



FIRST POST REGION

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SNICKERS FIELD PASS
LeSean McCoy: 1 of 4 players with
500 Rush yds (572) & 300 Rec yds (301)

TEAM	LINE	TOTAL	TIME
400 RANGERS	-3.5	45	10:00
410 STEELERS	-7.5	45	10:00
411 TEXANS	-7	45	10:00
412 JETS	-9.5	37	10:00
413 RANGERS	-120	45.5	10:00
414 PATRIOTS	-7	45	10:00
415 REDSKINS	-7	45	10:00
416 LIONS	-7	45	10:00
417 COWBOYS	-3	44	10:00
418 PACKERS	-3	44	10:00
420 VIKINGS	-6	42.5	10:00
421 BILLS	-2	44	10:00
422 BENGALS	-7.5	44	1:05
423 BROWNS	-11.5	42.5	1:05
424 JAGUARS	-3	42.5	1:05
425 CARDINALS	EVEN	41.5	1:05
426 CHIEFS	-3	42.5	1:05
427 SEAHAWKS	-3	42.5	1:05
428 SAINTS	-3	42.5	1:05
429 FALCONS	-3	42.5	1:05
430 RAVENS	-3	42.5	1:05
431 BUCCANEERS	-3	42.5	1:05
432 49ERS	-3	42.5	1:05
433 COLTS	-3	42.5	1:05
434 PATRIOTS	-3	42.5	1:05

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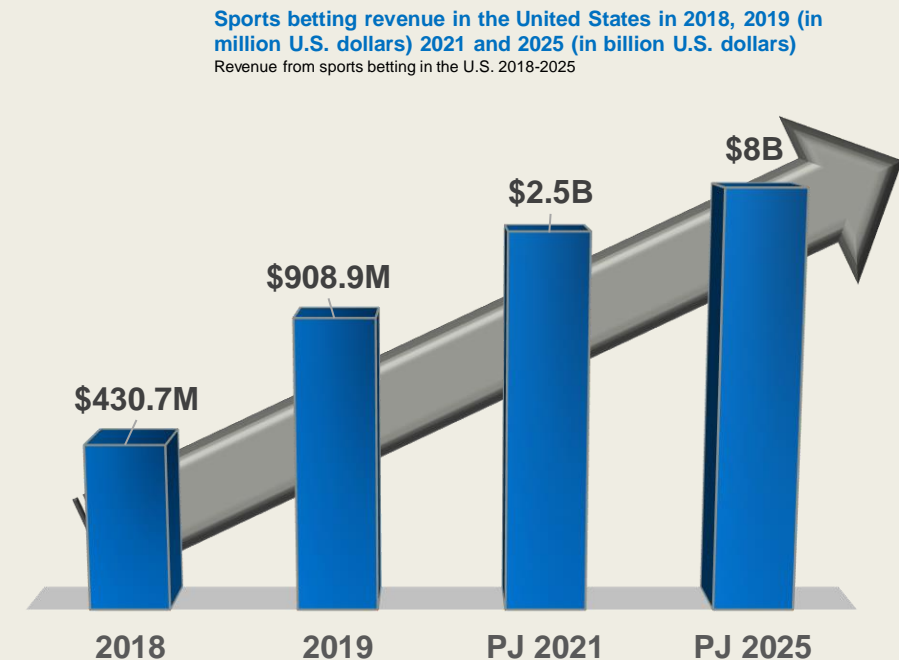
SPORTS BETTING – A SURE BET FOR TELEVISION

SPORTS GAMBLING IS A FAST-GROWING INDUSTRY

- Sports betting has been a fast-growing, emerging category since 2018 when the Supreme Court lifted the federal ban called the Professional and Amateur Sports Protection Act (PASPA) or the Bradley Act.
 - Nevada was the only state in 2018 that already had set laws permitting gambling.
 - In 2021, 21 states plus Washington, D.C. have legalized sports betting and many more are moving in the same direction.
- The legalization process from start to finish (launching first bet) varies from state-to-state, as well as what type of sports bets can be placed (in-person/retail locations, mobile or online).
- Sports betting advertising has GROWN by 400% from 2019 to 2020.

