

Appendix 1

Analysis of advertising

Transcription of the voice over (and translation from Swedish)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
	Length 1 = < 15 seconds 2 = 15-30 seconds 3 = > 30 seconds	Person (real) 1 = yes 2 = no	Character i.e. Details on character		Animation 1 = yes 2 = no	Type of animation	Visual aids used	Location 1 = indoors 2 = outdoors 3 = none	Music 1 = yes 2 = no	If music, what type of music known? dramatic	Jingle 1 = yes 2 = no	Other sound effects?	Colours used in the advertisement	Ethical warning 1 = yes 2 = no	Narrative/voice over 1 = yes 2 = no	Gender of speaker 1 = male 2 = female 3 = N/A	Other text in the video if any	Transcription of the voice over (and translation from Swedish)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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1	Videoslots	1	2	2		1			3	1	dramatic	2	falling coins (from slot machine)	background is black; company name is gold	2	1	1	"battle of the slots"	"The program is presented by the online casino Video slots dot com"																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
2	Svenska spel	1	1	2	older lady - traditionally dressed; young lady dressed very well; big dog	Older lady watching the young lady to make sure she picks up her (big) dog poop. Younger lady doesn't have a bag but one suddenly appears. "Jackpot"	2		2	1	known, classical	2	wind at the start of the advert	1	In blue in the bottom corner	2	3	"jackpot" appears on the screen	None																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
3	Storspelare						words, cards and casino chips animated				dramatic		Black background and everything else is coloured gold					trygghet (security) ; insättningsgränser (contribution or input limits); spelpaus (break from playing); bankID; Swish (identification and payment options); säkert (security)	"Big gamblers believe that safety is important. Therefore, we made it easy with deposit limits and spelpaus. Make your deposits with Swish and create an account securely with BankID. Welcome to storspelare dot com".																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
4	Speedy							mobile phone; picture of casino chips and one arm bandit in the background	1 (implied through the bird sounds)									SpeedyCasino ett nitcasino	"The program is presented by, Speedy Casino"																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
5	Snabbare	1	2	2	various - 2 younger women playing; one young man and an older woman as the customer service representative		2	spinning into the various scenes showing different people gambling; animation of the name of the company - Snabbare better & casino		1		2	bird sounds at the end;	white and orange (corporate colours) blue, purple, red, green and ending with red background. Font is white to attract attention	1	1	2	Snabbare betting and casino; Sweden's fastest customer service - best in test 2019; answer within a few seconds; no complicated registration; speedy withdrawal;	"Welcome to Snabbare, for us, it is important that things go quickly, therefore we are proud to now present the quickest customer service in Sweden. So, if you want to ask us something, we always reply within a few seconds. Gamble on hundreds of the best casino games, without troublesome registration. And by the way, your wins can be cashed out in a few minutes"																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
6	Pronto						2	A mobile phone shows someone playing Twin Spin after having put in SEK100 using bank ID. It then shows the money coming into their account - within 5 minutes	3	1		1	their signature music to end in the jingle	blue background with yellow writing. Implied Swedish colours; Pronto is in white while "casino" is in yellow with a yellow lightning bolt	1	Very small in the bottom on the final page	1	2	Tax free earnings; Swedish gambling licence	"Welcome to the new and modern Pronto casino. Here you easily log on with your bank identification. Choose the amount that you want to gamble with, play the best games, and cash out in less than five minutes. Pronto casino, it is as easy as that.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
7	Play Ojo						2	animation of the llama. Mobile phone showing someone playing a casino game (Book of XX) on their phone	3	1		1	their signature music to end in the jingle	Thunder in the beginning; the bird sounds in the meadow			1	Starts out dark and gloomy and then the llama is in the sunshine in a meadow. Ojo is in white	1	"I was disappointed at unfair welcome bonuses, then I found a nice casino that gave me 100 free spins without turnover requirements. Now I have finally found my Ojo, find your Ojo at play Ojo dot com"																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
8	Ninja casino				1	Llama - white	1	Woman is dressed as a ninja				1	their signature music to end in the jingle	gloomy cell with company name in white. Ninja is dressed in black but has red hair	1		2	Play Ojo	"The program is sponsored by, Ninja casino, an online casino".																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
9	Maria casino				1	Young woman; well dressed; seems affluent	2	young woman goes shopping and goes to lunch where she gambles				1	1	their signature music to end in the jingle	A wide range as it is a slice of life trying to show her doing things	1	1	2		"Meet spring with the new Maria casino, by the way, now you can deposit your money with swish! Enjoy the sun and play mega fortune dreams"																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
10	Leoovegas				2		2					2	1	their signature music to end in the jingle	1	none	1	Bright yellow with Leo Vegas in white; the handle of the one armed bandit has a Swedish flag in it	2	1	All can win	1	Programme presented by Leo Vegas.com	"The program is presented by LeoVegas.com"																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
11	Vera & John				1		1	the mobile phone spins and has a handle, like a one armed bandit. The suggestion is that you phone can make you money	3	2		1	their signature music to end in the jingle	1	none	1	1	pink balloons with Vera and John written all over them (in white)	3	1	their signature music to end in the jingle	1	none	1	blue background with pink balloons; all writing is in white	1	These characteristics are repeated in the voice over	1	1	1	a happier/more fun (roligare) casino	"The program is presented by, Vera & John, a more fun casino"																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
12	iGame				2		2	animated slot machine which is formed from the mobile phone;	1									1	blue background which moves to green; it then becomes yellow ending as white	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1