

# Sports Wagering and Paid Fantasy Sports Division

Indiana Gaming Commission  
Sports Wagering and Paid  
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# 2019: Indiana General Assembly legalizes sports wagering (HEA 1015)

- Legalized sports wagering for persons over 21 years of age or older. See IC 4-38-5-11 (“A person who is less than twenty-one (21) years of age may not make a wager under this article.”)
- Allows sports wagering to take place at any of the Indiana licensed casinos, racinos, off-track betting parlors, and via mobile device. IC 4-38-5 *et seq.*
- Establishes the Indiana Gaming Commission as the regulatory oversight body for sports wagering. IC 4-38-1 *et seq.*
- Establishes a 9.5% tax rate on the adjusted gross receipts obtained by a certificate holder. IC 4-38-10-1.

# Sports Wagering License Types

- Certificate of Authority
  - Casinos, Racinos, OTBs are eligible under statute
  - May conduct sports wagering directly or contract with a vendor to conduct on its behalf
  - Subject to occupational licensing requirements
  - Examples: Ameristar-East Chicago, Horseshoe Indianapolis, Winner's Circle—Clarksville

# Sports Wagering License Types

- Vendor (retail or online/mobile sports wagering operator)
  - Note: “Sports Wagering Operator” means a certificate of authority holder or sports wagering vendor. 68 IAC 27-1-2(24).
  - Certificate of Authority Holders may conduct retail sports wagering directly or contract with a vendor to conduct mobile or retail on their behalf
  - Currently, 13 licensed online sports wagering operators
  - Subject to occupational licensing requirements
  - Examples: FanDuel, DraftKings, BetMGM, Caesars Sportsbook
    - 89% of online sports wagering handle in the state (May 2023)

# Sports Wagering License Types

- Suppliers (same license type as casino suppliers)
  - Geolocation providers, platform suppliers, managed services
  - 11 currently licensed to provide sports wagering products and services
  - Subject to Occupational Licensing Requirements
  - Examples: GeoComply, Kambi, White Hat Gaming, GAN, Pala

# Sports Wagering License Types

- Sports Wagering Service Provider (SWSP)
  - Odds feed providers, data feed providers, integrity monitors, risk management services
  - Not subject to occupational licensing requirements or renewal
  - 12 Currently Licensed
  - Examples: US Integrity, SportRadar, Genius Sports, SimpleBet

# Sports Wagering License Types

- Registrant
  - "Sports wagering registrant" means an individual or entity that is contracted to provide goods or services that the commission determines affects the conduct of sports wagering, but falls outside of the scope of a supplier's license under IC 4-33-7 or a sports wagering service provider license under IC 4-38-7.
  - Marketing affiliates are required to register
  - Payment Processors
  - Not subject to occupational licensing requirements or renewal
  - Examples: PayPal Inc., PayWithMyBank (Trustly), Google LLC

# Retail Sportsbooks

## Certificate of Authority Holder

- Casino
  - Retail Cashier / Ticket writer
  - Kiosks / SSBTs
- Off Track Betting (OTB)
  - Retail Cashier / Ticket writer
  - Kiosks / SSBTs



# Retail Sportsbooks

Certificate of Authority Holders

Current Total = 14

## OTB

- Winner's Circle Clarksville
- Winner's Circle Downtown Indy
- Winner's Circle New Haven

## Casino

- Ameristar
- Belterra
- Blue Chip
- Caesars Southern
- French Lick
- Hollywood
- Hoosier Park
- Horseshoe Hammond
- Horseshoe Indianapolis
- Rising Star
- Bally's Evansville

# Online/Mobile Sportsbooks

## Vendor / Skins

- Website
- Mobile Apps
- “Skin” = individually branded online/mobile vendor
- Each Certificate of Authority Holder may contract with up to 3 online/mobile skins
- 13 Online Vendors Currently Licensed and Operating

# Retail vs. Online

Retail	Online
Not account-based (casino rewards cards may be used)	Account-based
Credit cards not allowed	Credit cards allowed
KYC in person	KYC remote
Place wager at counter or kiosk in licensed facility	Must be geolocated in Indiana
Traditional wagering (point spreads, money line)	More conducive to in-play & prop wagering

# Indiana Mobile Sportsbook

(Vendor/Skin)

- Certificate Holder
  - Blue Chip
- Vendor/Skin
  - FanDuel



# Indiana Mobile Sportsbook

(Vendor/Skin)

- Certificate Holder
  - Ameristar East Chicago
- Vendor/Skin
  - Draft Kings



# BetMGM

- Certificate Holder
  - Belterra
- Vendor/Skin
  - BetMGM



# Caesars Sportsbook

- Certificate Holder
  - Harrah's Hoosier Park
- Vendor/Skin
  - Caesars Sportsbook



# Indiana Mobile Sportsbook

(Vendor/Skin)

- Certificate Holder
  - French Lick Resort
- Vendor/Skin
  - Bet Rivers



**BETRIVERS.COM**  
**SPORTSBOOK**



# Indiana Mobile Sportsbook

(Vendor/Skin)