Source: Statista; KTG Internal Analysis on Sports Betting

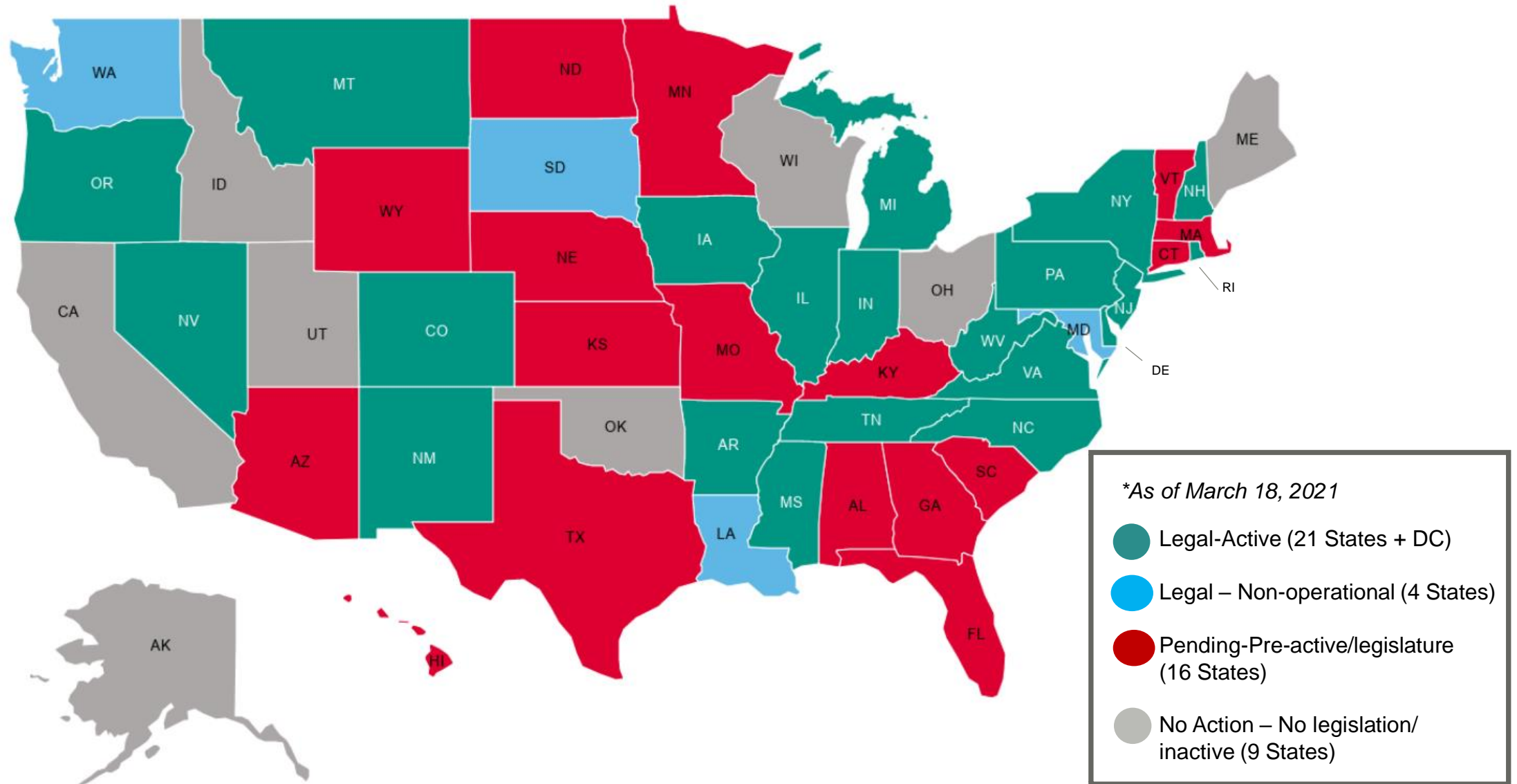
- According to Statista, the Sports Betting industry in the U.S. generated total revenue of \$430.7 million in 2018 and is projected to grow to \$8 billion in 2025.*



Sports Betting revenue in the United States is estimated to reach \$8 billion in 2025, a +220% increase over the next four years!

