



HOW MUCH DO LEAGUES STAND TO GAIN FROM LEGAL SPORTS BETTING?

The four major leagues are projected to generate combined revenues of over **\$4.2 billion per year** through TV advertising, sponsorship, data / product revenue, media rights, merchandise, and ticket sales - all as a result of a legal, regulated sports betting market.

\$4.23B

Direct and Indirect Revenues
Impact

\$596M

Direct TV
Advertising
Revenue from
Gaming Services



\$267M

Direct
Sponsorship
Revenue from
Gaming Services



\$89M

Data and Video
Revenue



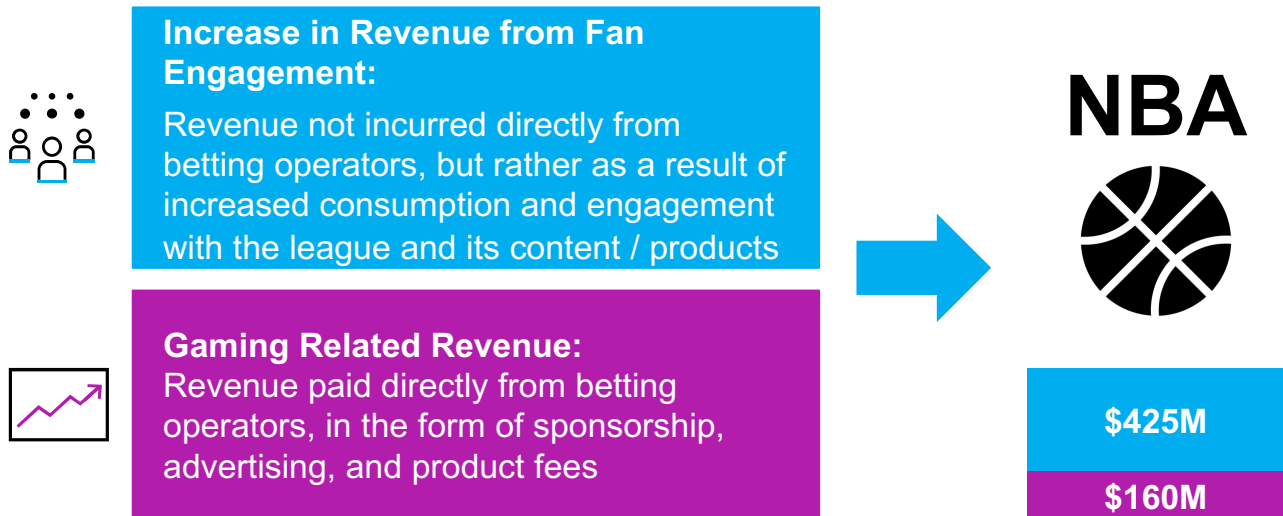
\$3.28B

Indirect
Revenue from
Media Rights,
Sponsorships,
Merchandise and
Ticket Sales



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

**TOTAL PROJECTED REVENUE:
\$585 MILLION**



FAN ENGAGEMENT REVENUE

NBA revenue impacted by consumption is projected to increase 5.8%

(\$M)	<i>Current</i>	<i>% Change</i>	<i>Post-PASPA</i>
<i>Media Rights</i>	\$3,750	8.1%	\$4,055
<i>Sponsorship</i>	\$1,120	4.0%	\$1,165
<i>Merchandise</i>	\$384	1.0%	\$388
<i>Ticket Sales</i>	\$2,024	3.5%	\$2,095
Revenue Impact	\$7,278	5.8%	\$7,703

