


The Wild World of Sports Gambling

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What's Happening in online NY Sports Betting Right now...?

- ▶ Sept. 14, 2021 – WynnBet named official partner of the NY Jets and will have a luxury lounge at Met Life Stadium
- ▶ Oct. 19, 2021 – The New York State Gaming Commission is moving faster than expected to pick the winning bidders for mobile betting licenses. The final tax matrix – with a top rate of 64% for five operators – must be agreed upon by any bidder that wants a chance at a license. (Legal Sports Report)
- ▶ Expected to be launched in time for Super Bowl, 2022
- ▶ For now, New Yorkers come over the bridges and through the tunnels into NJ for online sports betting



7 Emerging Trends in Sports Gambling

- ▶ Online Gambling is sweeping the country
- ▶ In-Play Betting also called Micro Betting is gaining in popularity
- ▶ Last Minute Betting, an offshoot of Micro Betting, focuses on dramatic odds shift in final moments of contest
- ▶ Prop Betting
- ▶ Player Tracking technology to evaluate player fitness and health which can influence all betting types above
- ▶ eSports betting
- ▶ AI and sports forecasting to help make “winning picks” is growing

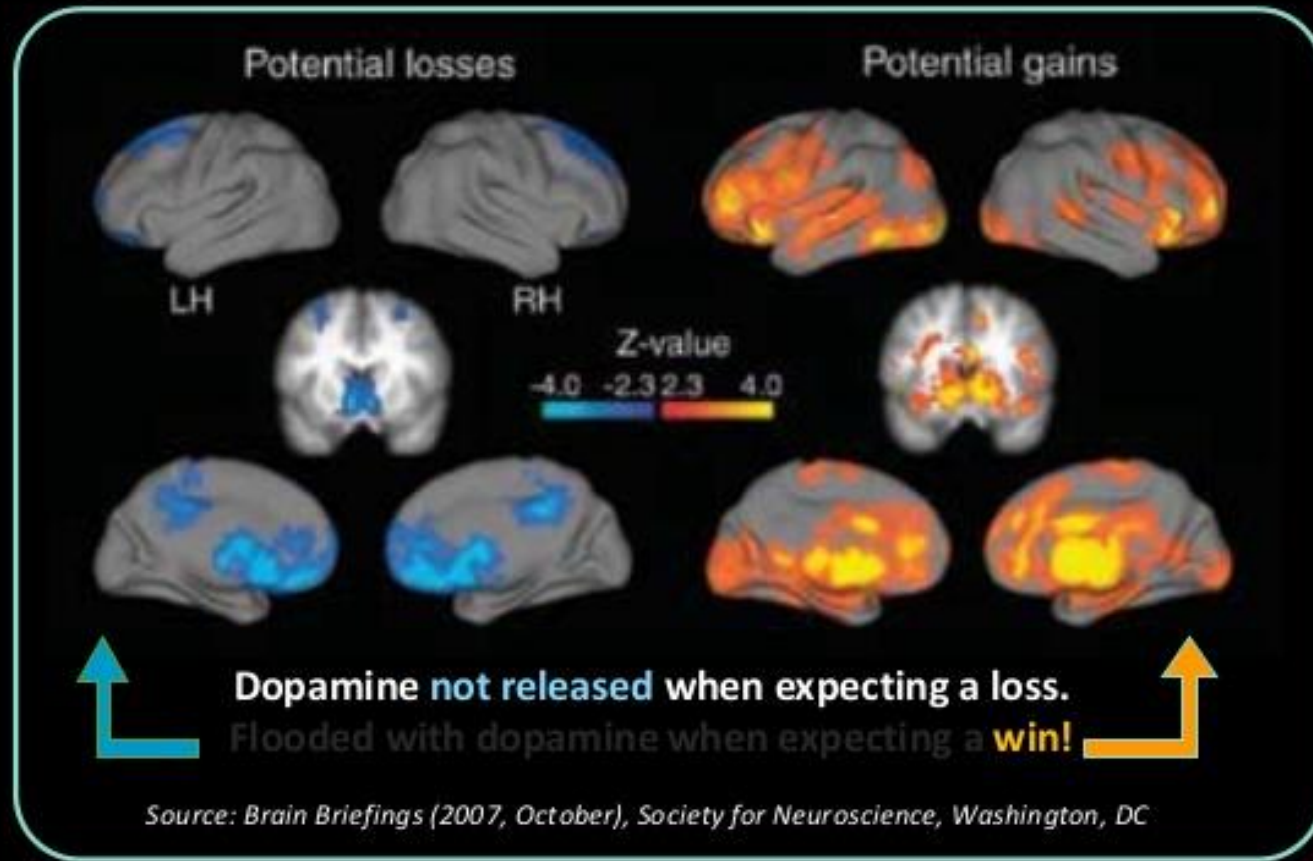
The Hidden Addiction

- ▶ Extremely difficult to diagnose
- ▶ Hard to overcome because the gambler believes that they will overcome it on the next win



Gambling & Dopamine

It's not about the money – it's about the action of the game and the hope of winning.





BERLIN

LONDON

PARIS

KORE

JERUSALEM

CAIRO

DELHI

DEEHI

NAIROBI

JOHANNESBURG



Reasons for Disordered Gambling



Escape from day-to-day problems & stress.



Psychological Problems such as depression, anxiety, or trauma, may lead to gambling as a coping strategy.



