

The ‘Explosive’ Growth Expected for Sports Betting Ads in America



There is a Yiddish proverb: “Better an ounce of luck than a pound of gold.” Well, the American advertising sector may expect both in the years to come as the sports betting sector is expected to grow at speed. With fascination and fandom at an all-time high across properties such as the National Football League, the National Basketball Association and the National Hockey League, this has been a largely untapped market that is just beginning to wake up.

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