*2020 total revenue not noted due to pandemic impact

SPORTS BETTING LEGALIZATION BY STATE



SPORTS BETTING COMPETITIVE LANDSCAPE



SPORTSBOOK



CASINO & SPORTS



SPORTSBOOK

888
sport



POINTSBET

William
HILL



Hard Rock

SPORTSBOOK



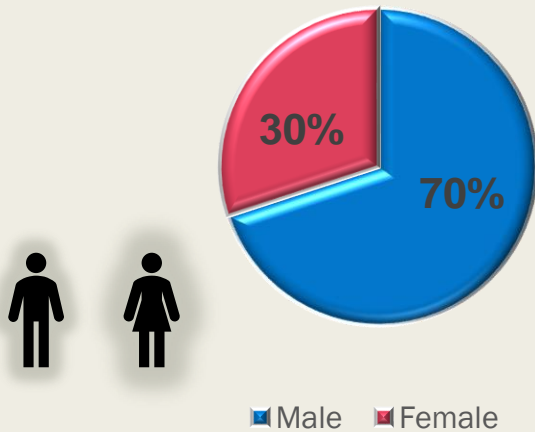
**HOW BEST TO REACH THE
ONLINE SPORTS BETTOR**

DEMOGRAPHICS: ONLINE GAMBLING




Online gamblers tend to be Male 21-54 and affluent

Gender

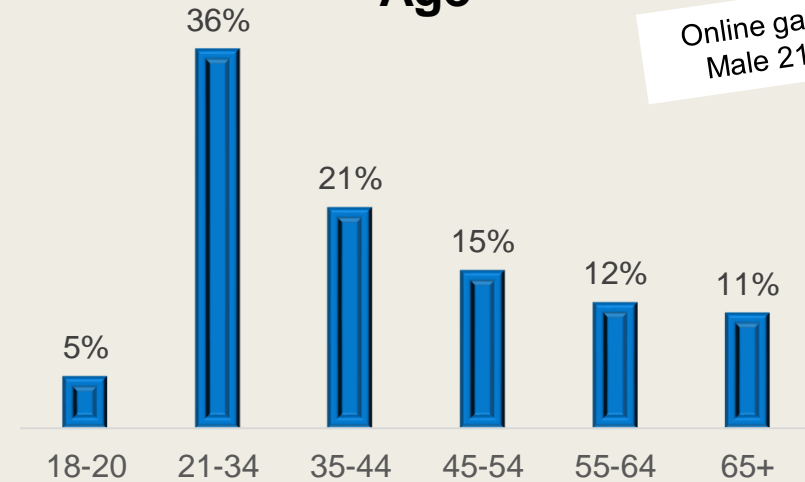


Marital Status



38% Married
