

Legal Sports Betting: What it Would Mean for NFL TV Partners & Advertisers

September 2016

American Gaming Association, research conducted by Nielsen Sports

The Value of Sports Betting

The American Gaming Association (AGA) commissioned a Nielsen Sports study to analyze the relationship between NFL regular season viewing and sports betting. In particular, the study attempted to better understand the differences between sports bettors and non-sports bettors in terms of their consumption of NFL regular season broadcasts. Nielsen also analyzed the viewing behavior of respondents who said they would likely bet on sports if it were legal to do so.

Methodology: On behalf of the AGA, Nielsen Sports conducted a nationally representative survey of 1,000 respondents, ages 18+, to understand betting habits of the general population. An additional 500 pre-qualified NFL bettors were also surveyed to ensure proper samples were met. Data fusion techniques were used to combine the results with Nielsen's National TV Panel to analyze the viewing behavior of survey respondents from September 2015 to December 2015. The data fusion used demographical, geographical, viewing consumption and other relevant data characteristics to pair respondents of the survey to respondents of Nielsen's TV Panel.

Analysis Notes

NFL regular season game metrics were calculated by selecting live regular season NFL games within the September 1, 2015 and December 31, 2015 date range on CBS (34 telecasts inclusive of 8 CBS + NFL Network simulcasts), NBC (18 telecasts), FOX (26 telecasts), ESPN (17 telecasts) and NFL Network (8 telecasts) in N-Power and by excluding repeats, sustainers and bonus coverage.

Program Names:

- **CBS:** CBS NFL National, CBS NFL Regional, CBS NFL Single, CBS NFL Single – London, CBS NFL Single – Thu, CBS + NFLN Thu Nt Football
- **FOX:** Fox NFL Sunday - London, Fox NFL Sunday-National, Fox NFL Sunday-Regional, Fox NFL Sunday-Single, Fox NFL-Thu
- **NBC:** NBC NFL Th Special, NBC Sunday Night Football
- **ESPN:** NFL Regular Season L (ESPN)
- **NFL Network:** Thursday Night Football (NFLN)

Six-minute qualifiers were placed on any data analyzing specific games or networks to exclude anyone passing by the channel and focus on core viewers. This standard Nielsen qualifier was used in all instances except for total TV consumption, which used a one-minute qualifier.

Key Findings

Betting Drives Massive Ratings for NFL Games.

- Adults who bet on the NFL watched 19 more NFL games in the 2015 season than adults who didn't bet at all – more than an entire season's worth – and generated more than double the ratings across the major broadcast and cable networks compared to average American adults.
- Sports bettors consisted of 25% of the total 2015 NFL regular season audience but watched 47% of all minutes viewed.

Millions More Fans Would Bet on Games.

- If sports betting were legalized, the number of NFL regular season viewers who bet on sports would jump from 40 million to 57 million.
- If sports betting were legalized, sports bettors would consist of 36% of the total 2015 NFL regular season audience and consume 56% of all minutes viewed of NFL regular season games.

Sports Bettors Are Highly Valuable to Advertisers.

- At any time of any day of the week – including when games are not airing – sports bettors watch more TV programming for longer periods of time than non-bettors.
- Further, 65% of people say they are more likely to discuss the game via social media if they place a bet on it.

Key Definitions

Any Sports Bettor

Any U.S. adult 18 or older who has participated in sports gambling in the past 12 months. Such gambling includes: NFL games; pools; horse/dog racing; daily fantasy sports; or season-long fantasy sports.

