by assigning responsibility to operators for affiliate and third-party conduct. That principle is explicit in sports wagering advertising rules in places such as Massachusetts and New York. The message is unmistakable: “outsourcing the post” does not outsource the liability.

Youth protection and age signaling

Youth-directed imagery, campus targeting, youth-heavy placements, and creator choices that appeal primarily to underage audiences are now among the highest-risk areas. Some jurisdictions explicitly require legal-age reminders and prohibit youth-oriented creative elements. Ontario took an

especially aggressive approach by restricting athlete use and celebrity or influencer material likely to appeal to minors in internet gaming advertising.

No deceptive “risk-free” framing

Regulators continue to target bonus language and promotional framing that obscures cost, wagering requirements, or real financial risk. “Risk-free,” “free,” and similar wording remain dangerous unless the offer truly imposes no financial risk. Several U.S. codes and rules now treat this as a key enforcement area.

Geography matters

The legal status of content can change not just by country, but by state, province, or even by whether a viewer is in a permitted or non-permitted jurisdiction. That is why creator deals must be integrated with geofencing, market-specific creative, and media suppression rules. A creator’s global audience is rarely aligned neatly with an operator’s licensed footprint.

Recordkeeping and pre-approval matter more than creativity teams expect

Several gaming regimes now require retention of advertising materials and give regulators the power to direct cessation of noncompliant campaigns. In practical terms, this means gambling influencer programs need version control, approval chains, and archiving workflows.

Platform policy is now part of legal strategy

Even lawful ads can fail on platform rules. Platform governance increasingly determines what kind of gambling-related creator activity is commercially scalable.

- Google^[18] requires certification for online gambling and social casino advertising in eligible markets and distinguishes between online gambling content and social casino content. It also explicitly separates social casino from sweepstakes-style products and imposes country-specific conditions.
- TikTok^[19] requires certification, legal-market compliance, age restrictions, responsible warnings, and clarity around terms and illegal offers.
- Twitch^[20] tightened its rules against certain gambling-site streaming and requires gambling content labeling.
- Kick^[21] remains more permissive than Twitch but requires compliance with local law, clear disclosure of affiliate links, age labeling, and licensed-platform restrictions.
- YouTube^[22] has tightened rules around online gambling content that directs viewers to certain uncertified sites and has used age restrictions more aggressively in this category.

For brands, this means compliance is a three-layer problem: 1. gambling law, 2. advertising law, 3. platform policy.

A campaign can fail at any layer.

Responsible gaming as a creator competency

Influencers can undermine safer play. They can also strengthen it. The difference lies in design.

Well-governed programs increasingly ask creators to:

- state legal age clearly,
- disclose sponsorships prominently,
- avoid “guaranteed win” language,
- avoid glamorizing loss-chasing,
- explain bonus terms plainly,
- avoid selective-only win montages,
- point to cooling-off, deposit-limit, or self-exclusion tools,
- and honor market-specific restrictions.

Creatively, responsible gaming works best when it is integrated into the creator’s authentic voice rather than bolted on as a robotic disclaimer. The most credible creators can normalize limit-setting and product understanding without killing entertainment value.

Compliance checklist for influencer campaigns

Control area	Operational requirement
Creator due diligence	Audience composition, geography, prior sponsorship history, controversy review, platform behavior review
Contracting	Disclosure language, approval rights, jurisdiction limits, takedown obligations, data rights, indemnities
Licensing alignment	Confirm the promoted product is lawful in each targeted market
Disclosure	Clear, unavoidable sponsorship or affiliate disclosure in caption, audio, or on-screen treatment
Age protections	21+/18+ notices as applicable, audience filtering, youth-sensitive creative review
Bonus transparency	Plain-language terms, no “risk-free” shortcuts unless literally true
Responsible gaming	Include helpline or resource language where required; define creator do’s and don’ts
Geo controls	Market-specific codes, suppression lists, whitelisting/blacklisting by state or country
Content approval	Pre-approve scripts, visuals, offers, landing pages, and clipped edits
Archiving	Store all posted assets, edits, captions, timestamps, and approvals
Monitoring	Real-time campaign monitoring for comments, clips, reposts, and unauthorized edits
Enforcement	Rapid takedown process, correction protocol, noncompliance escalation

Case snapshots in risk

The gray-market risk case is easiest to see in celebrity- and streamer-linked offshore or quasi-offshore environments. Drake^[23]’s long-running public association with Stake-style content and complaints around promotion and legal scrutiny illustrate how attention can create enormous reach while simultaneously concentrating regulatory, reputational, and litigation risk.

