



HOW MUCH DOES THE NFL STAND TO GAIN FROM LEGAL SPORTS BETTING?

TOTAL PROJECTED REVENUE: \$2.326 BILLION



Increase in Revenue from Fan Engagement¹:

Revenue not incurred directly from betting operators, but rather as a result of increased consumption and engagement with the league and its content / products

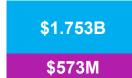






Gaming Related Revenue:

Revenue paid directly from betting operators, in the form of sponsorship, advertising, and product fees



^{1.} Assumes Best Case scenario: full impact / transfer of consumption habits as people shift bettor segments (non-, casual, avid bettors; i.e. non-bettors who say they will become casual bettors will adopt 'casual bettor' consumption / involvement with the leagues once they start betting).





FAN ENGAGEMENT REVENUE

NFL revenue impacted by consumption is projected to increase 13.4%

(\$M)	Current	% Change	Post-PASPA
Media Rights	\$7,915	17.9%	\$9,335
Sponsorship	\$1,320	7.6%	\$1,420
Merchandise	\$420	2.1%	\$429
Ticket Sales	\$3,424	6.5%	\$3,648
Revenue Impact	\$13,079	13.4%	\$14,832

Casual bettors are attending more games and watching more games on TV, but avid bettors more often read sports websites, watch sports generally, and engage more on social media

GAMING RELATED REVENUE

The NFL is projected to generate a combined incremental revenue of \$573M per year through TV advertising, sponsorship, and data / product revenue created by gambling services

Major League TV
Advertising Revenue from
Gambling Services

\$451M

Major League Sponsorship Revenue from Gambling Services

\$92M

Major League Data and Product Revenue for 3rd Party Gambling Services

\$30M

Incremental Revenue Impact

\$573M

Sources: Ad Intel, Sponsorglobe