NFL Bettor

Any U.S. adult 18 or older who has participated in NFL gambling in the past 12 months

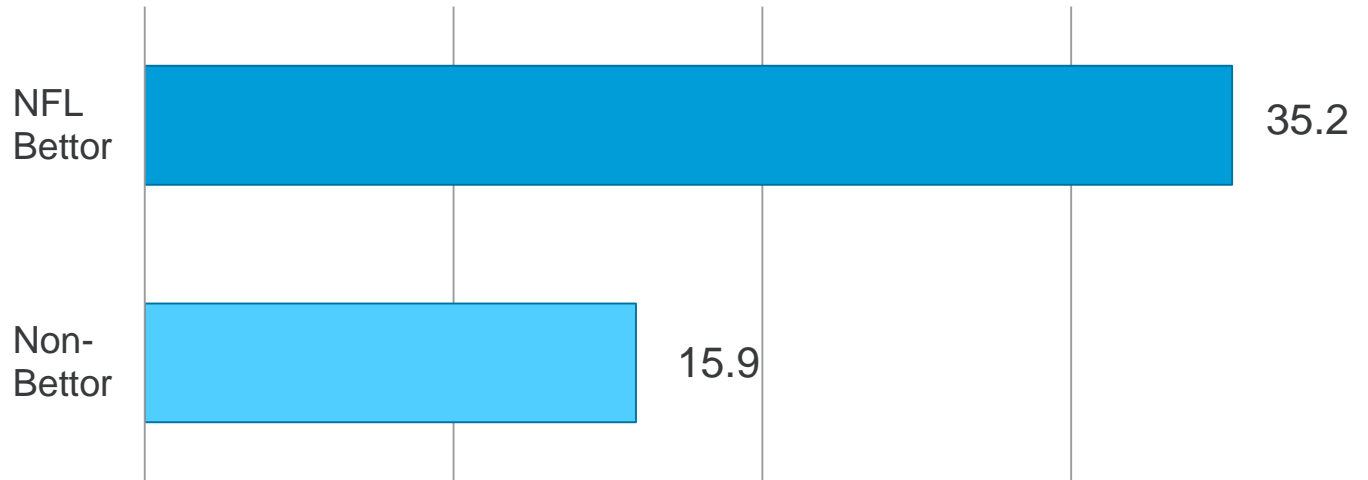
Non-Bettor

Any U.S. adult 18 or older who has not participated in any form of sports gambling in the past 12 months.

NFL Bettors Watch 19 More NFL Games Than Non-Bettors

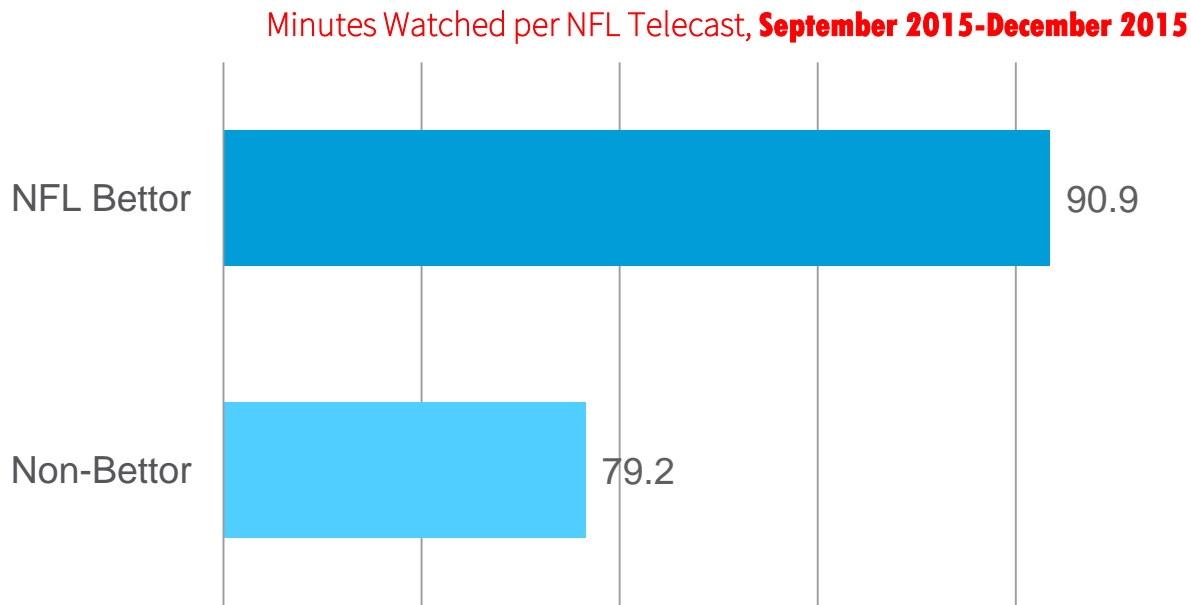
Adults who bet on the NFL watched 19 more NFL games a year than fans who didn't bet – more than an entire season's worth. NFL bettors watched about 35 games during the 2015 NFL regular season, compared to just 16 games watched by non-bettors.