GAMING RELATED REVENUE

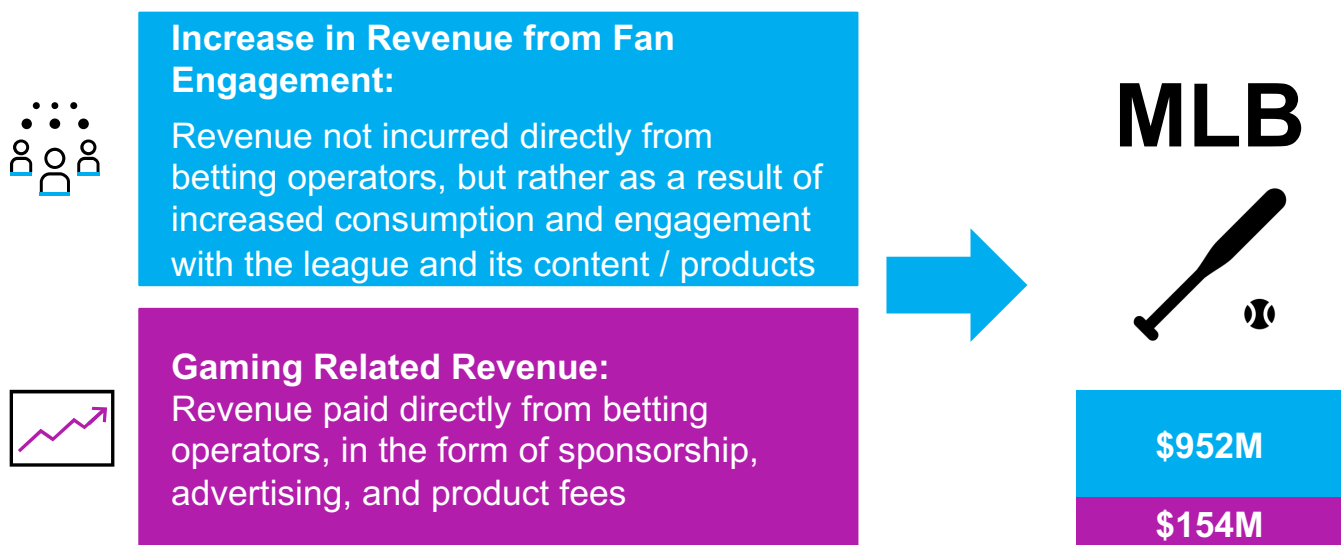
The NBA is projected to generate a combined incremental revenue of \$160M per year through TV advertising, sponsorship, and data / product revenue created by gambling services



Sources: Ad Intel, Sponsorglobe

HOW MUCH DOES MLB STAND TO GAIN FROM LEGAL SPORTS BETTING?

TOTAL PROJECTED REVENUE: \$1.106 BILLION



FAN ENGAGEMENT REVENUE

MLB revenue impacted by consumption is projected to increase 10.6%

(\$M)	Current	% Change	Post-PASPA
Media Rights	\$3,780	11.1%	\$4,201
Sponsorship	\$892	6.8%	\$952
Merchandise	\$660	3.4%	\$683
Ticket Sales	\$3,661	12.2%	\$4,109
Revenue Impact	\$8,993	10.6%	\$9,945

GAMING RELATED REVENUE

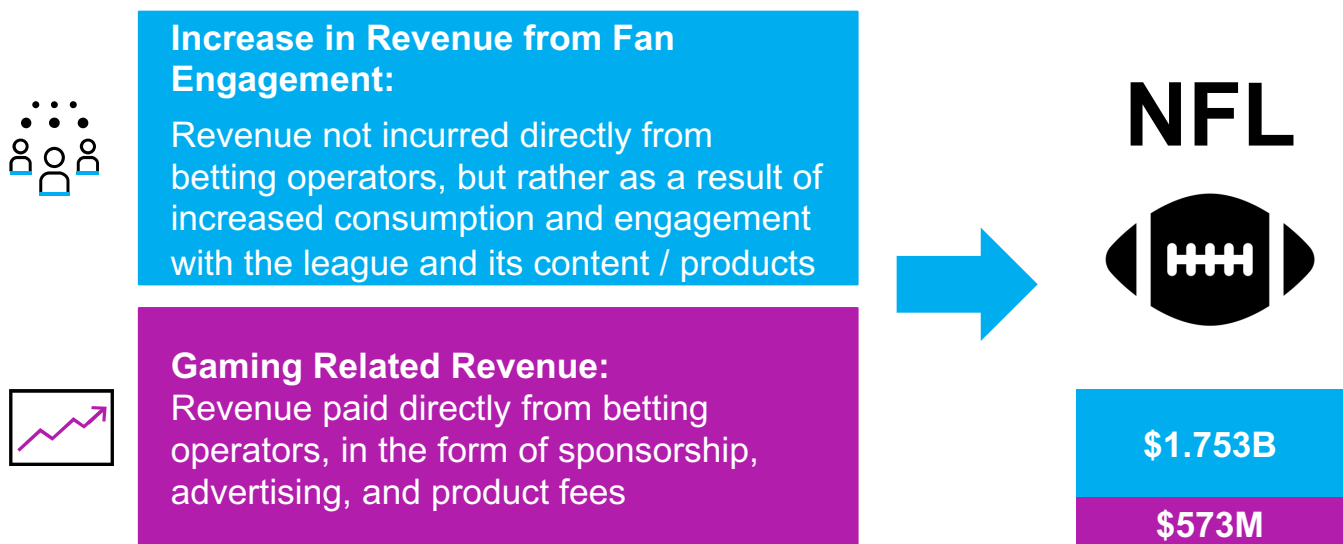
MLB is projected to generate a combined incremental revenue of \$154M per year through TV advertising, sponsorship, and data / product revenue created by gambling services



