

PRINCIPLES TO SUCCESSFULLY GOVERN SPORTS BETTING AND PROTECT CONSUMERS

As states and tribes prepare to introduce legal, regulated sports betting, the industry must seize the opportunity to drive legislation that effectively regulates betting and safeguards bettors.

Tax Rate

GOAL: Shut down the illegal sports betting market and generate state and tribal revenue.

PROPOSAL: Charge a 6.75% tax, or a tribal revenue share, on sports betting GGR, and charges no “league fees” or handle tax.

RATIONALE: Leading economists agree this rate would allow for significant state and tribal revenue generation, and also create business conditions necessary for a low-margin product like sports betting.

Collegiate & In-State Events

GOAL: Protect the integrity of games, especially those most susceptible to manipulation and fraud.

PROPOSAL: Allow betting on collegiate, minor league and in-state events, without league veto power.

RATIONALE: Betting on contests featuring unpaid or low-paid athletes is the most susceptible to fraud and the most critical to monitor, and can only be monitored via a transparent, collaborative, legal market.

Intrastate Mobile & Online Betting

GOAL: Shut down the illegal sports betting market and provide consumers with a competitive product.

PROPOSAL: Allow sports betting licensees and tribal operators to offer intrastate betting on a mobile device or website.

RATIONALE: The illegal market will continue to thrive if consumers can’t access a competitive, business-friendly product.

Integrity Monitoring

GOAL: Protect the integrity of games by monitoring for, and eliminating, betting fraud.

PROPOSAL: Create a national repository that gaming companies can contribute anonymized sports betting data to.

RATIONALE: A proactive, transparent approach to ensuring anonymous betting information is shared between operators, leagues, regulators and law enforcement is critical to eliminating fraud and other criminal activity.

Responsible Gaming

GOAL: Prevent compulsive gambling, ensure patrons bet responsibly, and communicate with those who need help.

PROPOSAL: Communicate legal betting age and offer limit-setting.

RATIONALE: Consistent implementation and communication of best-in-class practices (responsible advertising, legal gaming age, limit-setting programs, etc.) will foster responsible play.