Number of NFL Telecasts Watched, September 2015-December 2015



NFL Bettors Watch 11 More Minutes of Each NFL Game than Non-Bettors

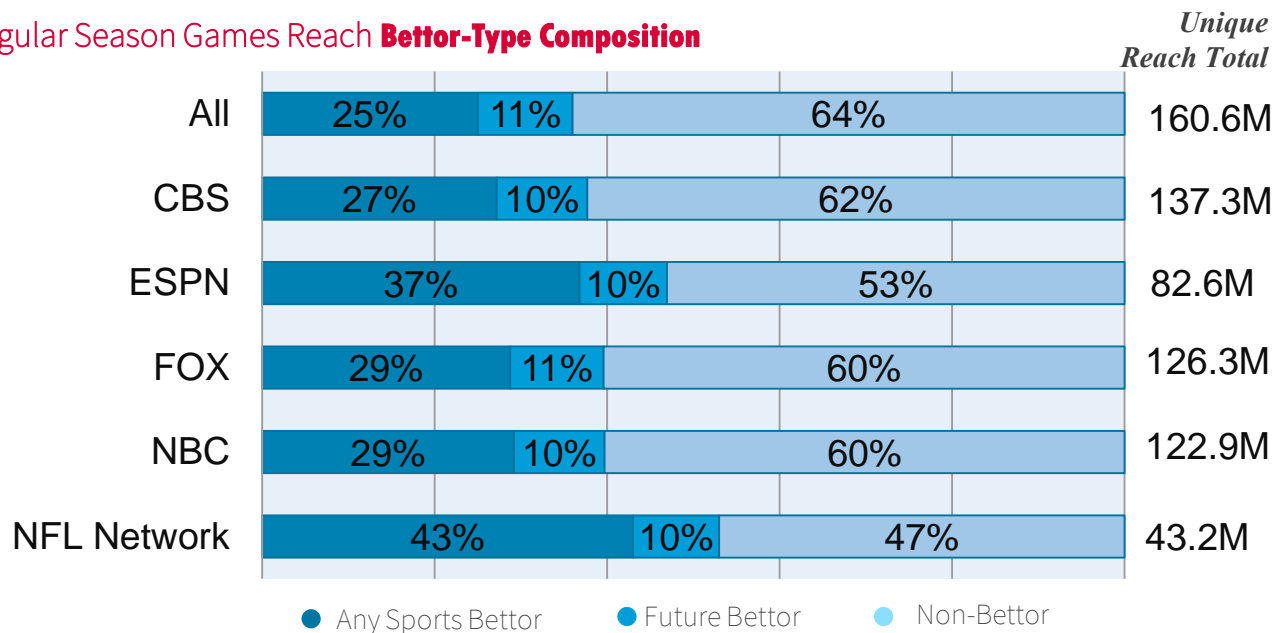
Adults who bet on NFL regular season games watched, on average, 11 more minutes of each game than adults who didn't bet – 90 minutes for NFL bettors compared to 79 minutes for non-bettors. Over the four-month NFL regular season, this amounted to 209 more minutes viewed per person.



Millions More Fans Would Bet on Games

Sports bettors make up 25% -- the equivalent of more than 40 million unique viewers -- of NFL regular season games. If betting were legalized, the percentage of NFL regular season game audiences consisting of sports bettors would grow to 36% and 57 million unique viewers.

