Illegal Sports Betting is Rampant

- Sports Betting was illegal in most of the US until 2018, but that didn’t stop most Americans from betting – instead it gave rise to the largest gambling black market in the world
- Hundreds of illegal offshore sportsbooks have filled the US appetite for sports betting to the tune of $150 billion per year, and local bookies exist in every corner of every state
- The illegal market poses significant risks – no age verification, no consumer protections, no protection of funds, no taxes, no help for problem gaming issues, no oversight

Regulated Sports Betting Protects Consumers

- States can impose strict rules to tax sports betting revenue, license and regulate sports betting companies, protect sports betting customers, verify customer age, provide assistance for problem gaming issues and combat money laundering and corruption
- Brick and mortar sportsbooks must abide by these rules, but don’t always verify customer identity

Mobile Sports Betting Takes Protection to the Next Level

- Unlike brick and mortar sportsbooks, Mobile sportsbooks require every person to sign up for an account, which includes a rigorous identity verification process
  - People who are under legal age or on an exclusion list will fail the verification process and be prohibited from establishing an account
- Mobile sportsbooks use a combination of GPS, WiFi and IP address geolocation technology to verify the location of the bettor for compliance with local law and taxation
- Mobile sportsbooks establish customer betting history, which allows them to screen for indications of problem gaming behavior or suspicious activity in ways that brick and mortar betting cannot
- Operators display readily accessible links and information to problem gaming assistance programs on their platform, and have other built-in protections such as voluntary exclusion on a temporary or permanent basis
- The convenience of mobile sports betting also means that fewer customers will rely on illegal black market substitutes, furthering the state’s goals of increasing tax revenue and protecting consumers
# How Mobile Sportsbooks Provide the Best Level of Protection

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**Know Your Customer (KYC)**

- Every person must create an account before placing a bet.
- Rigorous identity verification process includes best-in-class technology.
- Must be legal age.
- Must not be on an exclusion list.
- Persons with multiple accounts are banned.

**Geolocation**

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- Ensures compliance with local laws and tax requirements.
- Stops betting from unlawful jurisdictions.
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- Enhanced detection of fraud and unauthorized account usage.
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