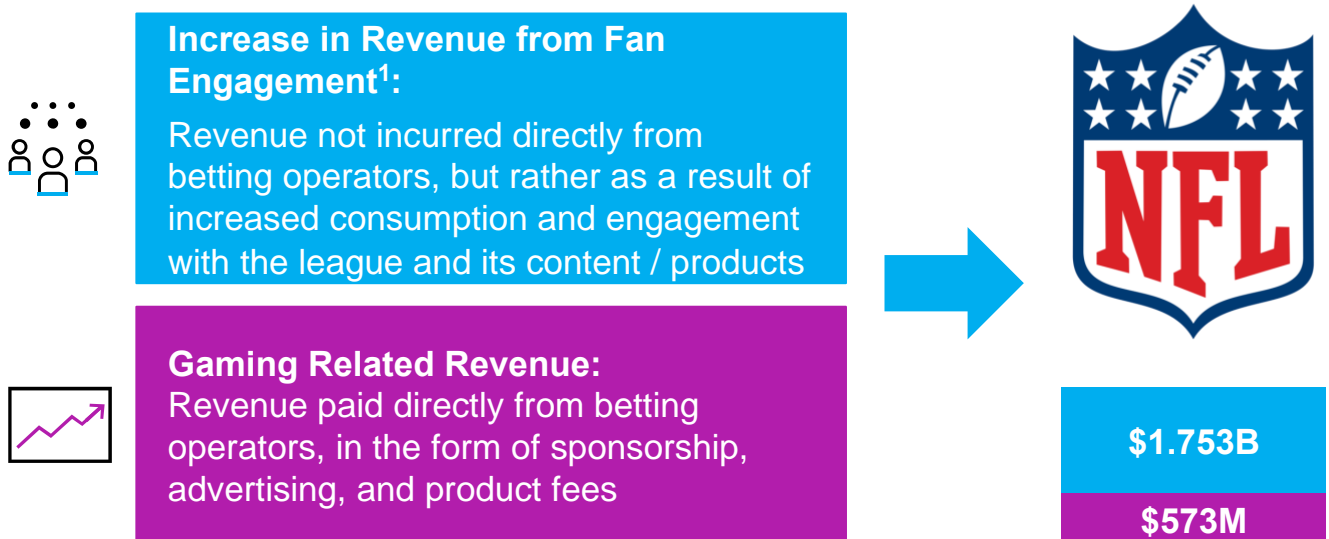


HOW MUCH DOES THE NFL STAND TO GAIN FROM LEGAL SPORTS BETTING?

**TOTAL PROJECTED REVENUE:
\$2.326 BILLION**



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)	<i>Current</i>	% <i>Change</i>	<i>Post-PASPA</i>
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



Sources: Ad Intel, Sponsorglobe