That tension also appears in sweepstakes and adjacent products. Several state actions and legislative moves in the United States have targeted sweepstakes-style operations or their promotion, underscoring that creator-led growth can become a legal accelerant when the underlying model is unsettled.

Global Market Entry and the Next Wave

Influencer strategy becomes most valuable when a brand is entering a new market, category, or audience cohort. In those moments, creator partnerships can function as market research, education, trust transfer, and demand generation simultaneously.

Why micro-local matters in market entry

Market entry usually fails when brands assume national media can substitute for local trust. Gambling is too culturally specific for that.

The most important local variables are:

- sport preferences,
- language and slang,
- payment behavior,
- relationship to gambling as entertainment,
- comfort with bonuses and promos,
- trust in local or foreign brands,
- and the dominant platforms in the market.

A creator with 80,000 highly relevant local followers can be strategically more important than a celebrity with 8 million global fans.

Market-entry playbook

Step	What to do	Why it matters
Define the market thesis	Clarify product, audience, legal perimeter, and desired action	Avoid creator-first planning without a business objective
Map local creator classes	Identify sports, casino, gaming, lifestyle, and media creators by relevance	Local trust beats generic reach
Separate awareness from conversion	Use different creators for broad education and deposit-driving action	Prevents overpaying for the wrong outcomes
Build compliance rails first	Draft market-specific claim rules, approval paths, disclosure templates	Reduces campaign failure risk
Test portfolios, not heroes	Launch multiple smaller creators before scaling	Diversifies risk and improves learning
Use event anchors	Tie campaigns to opening week, major games, tournaments, or property launches	Increases relevance and urgency

Step	What to do	Why it matters
Localize landing flows	Match creator language and content format to the destination experience	Converts attention more efficiently
Stack content formats	Combine livestreams, short clips, podcasts, and email or social follow-up	Improves conversion and recall
Measure post-acquisition quality	Track deposit mix, retention, and bonus dependence by creator cohort	Finds profitable creators, not just loud ones
Convert winners into ambassador programs	Extend successful creators into recurring shows or campaigns	Creates durable moat

Global patterns by market type

Market cluster	Influencer priority	Strategic note
United States	State-specific and sport-specific creators, podcasts, ex-athletes, casino streamers	Heavy compliance, fragmented regulation, high value in localized campaigns
Canada and Ontario	High compliance, careful use of personalities, stronger emphasis on non-athlete creator fit	Ontario's advertising rules materially shape partnership choices
United Kingdom and mature Europe	Affiliates, odds content, podcasts, compliance-aware creators	Disclosure and youth-appeal scrutiny are elevated
Brazil	Local football culture, digital video, creator education, rapid regulatory adaptation	Huge upside, but messaging discipline is critical in a tightening environment
Colombia and broader LATAM	Mobile-first creators, football and local-language communities	Localization and payment behavior matter as much as media spend
Africa	Mobile and community-led approaches, football-first orientation in many markets	Product education and payments trust are especially important
India and Southeast Asia	Mobile creators, gaming-native formats, local language and regional identity	Regulatory fragmentation and platform community rules require caution
Philippines	Entertainment-led digital formats, gaming and mobile overlap	Regulatory and channel mix must be assessed carefully by operator type
Australia	Very high sensitivity to illegal promotion and offshore exposure	Creator activity demands strong legal review
Tribal gaming in the U.S.	Community respect, local relevance, event-led trust, partnerships aligned with tribal priorities	Cultural competence matters as much as marketing skill

Emerging convergence

The next phase of the sector will likely be defined by convergence. The boundaries among sports media, creator economy, gaming, loyalty, and wagering continue to blur. Several trends are now visible.

Creator-led betting communities

Instead of sending users to a sportsbook and disappearing, creators will increasingly operate persistent clubs, Discords, newsletter loops, and livestream ecosystems. Those communities can become more valuable than the initial customer-acquisition event.

Influencer-owned or co-owned products

Some creators will move beyond promotion into product co-creation, equity participation, or branded games. This is already beginning in social casino, sports/fan-media hybrids, and media-property partnerships.

