

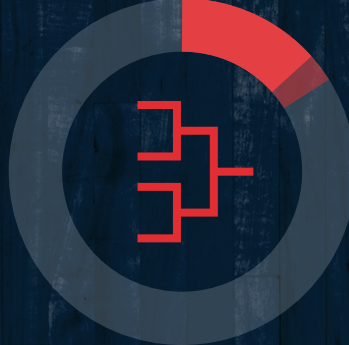
47.4 MILLION AMERICANS PLAN TO WAGER ON MARCH MADNESS THIS YEAR

18% of Americans

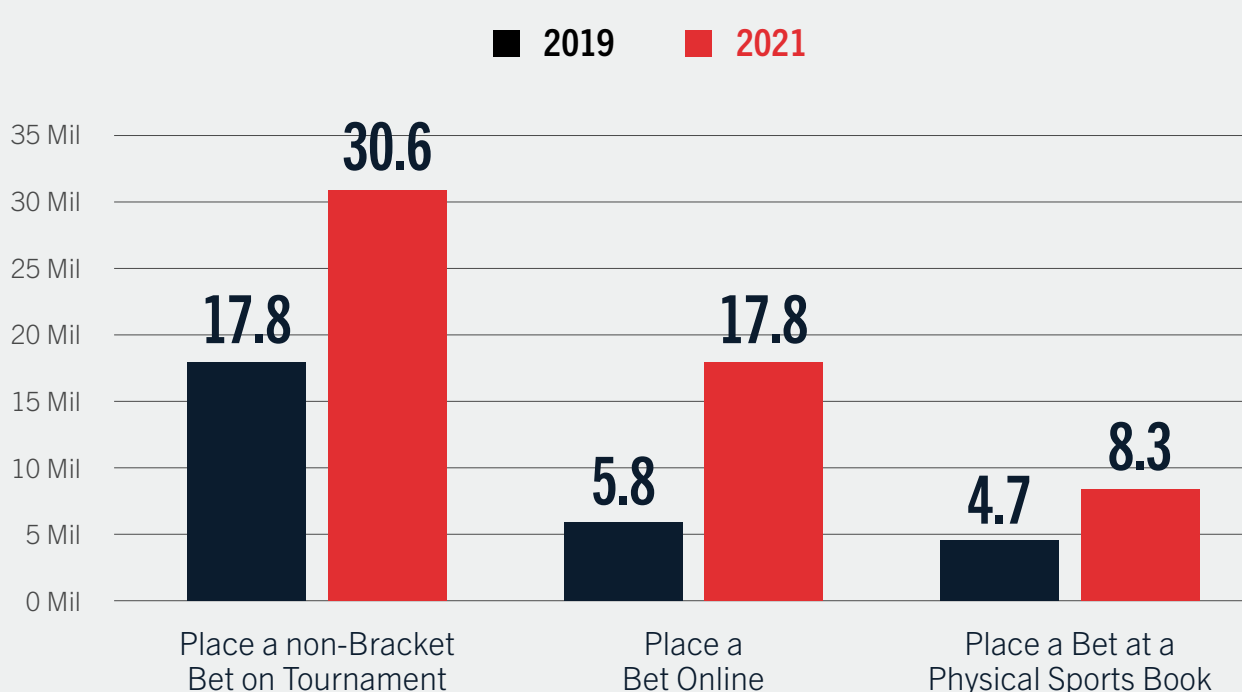
Plan to Wager on the Tournament this Year

14%

of Americans plan to fill out a bracket this year, down from 16% in 2019



Outside of Brackets, 30.6 Million Americans Plan to Bet on the Tournament



Among college basketball fans, 42% said they followed college basketball more closely this season.

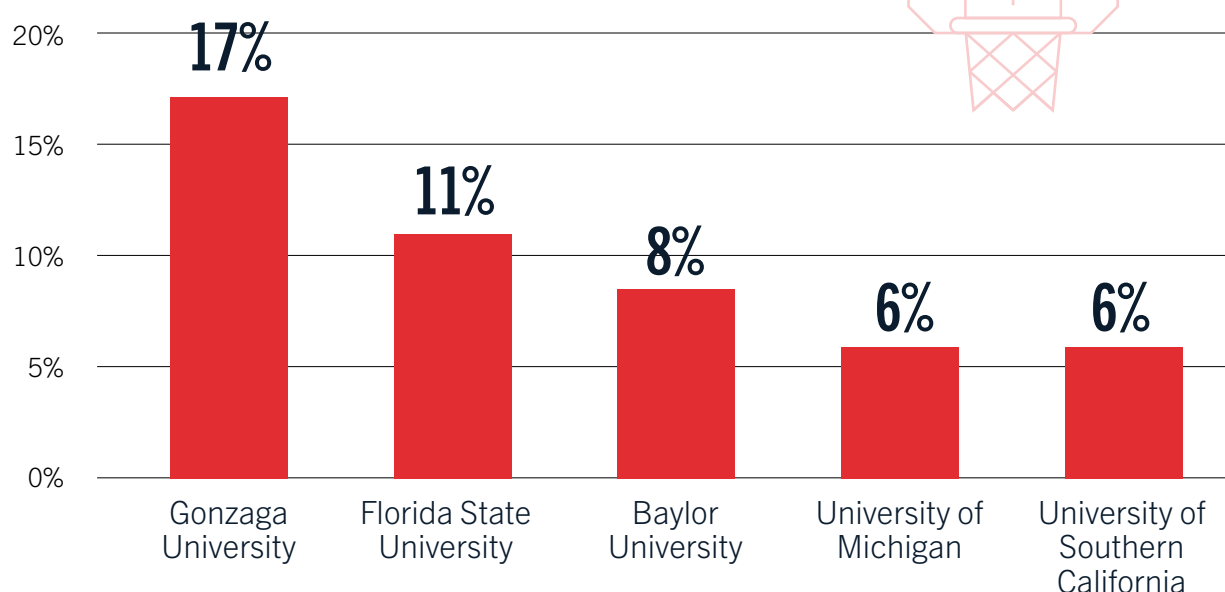
70%

said that the increased availability of legal sports betting was a significant reason for their increased attention.



Who Bettors Are Putting Their Money on to Win

The Top 5



“The sports betting landscape has changed dramatically since 2019 – and as a result, tournament betting has transformed. With more legal, regulated options than ever before, millions of customers now have safer ways to enjoy all the fun and suspense only March Madness provides.”



BILL MILLER
AGA President and CEO

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