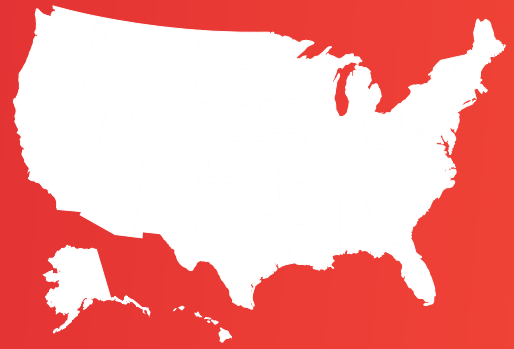


SPORTS BETTING HAS DELIVERED FOR THE

# United States



## A Decision that Changed the Sports Betting Landscape.

Six years ago, the U.S. Supreme Court struck down the federal sports betting ban. The Court's decision cleared the way for states to legalize sports betting for their residents in a safe and regulated environment.

Legalized sports betting has clear benefits:

- ◆ Generate much-needed tax revenue to fund essential services.
- ◆ Help law enforcement crackdown on illegal gambling and bring sports fans who want to bet into transparent, legal, regulated markets.
- ◆ Protect the integrity of games, strengthen consumer protections, and provide tools to help fans bet responsibly.

### BOTTOM LINE

The *legal sports betting market* is delivering critical tax revenue to serve state and community needs while protecting consumers from the illegal market.

### THE BET PAID OFF

The results are in for the

**U.S.A.**

### LEGALIZED STATES

38 States & D.C.

### PLATFORMS

Retail  
Online

**85%** of American adults believe SCOTUS was right to overturn PASPA

**77%** of American adults approve of legal sports betting in their home state

Sports Betting Tax Revenue Generated\*

**\$5.26 Billion**

\* As of March 31, 2024.

## LEADING RESPONSIBLY ON SPORTS BETTING

Legal sports betting is built on responsible play. It's the gaming industry's #1 priority. We foster an environment of responsible play by:

- ♦ Empowering players with easy-to-use tools to limit their wagers and educate them about how to bet responsibly.
- ♦ Training our employees to spot players who might need help.
- ♦ Deploying leading-edge technology to identify potential risky betting patterns and support positive intervention strategies.
- ♦ Funding research into the best ways to prevent and treat problem gambling.
- ♦ Adhering to a strict [Responsible Marketing Code for Sports Wagering](#) that includes bans on college partnerships promoting sports betting, prohibits all use of "risk-free" in advertising, and requires targeting advertising to 21+ audiences.
- ♦ Nearly every dollar states earmark for problem gambling prevention and treatment – about \$100 million in 2023 – comes from taxes paid by the casino gaming industry, including sports betting taxes.

## DID YOU KNOW?

NEARLY

# 95%

AGA member ad impressions were delivered to audiences 21 and older.

Source: Nielsen Ad Intel

# 77%

of online sports bets today are placed through regulated operators, up from 44% in 2019.

Source: American Gaming Association

## Transparency + Monitoring + Detection = *Fair Play*

Fans will only bet on sports if they trust the games are fair. That's why legal operators have a vital interest in protecting the integrity of every game.

Sportsbook operators, leagues, and independent monitors share data and use AI, advanced analytics, and sophisticated algorithms to monitor millions of bets and billions of data points.

In the illegal sports betting market, suspicious betting activity can go undetected and unreported for years.

In the legal market, bad actors are identified, investigated, and held accountable to protect the integrity of the game.

## STAMPING OUT THE ILLEGAL MARKET

Legalized sports betting has delivered the single greatest blow against the illegal market.

As legal sports betting has grown, the illegal market has shrunk by nearly 60%—from **\$150 billion** a year to around **\$64 billion**. Despite progress, that **\$64 billion** bet illegally costs communities **\$700 million** in tax revenue every year.

Congress is also playing a role in stamping out the illegal market – recently passing legislation that directs the Justice Department to investigate and prosecute illegal operators.