AI-enhanced influence

AI will likely affect:

- creator discovery,
- audience quality scoring,
- content compliance review,
- language localization,
- sentiment monitoring,
- and predictive performance modeling.

AI-generated or virtual hosts may emerge, but regulated gambling brands are likely to prefer accountable human creators for high-trust messaging, at least in the near term.

Better attribution and data sharing

As influencer budgets grow, operators and suppliers will demand cleaner measurement. Expect more use of promo-code ladders, content-level UTMs, cohort analysis, clean-room style matching, and CRM-linked creator scoring.

Responsible gaming certification

The most credible future-state model may include formal creator onboarding or certification for gambling-sector influencers. That would not remove operator liability, but it would create a more disciplined baseline for acceptable conduct.

Future trend matrix

Trend	Likely impact	Strategic implication
Creator-led media franchises	High	Shift budget from one-off posts to recurring programming

Trend	Likely impact	Strategic implication
Athlete-owned media	High	Former players and analyst-creators become more valuable than passive endorsements
AI creator discovery and monitoring	High	Compliance and ROI management become more scalable
Influencer-owned gaming and wagering products	Medium to high	More equity-style deals and joint ventures
Tighter regulation of gray-area products	High	More legal review for social, sweepstakes, and offshore-adjacent campaigns
Growth of B2B influencer marketing	High	Suppliers need visible category authorities, not just booths and datasheets
AR/VR and immersive fan activations	Medium	Strong at events and premium fan engagement, less immediate for mass conversion
Responsible gaming creator standards	Medium to high	Better operators will treat this as a competitive differentiator

SCCG Perspective, Recommendations, and Sources

SCCG perspective

From an SCCG Research viewpoint, influencer strategy is becoming a core commercial capability across the gaming ecosystem, not a side tactic. It now touches market entry, distribution, customer acquisition, media strategy, live events, B2B sales enablement, and brand architecture.

What matters most is not the headline idea of “using influencers.” It is building a structured system around influence.

For operators, that means treating creators as part of a portfolio that spans awareness, conversion, retention, and local market growth. For suppliers, it means understanding that category authority, not just lead lists, increasingly drives inbound demand. For casino properties and event platforms, it means recognizing that creator content can extend property value and conference value well beyond the physical floor. For affiliates and media companies, it means acknowledging that the future belongs to hybrid models that combine performance mechanics with recognizable voices and durable communities.

SCCG’s broad view across sports betting, iGaming, tribal gaming, social casino, payments, KYC, responsible gaming, compliance technology, AI, media, and live events suggests that the most successful companies in the next cycle will build repeatable influencer infrastructure rather than episodic sponsorships. That infrastructure should include creator sourcing, legal review, responsible gaming standards, market-entry mapping, data measurement, content repurposing, and commercial governance.

In practical terms, influencer strategy works best when it is connected to:

- distribution goals,
- launch sequencing,
- CRM and loyalty design,
- property and event calendars,
- supplier thought leadership,
- and long-term brand positioning.

The future will favor organizations that can do three things consistently: earn attention, convert that attention into trust, and turn trust into measurable participation without losing regulatory control.

Key takeaways

- Influencers are no longer just top-of-funnel awareness assets in gambling. They now affect acquisition, education, trust, community, retention, and market entry.
- The most effective “influencers” in this sector often include podcasters, retired athletes, analysts, streamers, executive thought leaders, and affiliate-media operators, not only celebrities.
- Gambling is a trust-sensitive category, so creator authenticity often matters more than raw reach.
- Community-led acquisition can outperform pure paid-media acquisition because it brings both traffic and identity.
- Reach, engagement, trust, and conversion are different assets and should not be bought as if they are interchangeable.
- CPA-only deals can distort creator behavior if they push content toward overaggressive promotion.
- Revenue-share and hybrid structures align with lifetime value but introduce attribution and reconciliation complexity.
- The affiliate and influencer models are converging into a new performance-and-personality economy.
- Search volatility and platform rule changes make owned audience and creator-led distribution more strategically valuable.
- Casino streamers are now significant product-discovery mechanisms for online casino, social casino, sweepstakes, and game studios.
- Poker remains one of the clearest proof points that personality-plus-skill can produce durable brand value.
- Former athletes and analyst-creators are usually safer and more conversion-friendly than active-athlete endorsements.
- Micro-influencers can outperform celebrities for localized and regulated campaigns.
- Land-based casinos should think beyond gaming-only creators and use lifestyle, travel, entertainment, and event creators selectively.
- B2B suppliers should treat thought leadership, niche creators, and visible executives as part of revenue infrastructure.
- Event strategy and influencer strategy should be integrated; every live appearance should produce reusable content and pipeline value.
- Responsible gaming should be embedded in creator programs, not added as an afterthought.