40% Single
22% Separated/Divorced

Age



*A18+ Base



62%
Work full-time



55%
HH Income
\$75,000+



59%
Homeowners

27% received a
Bachelor's or
post-graduate
degree



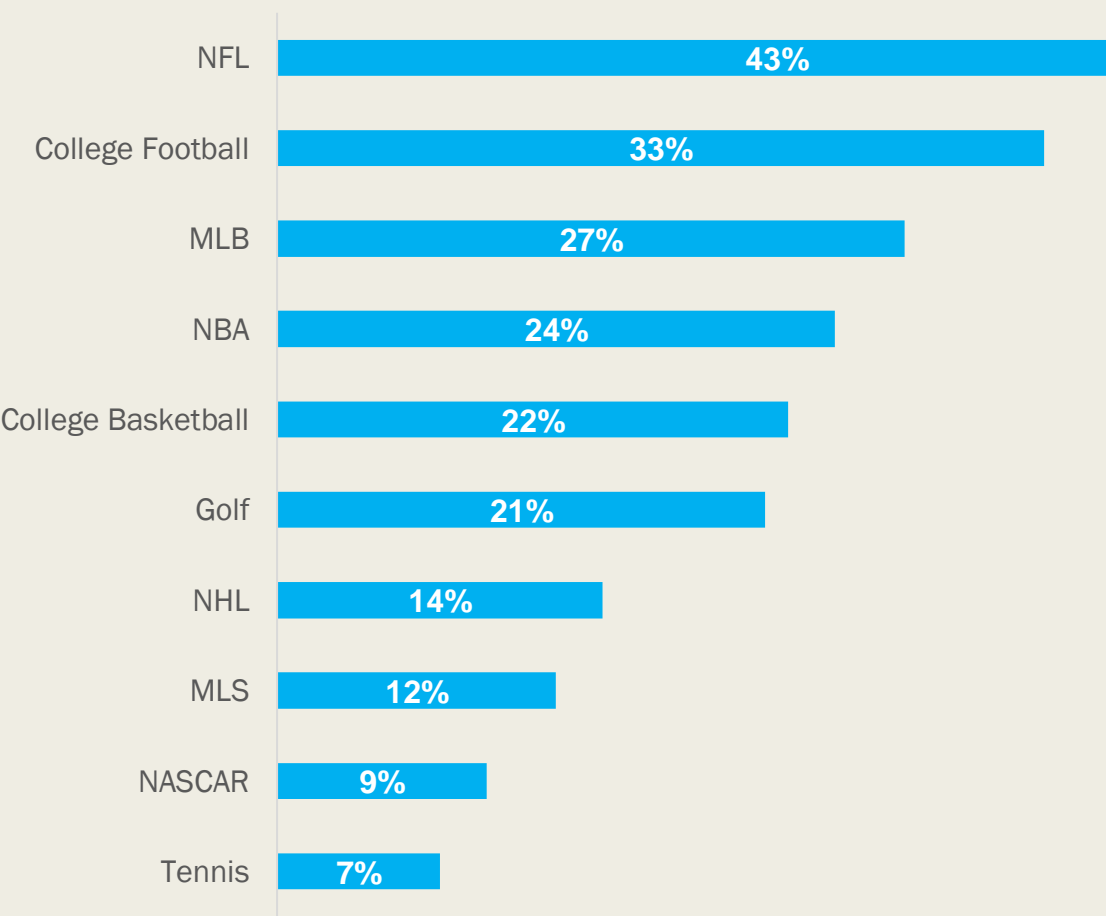
15% Work in
professional and
related
occupations

60% of A21+ who
participate in online
gambling watch sports
on TV!!



ONLINE GAMBLERS ARE WATCHING SPORTS ON TV!

60% of online gamblers watch sports events on TV



NFL (43%) is the most watched sport on TV among online gamblers!