NFL Regular Season Games Reach **Bettor-Type Composition**

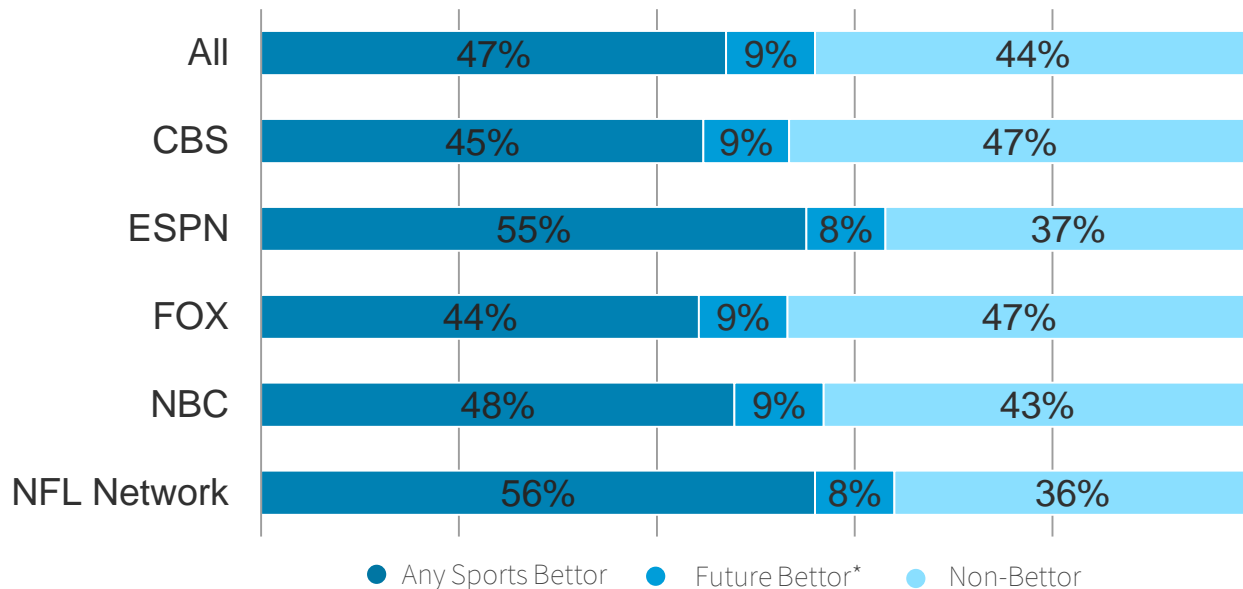


SOURCE: Nielsen National TV Toolbox, Reach & Frequency Report, September 2015 – December 2015, Live+7 Viewing, 6-min qual., NFL Regular Season Games (See Slide 3), AGA Sports Bettors Survey Respondents matched to the NPM Panel, Persons 18+ *A future bettor would be anyone surveyed who was currently a non-bettor but is somewhat or very likely to bet in the future, if sports gambling became legalized and convenient

Bettors Would Consume More Than Half of All NFL Minutes Watched

If sports betting were legalized, bettors would consist of 36% of the total NFL audience and consume 56% of all minutes viewed of NFL regular season games.