- Certificate Holder
  - Hollywood Casino Lawrenceburg
- Vendor/Skin
  - Barstool Sportsbook



# Conduct of Sports Wagering (IC 4-38-5 *et seq.*; 68 IAC 27)

- Wagers may be placed at retail locations or with an online sports wagering operator. IC 4-38-5 *et seq.*
- May register online for an account. IC 4-38-5-12.
- Prohibits betting on high school or youth sporting events. IC 4-38-5-5(1).
- Prohibits wagering on e-sports. IC 4-38-5-4(b).
- In-play wagering is specifically permitted. IC 4-38-5-4(c).
- Commission must approve an event or market for wagering. IC 4-38-5-4(a).
- House Rules must be approved by the IGC

# Sports Wagering by Handle (overall – retail and mobile)

YEAR	TOTAL (in US dollars)
2019 (since September)	\$435,998,649
2020	\$962,239,573
2021	\$2,918,818,301
2022	\$4,464,065,803
2023 (through May)	\$1,821,206,460
Total (Sept. 2019 – May 2023)	\$10,602,328,786

Note: Handle is the total amount of money wagered by bettors over a give period

# Sports Wagering by AGR (overall – retail and mobile)

YEAR	TOTAL (in US dollars)
2019 (since September)	\$41,385,968
2020	\$138,625,690
2021	\$306,012,834
2022	\$387,027,644
2023 (through May)	\$170,176,248
Total (Sept. 2019 – May 2023)	\$1,043,228,383

Note: AGR is handle less winnings paid out to bettors over a given period and represents taxable revenue

# Sports Wagering by Tax Reported (overall – retail and mobile)

YEAR	TOTAL (in US dollars)
2019 (since September)	\$3,931,665
2020	\$13,169,441
2021	\$29,071,221
2022	\$36,767,625
2023 (through May)	\$16,322,084
Total (Sept. 2019 – May 2023)	\$99,262,036

Note: Statutory Tax Rate: 9.5% of AGR  
Compare: 2018 Eilers & Krejcik report predicted \$23.7 million in tax revenue by year 5 based on 9.25% rate

# Sports Wagering – Ohio Effect

Month	2022 Handle	2023 Handle	% Change
Jan	\$500,138,648	\$427,154,794	-15.60%
Feb	\$409,109,104	\$356,187,759	-12.90%
March	\$476,802,783	\$433,022,775	-9.80%
April	\$360,023,255	\$321,404,737	-10.70%
May	\$308,385,687	\$283,436,395	-8.09%
Overall	\$2,054,459,477	\$1,821,206,460	-11.30%

Note: Ohio sports wagering launched in January 2023

# Sports Wagering Demographics in the US

- Ipsos national survey (February 2023): <https://www.ipsos.com/en-us/sports-gambling-growth-driven-small-group-highly-engaged-sports-fans>
- 8% placed bet online on a sporting event, 4% at retail, 3% on e-sports
  - Pew Research: September 2022 survey found 19% of respondents placed wagers on a sporting event in the past year ([https://www.pewresearch.org/short-reads/2022/09/14/as-more-states-legalize-the-practice-19-of-u-s-adults-say-they-have-bet-money-on-sports-in-the-past-year/#:~:text=Men%20are%20more%20likely%20than,17%25](https://www.pewresearch.org/short-reads/2022/09/14/as-more-states-legalize-the-practice-19-of-u-s-adults-say-they-have-bet-money-on-sports-in-the-past-year/#:~:text=Men%20are%20more%20likely%20than,17%25))).
- Most popular leagues:
  - NFL (59%)
  - NBA (34%)
  - NCAA Football (30%)
  - NCAA Basketball (26%)
  - MLB (26%)

# Sports Wagering Demographics in the US

- 68% of sports bettors are men
- 39% are under the age of 35
- 51% are white
- 44% earn more than \$100k annually
- Compare: Land-based casino patrons more evenly split by gender and average age is older



# Sports Wagering - IPSOS February 2023 Study

- Strong majority of bettors (73%) reported betting infrequently (once a month or less)
- 20% reported betting 2-3 times/month
- 5% reported betting multiple times/week

# Sports Wagering – Responsible Gaming

- **Responsible Gaming Page:** Sports Wagering Operators are required to have a responsible gaming page on their website and apps
- **VEP/ISRP:** Includes links to IGC's VEP and ISRP sign up information
- **Problem Gambling Resources:** Includes links to problem gambling resources
- **Advertising:** 1-800-9-WITH-IT phone number for in-state advertising or 1-800-GAMBLER for multijurisdictional advertising
- **Self-restriction tools:** Online operators must offer patrons the ability to self-restrict, including imposing deposit and wagering limits and cooling off periods

# Sports Wagering – Advertising Trends

- Source: MediaRadar
- \$738 million invested through October of 2022
  - 69% went to national broadcast, cable TV, and print advertising
  - Significant decrease in spending on streaming services
  - 17% went to social media
  - Podcast advertising increasing
- Top spenders: Combined, account for 62% of advertising investment
  - DraftKings
  - FanDuel
  - BetMGM
- Moving forward: operators will shift focus to digital advertising, targeted advertising

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