

Priorities for a Successful Sports Betting Market



Following the momentous U.S. Supreme Court decision ending the federal sports betting ban, the casino gaming industry is dedicated to building the world's most secure and successful sports betting system. As legal, regulated sport betting expands across the country, our industry will work with all stakeholders who share our commitment to eliminating the vast illegal gaming market.

Below are the priorities the gaming industry will pursue:

- 1 Empower State Regulation:** More than 40 states and 260 jurisdictions have proven to be effective gaming regulators. The American Gaming Association (AGA) will be a resource to state policymakers and regulators as they consider sports betting legalization. AGA will also combat any attempts by the federal government to neuter state regulatory power.
- 2 Place Consumers First:** AGA encourages all stakeholders to understand the intricacies of the illegal marketplace and why consumers turn to it. AGA will promote strong consumer protections – which the illegal market fails to offer – and consumer-centric conveniences such as intrastate mobile wagering.
- 3 Strengthen Game Integrity:** Rigorous sports betting regulation strengthens game integrity, a primary aim shared by the gaming industry and sporting bodies. New technologies make it possible to track legal wagering and identify suspicious activities. The gaming industry supports establishing a national data repository to share any suspicious betting information with law enforcement, gaming regulators and sporting bodies.
- 4 Promote Responsible Gaming and Responsible Advertising:** The gaming industry encourages effective responsible gaming programs in all jurisdictions that enact regulated sports betting. To this end, the gaming industry will voluntarily pursue the creation of a self-regulatory model to guide sports betting advertising.
- 5 Encourage Contracts over Statutes:** Sports betting can benefit sporting bodies and gaming companies alike. The gaming industry supports strong contracts between these parties to address issues such as official data and the value of other activities. The gaming industry will vigorously oppose efforts to use federal or state legislation to set basic business terms.