- Operator responsibility for third-party advertising is now a defining regulatory principle in multiple markets.
- Platform rules now shape gambling marketing almost as much as gambling law itself.
- Sweepstakes, social casino, and prediction-market-adjacent campaigns require enhanced legal caution because regulatory expectations remain fluid.
- The next stage of the market will reward structured creator programs, better attribution, and stronger compliance workflows.
- B2B influence in gaming is underdeveloped and likely to grow materially over the next few years.
- The strongest brands will build creator ecosystems, not just creator campaigns.

Recommendations

For operators

Build an influencer operating model, not an influencer roster. Separate creators by role: awareness, education, conversion, retention, VIP, and localized growth. Use micro-portfolios to test state, province, language, sport, and product fit before concentrating spend. Treat creator content as reusable creative inventory across paid social, CRM, landing pages, event screens, and sales narratives.

For B2B suppliers

Invest in category authority. Pair executives with trusted niche media voices, conference moderators, and subject-matter creators. Create explainers, use-case content, operator interviews, and short educational formats that simplify technical value. Measure success through qualified meetings, influenced pipeline, shortened sales cycles, and post-event lead quality.

For affiliates

Move from anonymous traffic generation toward trusted personality and community formats. Blend editorial, product comparison, podcasts, short clips, and community touchpoints. Improve disclosure and explain compensation models clearly to protect trust.

For game studios

Treat creators as launch partners and feedback loops. Use streamers to showcase mechanics, volatility, themes, bonus structures, and audience response. Coordinate creator launches with operator distribution and co-marketing windows.

For casino properties

Link influencer campaigns to actual property economics: visitation, hotel stays, F&B, sportsbook lounge traffic, player club sign-ups, and event attendance. Use local creators and event-centric storytelling rather than casino imagery alone.

For sports leagues and teams

Approach betting-related creator integrations carefully and align them with integrity, age, and local legal requirements. Former players, analysts, and broadcaster talent can usually carry the opportunity more safely than active-roster personalities.

For influencers and creators

Treat gambling as a high-responsibility category. Be explicit about sponsorship, legal age, market availability, and the difference between entertainment and advice. Protect long-term audience trust over short-term fee optimization.

For regulators

Clarify expectations for creator-led gambling content across affiliate models, host-read podcast ads, livestreams, promo codes, and clipped social distributions. Enforcement is more effective when both platforms and operators know exactly what standards apply.

For investors

Assess creator strategy as a structural asset rather than a marketing line item. Look for companies with reusable content systems, diversified creator portfolios, and strong governance instead of one-off celebrity dependence.

For agencies and media companies

Design integrated programs that combine creator selection, compliance workflows, content rights, attribution, repurposing, and event amplification. The winner in this category is not the agency with the biggest talent list, but the one that can manage risk and measurement at scale.

Conclusion

Influencers are no longer marginal promotional assets in the gambling ecosystem. They are becoming distribution channels, trust engines, community builders, product educators, market-entry tools, and strategic partners.

That shift is deeper than social media. It reflects a new commercial logic in which personality, attention, and repeated audience trust have become central assets for operators, suppliers, affiliates, casinos, sports media companies, and fan-engagement platforms.

The gambling brands that will outperform in the next phase are unlikely to be those that simply spend more on creators. They will be the ones that build disciplined systems around creators, align them with product and market realities, connect them to responsible gaming, and measure them against real business outcomes.

In that sense, the future of gambling influence is not about fame. It is about governed trust at scale.

Open questions and limitations

This primer emphasizes high-confidence themes supported by public filings, regulatory materials, platform policies, industry research, and documented case examples. Several areas remain fluid and should be monitored continuously: state-by-state U.S. treatment of sweepstakes and prediction-market-adjacent products, platform-policy changes around gambling content, Brazil's fast-evolving advertising regime, and the long-term structure of influencer certification or safer-gambling standards. This report is a strategic research primer and not a substitute for jurisdiction-specific legal advice.

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