

MONTANA

KEY STATE INFORMATION

NUMBER OF COMMERCIAL CASINOS

0

CASINO FORMAT

N/A

NOTABLE FORMS OF GAMING

Sports Betting

REGULATORY AUTHORITY

Montana Lottery
Commission

GROSS SPORTS BETTING REVENUE 2024

\$7.1M

SPORT BETTING TAX REVENUE 2024

\$2.7M



In 2024, the Montana Lottery reported total sports betting revenue of \$7.1 million, a decline of 15.6 percent on the prior year, partly reflecting the lottery's lower-hold operating model.

Market Overview

Montana has no commercial casino venues but offers sports betting through a network of sports wagering kiosks available at more than 580 host locations across the state.

A May 2019 state law authorized the Montana Lottery to operate sports wagering via electronic devices and mobile applications available on the premises of approved retail locations that are already licensed to host limited-stakes electronic gaming devices, charitable gaming or bingo. Sports betting is regulated by the Montana Lottery Commission.

Market Performance

In 2024, total sports betting revenue generated by the Montana Lottery amounted to \$7.1 million, a decline of 15.6 percent compared with the previous year. In contrast, the total amount wagered—or handle—was \$66.5 million, up around 6.7 percent compared to 2023.

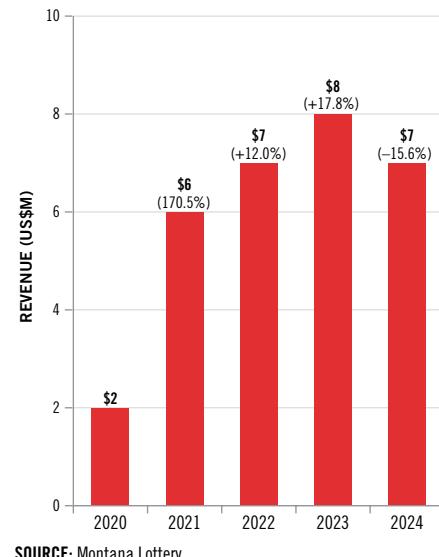
The lower revenue in 2024 partly reflected more favorable results for bettors, as well as the Montana Lottery's stated strategy of operating sports wagering at a lower hold percentage than prior years in order to return more money to players and boost the appeal of its Sports Bet Montana product.

Gaming Tax Distribution

Sports betting operated by the Montana Lottery is not subject to taxation *per se*; instead, the lottery returns all net revenue after operating expenses, including marketing and technology costs and retailer commissions, to specific programs as determined by the state legislature. As sports betting is operated directly by the state, it is not subject to the 0.25 percent federal excise tax applied to commercial operators' wagering handle.

In 2024, sports betting generated profits for the Montana Lottery of approximately \$2.7 million, down around 28 percent relative to the previous year. Under state law, all net profits generated by the Montana Lottery are distributed either to the state's General Fund or to a scholarship fund to prepare high school students for degrees in science, technology, engineering and healthcare.

MONTANA: ANNUAL SPORTS BETTING GGR (US\$M) 2020 to 2024



Montana

Competitive Landscape

In addition to sports betting, Montana's wider gaming market includes 14 tribal casinos and three horse racetracks. Licensed bars and charitable gaming locations can also offer limited card games, bingo, charitable sports pools and up to 20 limited-stakes electronic gaming devices.

Montana faces limited regional competition for sports betting in the shape of online sports wagering platforms that are available on a statewide basis in neighboring Wyoming, as well as land-based sportsbook operations at commercial casinos in the city of Deadwood in South Dakota.

Policy & Regulatory Review

Sports Betting

In April, the Montana Lottery declined a petition from the National Collegiate Athletic Association (NCAA) to prohibit

all proposition bets on individual college athletes via the Sports Bet Montana program.

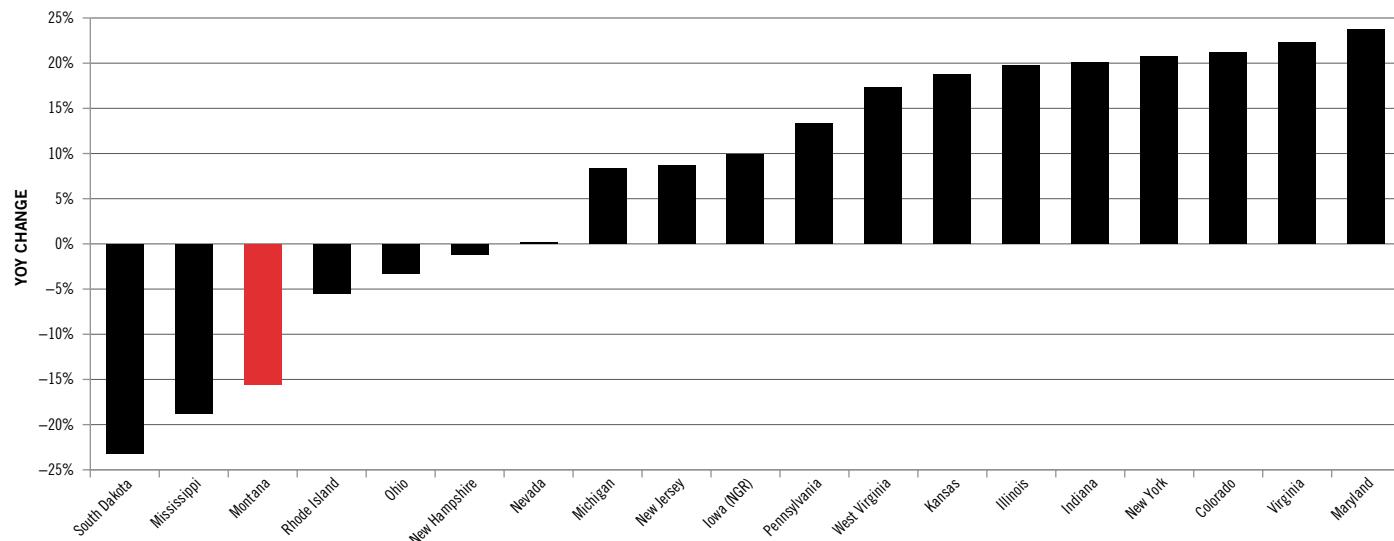
Prop bets based on individual college athletes are prohibited in certain states. The NCAA sought to prohibit such wagers across all states with legal sports wagering, citing concerns over protecting amateur college athletes from online harassment in the event that their actions result in losing bets.

Regulators in Ohio, Maryland and two other states agreed to the petition of the NCAA, but officials in Montana and Wyoming were among those that publicly declined the request.

In a letter to the NCAA's president, the director of the Montana Lottery said the lottery would support changes to state law to explicitly address the harassment of athletes by bettors. However, the lottery has not witnessed instances of harassment in Montana and was not inclined to further restrict the range of bets available on local college sports.

SELECTED STATES: YOY CHANGE IN SPORTS BETTING GGR 2024

Montana was one of only six states to report a decline in total sports betting revenue in 2024, with annual revenue declining for the first time even though the Montana Lottery reported an increase in sports wagering handle.



SOURCE: State Gaming Regulatory Agencies