NFL Regular Season Games Time Spent **Bettor-Type Composition**



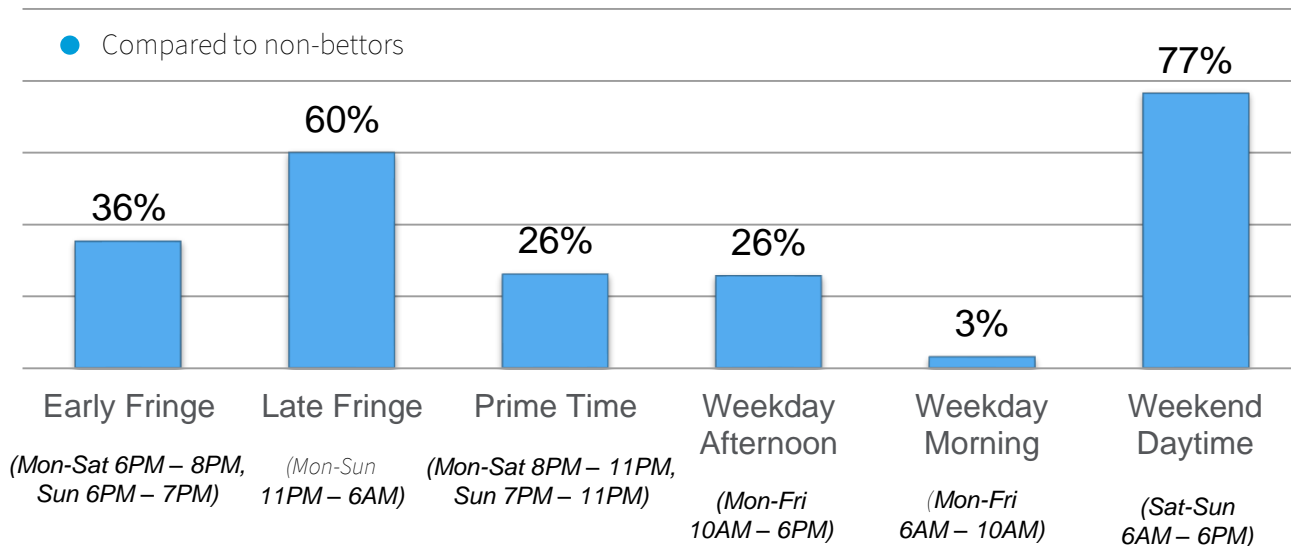
SOURCE: Nielsen National TV Toolbox, Reach & Frequency Report, September 2015 – December 2015, Live+7 Viewing, 6-min qual., NFL Regular Season Games (See Slide 3), AGA Sports Bettors Survey Respondents matched to the NPM Panel, Persons 18+

*A future bettor is anyone surveyed who was currently a non-bettor but is somewhat or very likely to bet in the future, if sports gambling became legalized and convenient.

Sport Bettors Watch TV More *Frequently* Than Non-Bettors

At any time of any day of the week – including when games are not airing – sports bettors watch more TV programming than non-bettors.

Sports Bettors' Total TV Viewing *Frequency vs Non-Bettors*



How to Read:

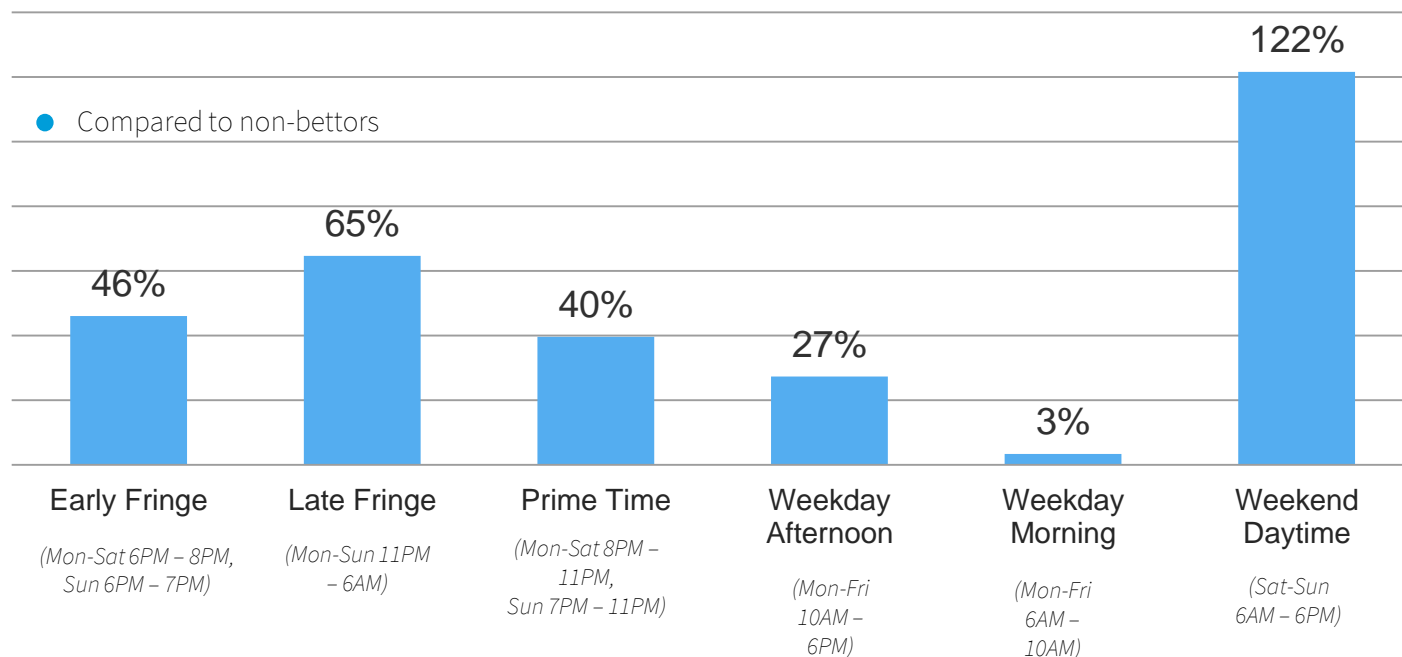
Sports bettors watch television during the Early Fringe daypart 26% more frequently than non-bettors.