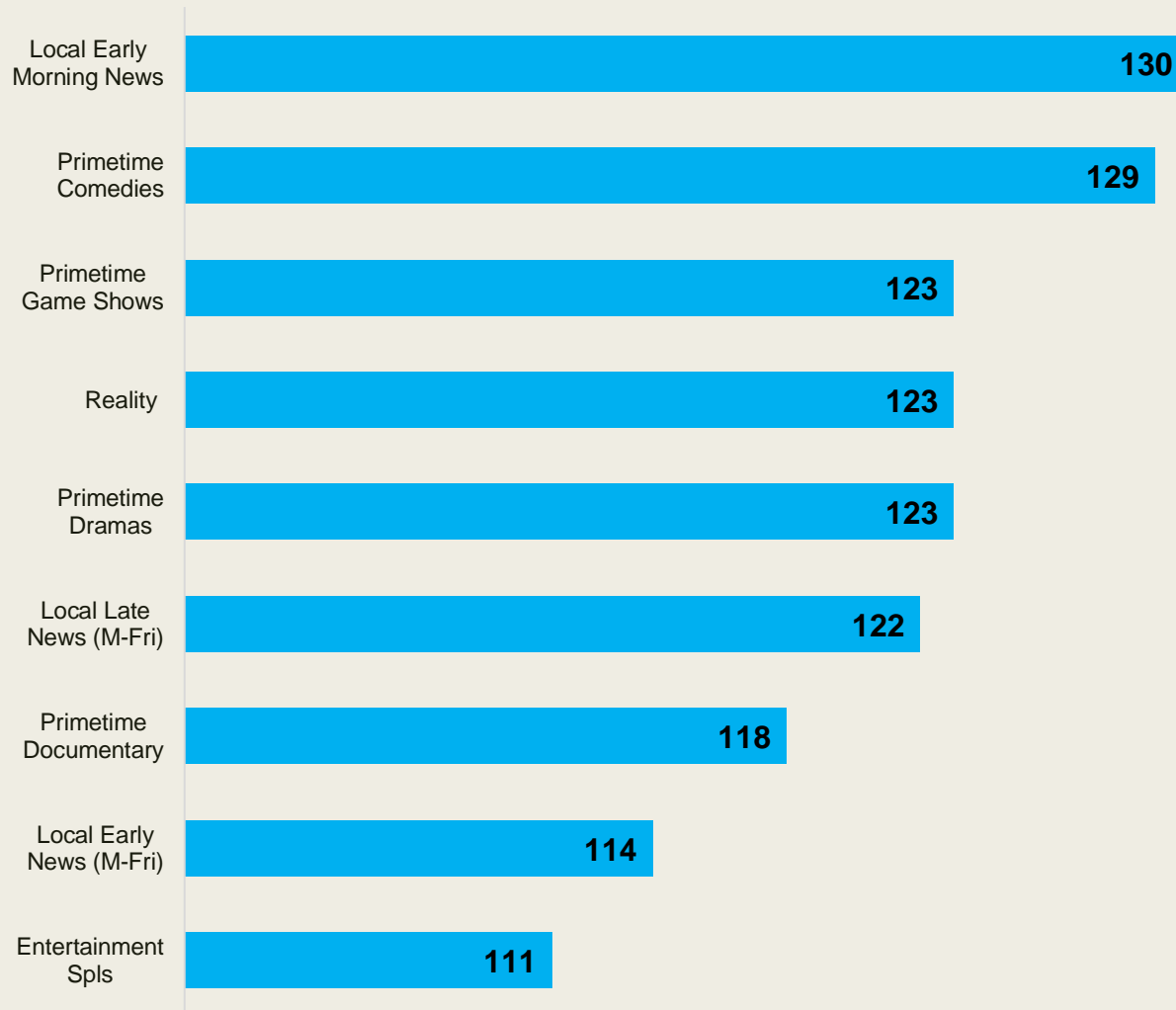
New Jersey's wagering on this year's Super Bowl totaled approximately \$117.4 million, a +116% increase over the wagering from the 2020 Super Bowl (\$54.3 million).

■ Sports online gamblers watched on TV in the last 12 months

Source: 2020 Doublebase GfK MRI weighted to Population (000) - Base: A21+ Used online gambling site.
*<https://www.yogonet.com/international/noticias/2021/02/09/56405-nj-sports-betting-handle-on-super-bowl-more-than-doubles-from-last-year>

MAXIMIZE REACH OF ONLINE GAMBLERS!

Online gamblers are more likely to watch the following TV (non-sport) programs:



