SPECTRUMETRIX MSA
THE GAMING INDUSTRY DATA SOURCE™

SPECTRUM GAMING GROUP
Independent Research and Professional Services

msa Management Science Associates, Inc.



INSIDER INSIGHTS:

A YEAR IN THE LIFE OF SPORTS BETTING

Tuesday, July 30, 2024 | 1 pm - 2 pm EST

LIVE WEBINAR

Sports in the US follow a seasonal pattern – a flurry of basketball activity in March, baseball on a warm summer afternoon, watching football with the family at Thanksgiving. It's no surprise that sports betting numbers also rise and fall as different seasons begin and end. Looking at states which report their sports wagering totals broken out by individual sports, we can gain some insight into the sports betting year, and apply those lessons even in markets which don't report at the same level of detail. How much does it matter if a market has a team (or even two) in a particular sport? Can we see a noticeable effect when a team moves to a new market? Does it matter if the local team is a Super Bowl contender or suffering through a 3-14 season?

Presenters:



Dr. Geoff Atkinson
Marketing Research Manager
msa Management Science Associates, Inc.



Matt Roob
Senior Vice President, Financial Analysis
SGC SPECTRUM GAMING CAPITAL

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We will discuss:

- **Seasonal Sports Betting Trends:** How sports betting numbers fluctuate with the seasonal patterns of different sports.
- **State-Reported Wagering Insights:** Analyzing state-reported sports wagering totals helps understand the sports betting landscape, even in markets without detailed data.
- **Local Team Impact:** How the presence or relocation of local teams significantly affects betting markets.
- **Team Performance Influence:** How the success or struggles of local teams impact sports betting activity.

SPECTRUMETRIX — "THE GAMING INDUSTRY DATA SOURCE."

MAXIMIZE REGULATORY EFFICIENCY WITH STATE-LEVEL BENCHMARKING USING SPECTRUMETRIX



Are you looking to understand on how making a regulatory change can affect your state's casino, sports betting and iGaming industry? Spectrumetrix is the ultimate tool for gaming data and analysis, designed specifically for regulators like you.

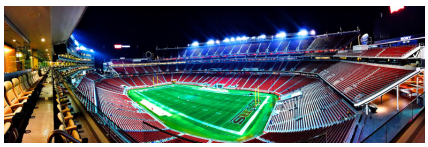
ENHANCED BENCHMARKING

Benchmark your state's performance and competitiveness against other states. Gain insights into market share, tax rates, and other critical metrics that affect your industry's success. Specific reports include:

- Spectrumetrix Atlantic City Gaming Revenue Analysis
- Spectrumetrix East Coast Slot Analysis
- Spectrumetrix iGaming Revenue Analysis
- Spectrumetrix Mid-America Slot Analysis
- Spectrumetrix Mid-Atlantic Gaming Analysis
- Spectrumetrix US Gross Gaming Revenue Analysis
- Spectrumetrix US Sports Betting Revenue Analysis







Spectrumetrix transforms complex data into actionable insights. Our web-based system provides an unparalleled level of flexibility and precision, making it an indispensable tool for gaming regulators.

Industry professionals apply our proprietary measures and segments to benchmark casino and/or regional/state performance. Charts and graphs can easily be created, and data can be exported to Excel®, PDF, or Word®.

Key industry measures include:

- Slot and/or table win by casino
- Win, slot, day share measures
- Gross gaming revenue (GGR) by state, region, market, casino, etc.

Users benefit from timely information updated throughout the month that enables them to easily and accurately get need-to-have market intelligence.

Includes Sports Betting and i-Gaming Data!

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to sign up for a free trial.

Contact us today and start using this one-of-a-kind benchmarking tool.

Rich McConnell | Senior Business Development Manager
rmcconnell@msa.com
Sherry Amos | Vice President of Marketing
samos@spectrumgaming.com