Sources: Ad Intel, Sponsorglobe

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

TOTAL PROJECTED REVENUE: \$2.326 BILLION



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

GAMING RELATED REVENUE

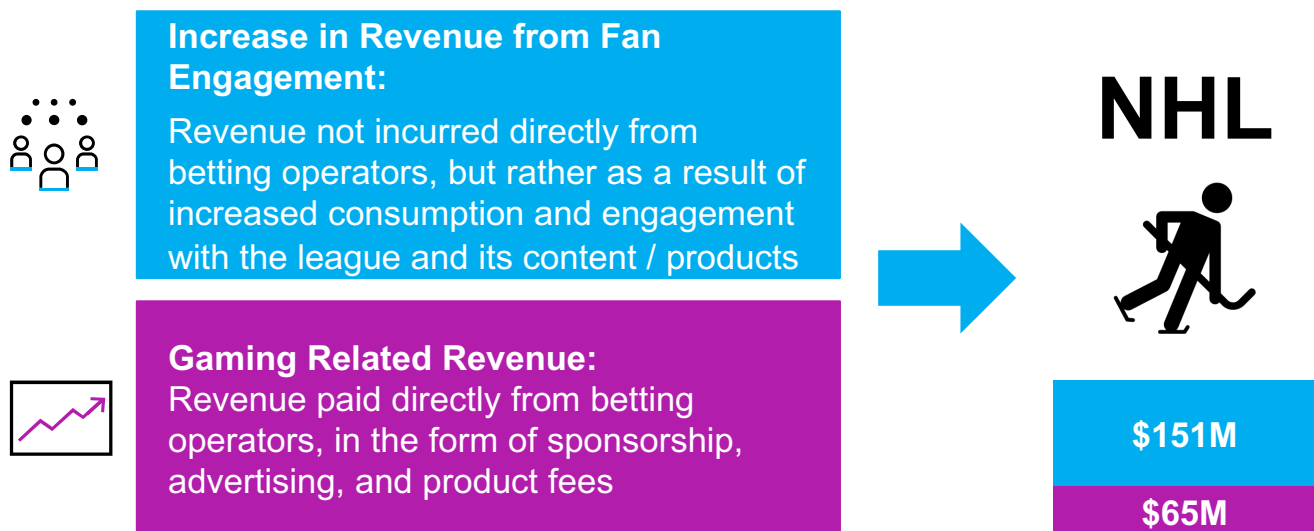
The NFL is projected to generate a combined incremental revenue of \$573M per year through TV advertising, sponsorship, and data / product revenue created by gambling services



Sources: Ad Intel, Sponsorglobe

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

TOTAL PROJECTED REVENUE: \$216 MILLION



FAN ENGAGEMENT REVENUE

NHL revenue impacted by consumption is projected to increase 3.5%

(\$M)	Current	% Change	Post-PASPA
Media Rights	\$1,570	4.3%	\$1,637
Sponsorship	\$505	2.0%	\$515
Merchandise	\$156	0.7%	\$157
Ticket Sales	\$2,038	3.6%	\$2,110
Revenue Impact	\$4,269	3.5%	\$4,420

GAMING RELATED REVENUE

The NHL is projected to generate a combined incremental revenue of \$65M per year through TV advertising, sponsorship, and data / product revenue created by gambling services



Sources: Ad Intel, Sponsorglobe