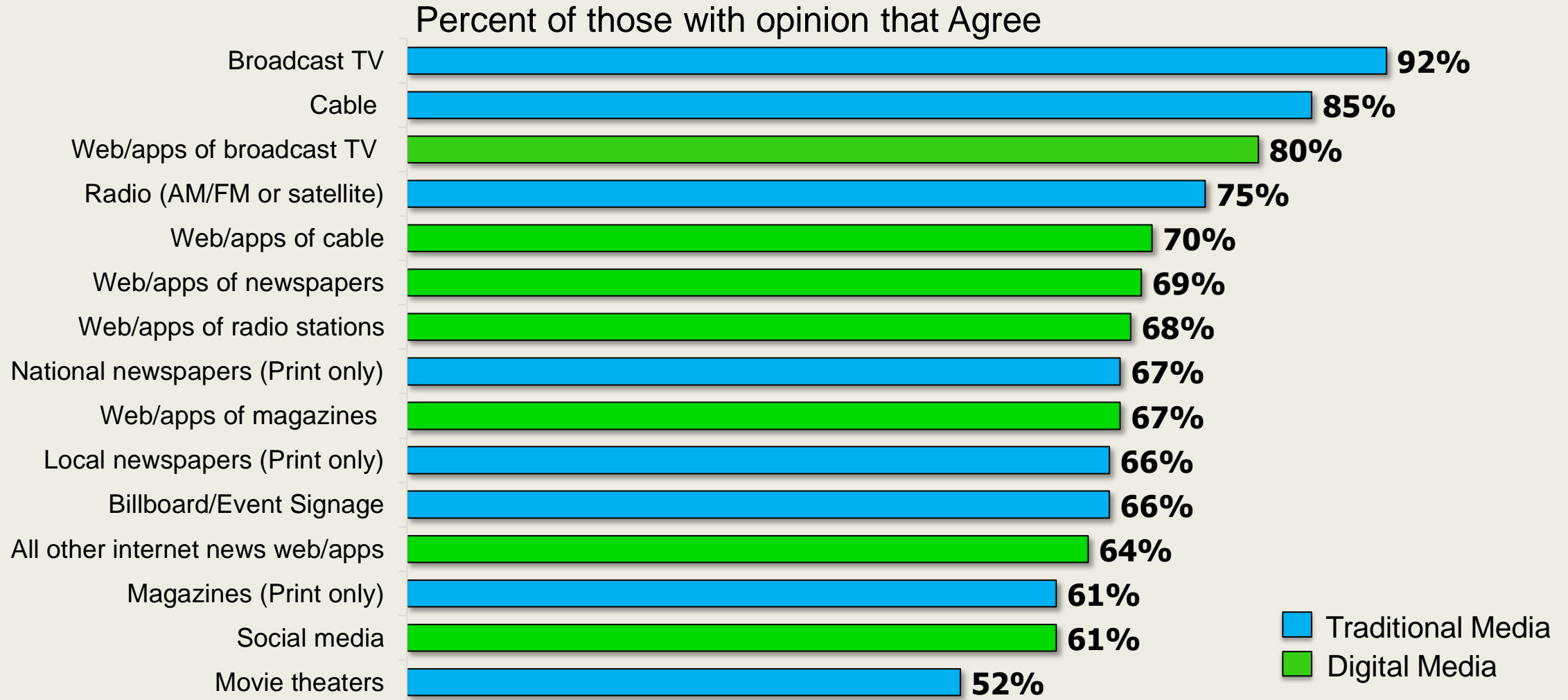
- Local (M-F) morning, early evening and late news.



- Primetime comedies and dramas engage sports viewers.
- Reality shows like Amazing Race (CBS), Shark Tank (ABC), The Voice (NBC), and The Masked Singer (FOX).



BROADCAST TV IS THE MOST TRUSTED SOURCE FOR SPORTS BETTING ADVERTISING



Source: Heart+Mind Strategies TVB Sports Betting Study 2021; [Q6] For each source, please indicate the extent to which you agree or disagree with the following statement: I am more assured that a sports betting website, app, or casino is trustworthy if I see/hear its advertising on this media source N = 1,000 (Agree = Agree strongly + Agree somewhat) Broadcast = National + local