SOURCE: Nielsen National TV Toolbox, Reach & Frequency Report, September 2015 – December 2015, Live+7 Viewing, 1-min qual., Total Programming by Daypart, AGA Sports Bettors Survey Respondents matched to the NPM Panel, Persons 18+

Sport Bettors Watch TV for *Longer Periods* of Time Than Non-Bettors

At any time of any day of the week – including when games are not airing – sports bettors watch TV programming for longer periods of time than non-bettors.

Sports Bettors' Total TV Time Spent Watching vs Non-Bettors

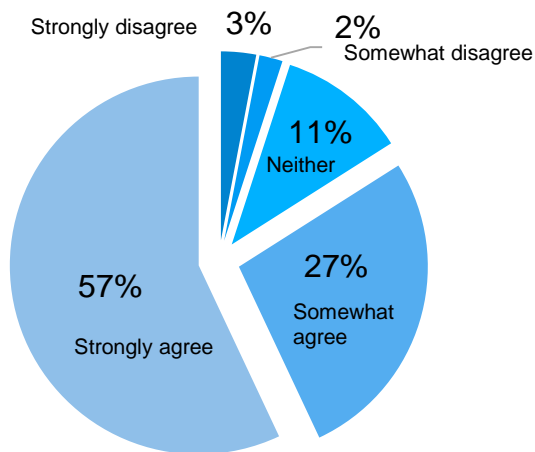


How to Read:
Sports bettors watch television during the Early Fringe daypart for 46% more time than non-bettors.

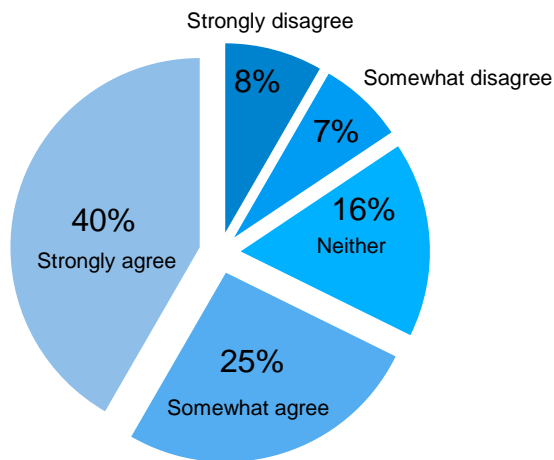
SOURCE: Nielsen National TV Toolbox, Reach & Frequency Report, September 2015 – December 2015, Live+7 Viewing, 1-min qual., Total Programming by Daypart, AGA Sports Bettors Survey Respondents matched to the NPM Panel, Persons 18+

