

SPORTS BETTING DOMINATES DISCUSSION AT ICE 2018

The Innovation Group's Survey Answers Key Sports Betting Questions

This year's ICE conference in London revealed an industry continuing to look for new and innovative opportunities to grow revenues and customer engagement:

- Hot global topics ranged from applications of blockchain technology in brick and mortar operations to fully monetizing the maturing e-sports market.
- Emerging markets – Japan and Brazil, in particular – remained a focus, but development discussions are tempered by slow and uncertain regulatory processes
- Potential legalized sports wagering in the United States generated the most buzz. There is optimism, albeit cautious optimism, that these floodgates will open. Innovation Group clients are engaged in:
 - Building strategic plans and financial forecasts
 - Undertaking lobbying efforts and looking at the impact of a range of legislative outcomes
 - Contacting (largely overseas) third-party platform providers and becoming acquainted with new technologies and integration challenges

On the heels of releasing our [Sports Betting Playbook](#), The Innovation Group produced a targeted, consumer-focused survey on sports betting which we previewed at ICE. Data from this survey will inform operators, state governments, tribes, and lotteries on how consumers may respond to the myriad of sports betting options that could follow the resolution of Christie v. NCAA.

The Innovation Group has begun to use its survey results to develop detailed segment-level insights and market sizing for a number of U.S. markets. Here are some of the findings we discussed at ICE:

- **41% of adults responded that they would make at least one wager per year** ...in a legalized/regulated environment. State averages ranged from 36% - 45%, and we polled in 5 of the 40 states most likely to introduce sports wagering legislation.
- **Half of potential sports bettors are female.** Average incomes were around \$70k, and average age was 40-45. This is a younger and more female demographic than casinos at large, but it also suggests an upside in developing an experience that appeals to a female audience.
- **Databases present a huge advantage.** 90% of potential sports bettors visit casinos at a combined rate of 12 visits per year. So, casinos with large databases already know their target audience and have mechanisms in place to communicate with potential customers.

- **Sports wagering enhances the experience of watching sports.** 65% of those who would wager on sports would want the ability to do so *at the stadium*, suggesting that those who wager on sports do so because it increases their enjoyment of watching the event.
- **Once every two weeks**, the estimated median number of annual sports wagers placed is 30 – more than one bet every two weeks.

The Innovation Group has already used its survey results to develop detailed segment-level insights and market sizing for several U.S. markets. We can work with you to provide feasibility and sizing for your market, financial forecasts, economic impact analysis, legislative support, and strategic planning. Contact us today to find out how The Innovation Group's services can help you better prepare for legalized sports betting in your jurisdiction.

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