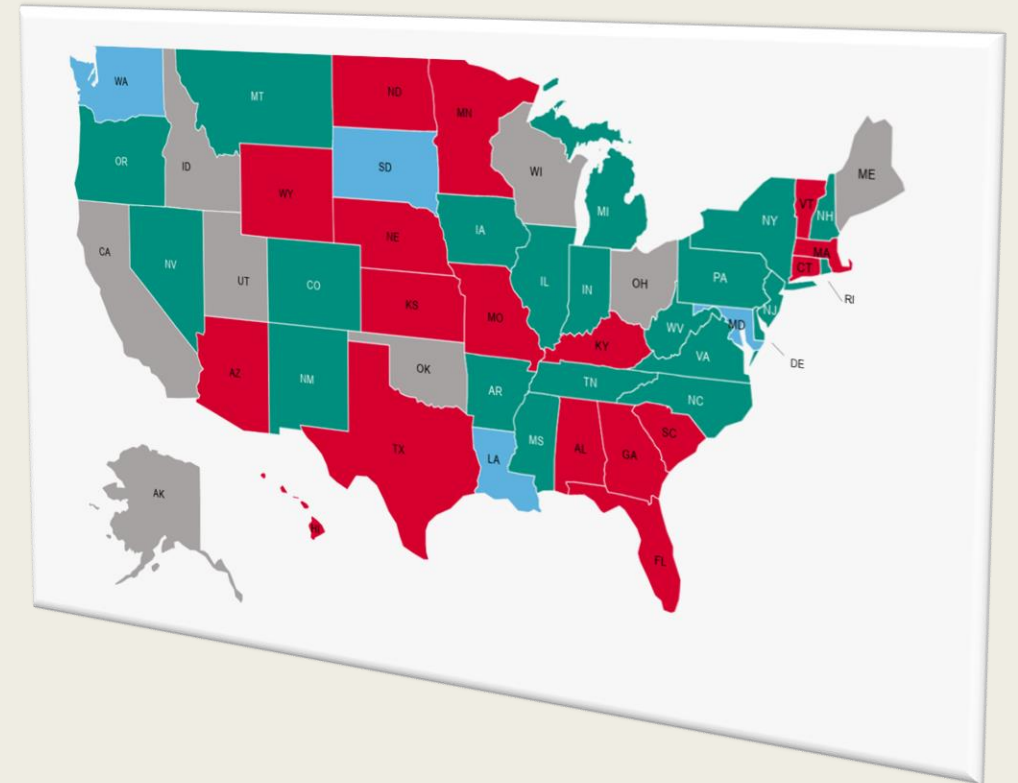
SPORTS BETTING TERMINOLOGY

- **Professional and Amateur Sports Protection Act or Bradley Act of 1992** is an act that outlawed sports betting nationwide, excluding a few states (Oregon, Delaware, Montana and Nevada).
- **Sports betting** is the activity of predicting sports results and placing a wager (sum of money) on the outcome. Sports betting can also extend to non-athletic events, such as reality show contests, political elections, and entertainment events.
- **Sportsbook** is a place, physical location or online where a person can place a wager on various sporting competitions. The term "book" is a reference to the books used by wage brokers to track wagers, payouts, and debts.
- **Online gambling** is a type of gambling conducted on the internet (includes poker, casinos and sports betting).
- **Sports operators** are companies that offer sportsbook, daily fantasy sports, online casino, online horse and other betting products. A few examples are FanDuel, DraftKings, Barstool Sports, and FOX Bet.

STATE GAMING COMMISSIONS

Each state has a governmental agency (gaming board, commission) that regulates casino and other types of gaming.

States	Sports Gaming Commissions (Control + Click to read more)
Arkansas	The Arkansas Racing Commission
Colorado	Limited Gaming Control Commission
Delaware	Delaware Gaming Enforcement
Illinois	Illinois Gaming Board
Indiana	Indiana Gaming Commission
Iowa	Iowa Racing and Gaming Commission
Michigan	Michigan Gaming Control Board
Mississippi	Mississippi Gaming Commission
Montana	Gaming Control Division
Nevada	The Nevada Gaming Control Board
New Hampshire	NH Racing and Charitable Gaming Commission
New Jersey	State of NJ Casino Control Commission
New Mexico	New Mexico Gaming Control Board
New York	NYS Gaming Commission
North Carolina	Cherokee Tribal Gaming Commission
Oregon	Oregon Tribal Gaming Alliance
Pennsylvania	Pennsylvania Gaming Control Board
Rhode Island	Rhode Island Department of Business Regulation
Tennessee	Sports Gaming-Tennessee Lottery
Virginia	Casinos & Sports Betting: Virginia Lottery
Washington, D.C.	DC Lottery Sports Betting
West Virginia	West Virginia Gaming & Racing Association



SUMMARY

- 21 states + Washington, D.C. have already legalized sports betting since 2018, and many more are moving in the same direction.
 - *Some states like Utah are unlikely to pass any sports betting legislation.*
- Sports betting is a fast-growing industry, estimated to reach as much as \$8 Billion in the United States by 2025.
- FanDuel, DraftKings, BetMGM, FOXBet and many other sports betting operators have emerged since the 2018 ruling, taking bets either at retail locations or online.
- Online gamblers skew male, younger and affluent.
- Broadcast TV is the most trusted source for sports betting advertising.
 - *Maximize reach of online gamblers by advertising in sports and non-sports TV programs.*