Betting Boosts Fan Engagement Through Greater Viewership, Social Media Activity

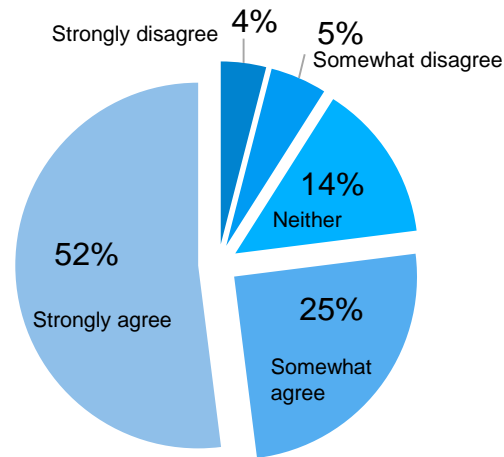
Eighty-four percent of adults 18 or older say they're more likely to watch a game they weren't previously interested in when they bet on it, while 77% say placing a bet makes watching the games more fun and enjoyable. Further, 65% of people say they are more likely to discuss the game via social media when they bet on it.



"I'm more likely to watch what I wasn't previously interested in."



"My friends and I are more likely to discuss the game via social media."

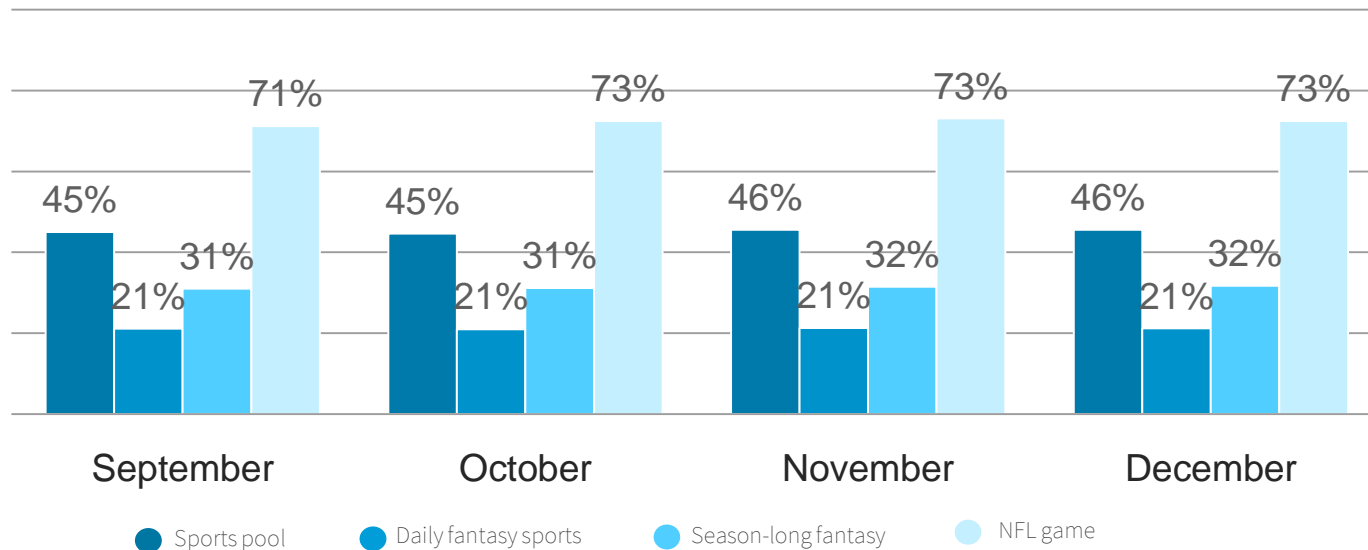


"It makes watching the games more fun and enjoyable."

