

Regulated Mobile Sports Betting is the Safest Option *PERIOD*

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



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

- ▶ Use a combination of GPS, WiFi and IP address geolocation technology to verify the location of the bettor
- ▶ Ensures compliance with local laws and tax requirements
- ▶ Stops betting from unlawful jurisdictions
- ▶ Bettors attempting to manipulate location are flagged and banned



Betting History and Records

- ▶ Mobile sportsbooks establish customer betting history
- ▶ Enhanced detection of fraud and unauthorized account usage
- ▶ Detects problem gaming behavior or suspicious activity in ways that brick and mortar betting cannot



Anti-Money Laundering Protocols (AML)

- ▶ Extensive data collection and reporting allows sportsbooks to detect suspicious patterns
- ▶ Federal law requires sportsbooks to work with regulators and law enforcement to identify suspected money laundering activity



Problem Gaming Assistance

- ▶ Operators display links and information to problem gaming assistance programs
- ▶ Voluntary exclusion on a temporary or permanent basis
- ▶ Deposit and loss limits to keep customers from exceeding their desired bet levels
- ▶ Extensive customer service training to assist with problem gaming issues



Sports Integrity Protections

- ▶ Data from betting history used to detect match fixing or sports corruption concerns
- ▶ Certain sports personnel prohibited from placing bets
- ▶ Cooperation with sports integrity organizations, law enforcement and regulators