“Big” wins early



Risk factors – Male; 18-31, S.U.D., Veteran




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Factors to Consider with Sports Gambling Expansion

- Marketing
- Funding Sources
- Data and Content Partnerships





A Deeper Look: Marketing

- ▶ Reinforces Behaviors
- ▶ Attracts new players
- ▶ Lack of restrictions generally
- ▶ Can be trigger for return to use
- ▶ Glamorizes



A Deeper
Look:
Funding
Sources

Cashless / Touchless

Increasing use of credit / debit /
ACH

Crypto and alt currency

Easy and accessibility

Psychology of electronic cash vs
physical



A Deeper Look: Data and Content

- Who owns the data
- The player produces the data...are they entitled to a royalty?
- Is the data reliable
- Integrity
- Speed of transmission



Structural Characteristics of Online Sports Gambling

- Top Structural Considerations for Online Sports Betting
 1. In-Play Betting (Micro Betting)
 2. Cash-Out Feature



In-Play Sports Betting

Does in-play sports betting have the potential to be more harmful than other ways of gambling because of its structural characteristics?

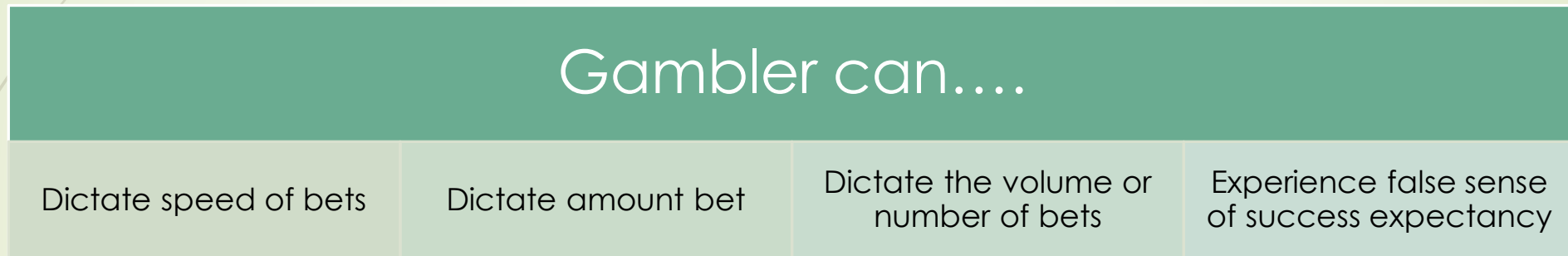
Crucial in the acquisition, maintenance (illusion of control over bet patterns), and development of online gambling behaviors. (Parke and Griffiths, 2007)

Large number of bets throughout the game instead of one bet on the outcome.

Akin to season long fantasy sports contests and the advent of daily fantasy sports

Fear of missing out

Illusion of Control and In-Play Sports Betting



Illusion of Control contributes to **MAINTAINING** a gambling problem.

More on In-Play Wagering

15



Leads to high speed and continuous reinforcement



Leads to micro-bursts of dopamine similar to the digital dopamine drip that social media “likes” can provide



Lacks time component for reflection



Constant and continuous action and marketing



Pre-occupation



Isolation



Immersive



Emotional connection with team or activity



MY BETS

NOV 13, 2018

AUG 18, 2018, 9:21:23 PM OPEN

DIVISION WINNER: LA RAMS (WINNER)

Wager: \$130.00

Odds: -130

Pot. Payout: \$230.10

NFC West (NFL 2018/2019)

Cash Out \$212.07



Early Cash Out



Cash – Out Feature

Cash Out lets you take profit early if your bet is coming in; or get some of your stake back if your bet is going against you - all before the event you're **betting** on is over. **Cash Out** offers are made in real time on your current bets, based on live market prices. (Betfair.com)

Introduction of “Cash-Out” feature likens in-play sports gambling to stock market day trading...lock-in profits and limit losses

Changes thinking from “gambling” to “investing”?

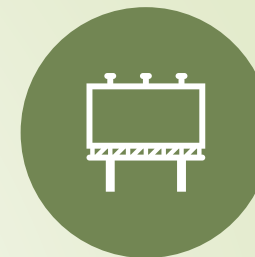
Changes thinking from “skill-based” gambling to “skillful money management.”



ILLUSION OF CONTROL –
SKILL VS. LUCK



INTERMITTENT
REINFORCEMENT – EVERY
SO OFTEN WIN



SOCIAL PROOFING –
OTHERS ARE DOING IT
AND MARKETING MATTERS


Summary:



SCARCITY PRINCIPLE – ACT
NOW; ACT FAST!



“NEAR MISS” IS A HOOK –
SOOOOO CLOSE, DO IT
AGAIN!



The 5 E's of
Why
People
Play
Games or
Gamble!

Excitement!

Entertainment!

Escape life's problems or pain

Economics....It's all about the
Benjamin's!

Ego....Pride, reputation, or identity

The 5 A's to the Perfect Storm of Gambling



Age – Risk Taking Behaviors and Pre-Frontal Cortex still developing



Availability – Easy to find and locate



Acceptability – Socially and Culturally for most.



Advertising – Promoted and glamorized



Access – To cash or credit card solicitations.



Recovery Resources

- ▶ NY Problem Gambling Resource Center – Broken down by region
- ▶ www.NYproblemgamblinghelp.org
- ▶ Local or regional helplines (800GAMBLER or 877-8HOPENY)
- ▶ National Helplines (800-522-4700)
- ▶ GA or Gam-anon mutual aid support
- ▶ www.gamblersinrecovery.com
- ▶ A whole host of national podcasts including “All-In” and “Hello My name is Craig”
- ▶ EAP's / Counselors / Addictions Victorious / SMART recovery.....

- ▶ RESOURCES FOR FAMILY ARE VITAL!!!



THANK YOU!

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