Betting on Game Outcomes Twice as Popular as DFS

Betting on NFL games is twice as popular as daily fantasy sports (DFS) across the four months of the NFL regular season.

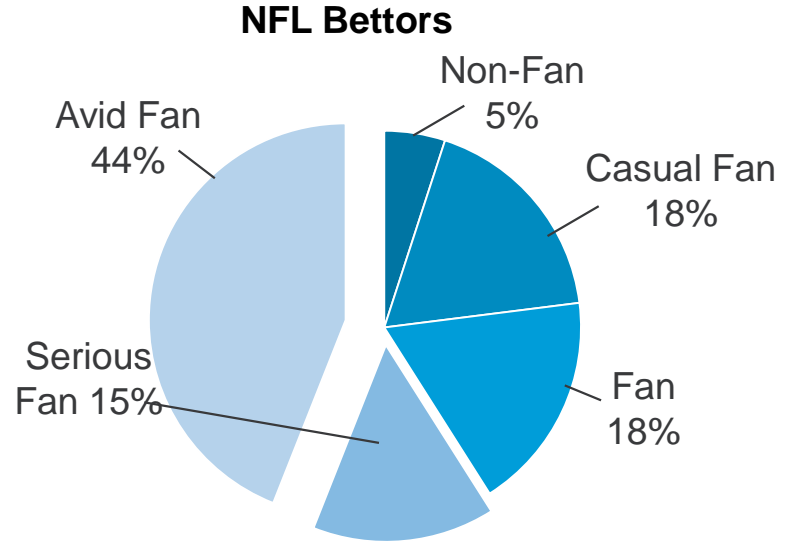
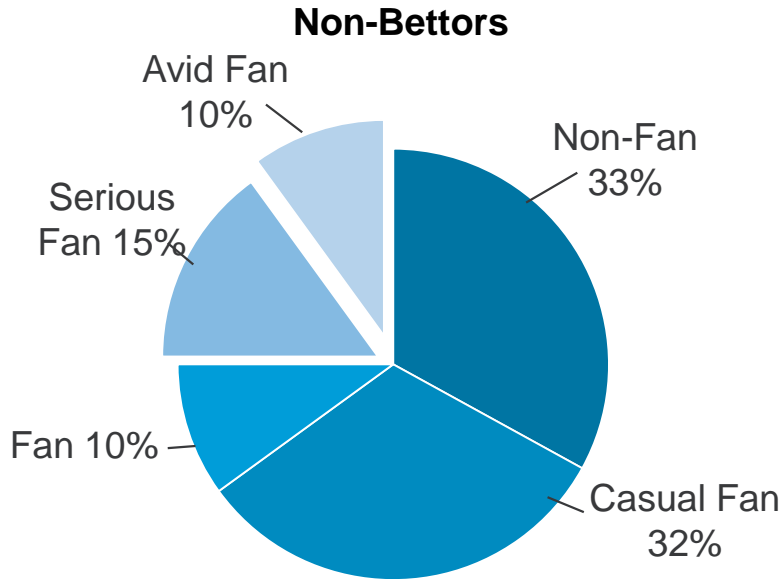
Percent of All Bettors 18+: How/Where They Bet



SOURCE: Nielsen National TV Toolbox, Reach & Frequency Report, September 2015 – December 2015, Live+7 Viewing, 6-min qual., Person 18+ AGA Sports Bettors Survey Respondents matched to the NPM Panel, Persons 18+

NFL Bettors Are Avid Sports Fans

Forty-four percent of NFL bettors are avid sports fans, the most coveted group among sports leagues. Only 10% of non-bettors consider themselves avid sports fans. Described another way, NFL bettors are four times more likely to identify as avid sports fans than non-bettors.



Q1: Thinking about sports, which one of the following best describes you?

Base: All US adults (1076), All US adults who have not bet on sports in the past 12 months (930), All US adults who have participated in sports gambling in the past 12 months (146), All US adults who have participated in NFL gambling in the past 12 months (100)