



CONFIDENTIAL DOCUMENT PREPARED FEBRUARY 23, 2024 FOR:



APPROVED FOR PUBLICATION

HIGHLIGHTS PREPARED
FOR CAMPAIGN FOR
FAIRER GAMBLING -
SUPER BOWL 2024

Yield Sec FACTSHEET: Super Bowl 2024 – USA Only

THE UNITED STATES OF AMERICA 2024 SUPER BOWL: ONLINE GAMBLING MARKETPLACE

The market promise has not materialized for legal, licensed brands.

The audience still favor illegals, whose content and products are more frequented and used, given the greater bet choices and bonuses available with illegal operators.

Substitution from illegals to legal is simply not happening at the pace it should – illegals are used as brands of choice and convenience, with some substitution to legal for offers and account opening incentives, when available, as with the Super Bowl.

The range of sports and allied entertainment bets, such as with this year's focus on Taylor Swift Special Bets ("How many times will she appear on camera?, What color lipstick will she be wearing?"), is catered to by illegal operators, who use their advantages across search and social media to overwhelm the relevance and authority of legal brands.

Illegals are, quite simply, everywhere that the Super Bowl conversation is taking place online, and very close by with transactional opportunities for all Americans.

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SUPER BOWL 2024: 350m BETS PLACED

ILLEGAL BETS

228 Million Bets Placed with Illegal Online Operators

LEGAL BETS

122 Million Bets Placed with Legal Online Operators

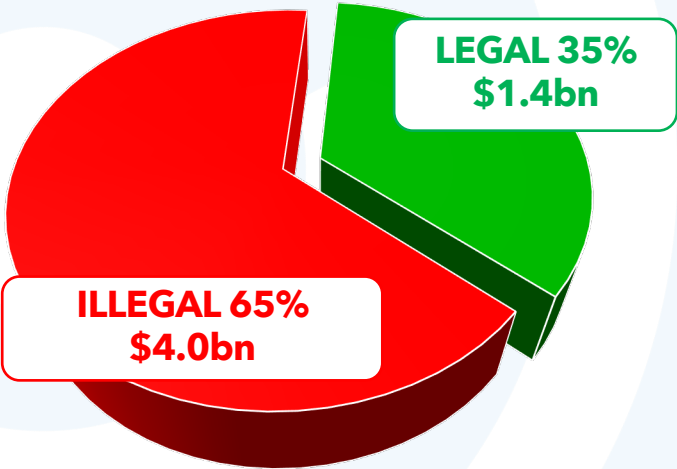
ILLEGAL: 42 MILLION MORE BETS THAN 2023

ILLEGAL: \$546m INCREASE IN TOTAL VALUE OF BETS PLACED

LEGAL: 22 MILLION MORE BETS THAN 2023

LEGAL: \$258m INCREASE IN TOTAL VALUE OF BETS PLACED

2024: VALUE OF SUPER BOWL BETS PLACED \$5.4bn



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SUPER BOWL 2023: 286m BETS PLACED

ILLEGAL BETS
186 Million Bets Placed with Illegal Online Operators

LEGAL BETS
100 Million Bets Placed with Legal Online Operators

2023: VALUE OF SUPER BOWL BETS PLACED \$4.5bn

