Euromonitor International

Fan Engagement in Focus: Measuring the Impact of Sports Betting on the Industry

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INTRODUCTION

Scope
Key findings

WHAT ROLE DOES SPORTS BETTING PLAY IN DRIVING FAN ENGAGEMENT?

Fan engagement in sports: What is it and why does it matter?
Where does sports betting fit into the fan engagement equation?
Understanding the appeal of sports betting for fans and sports organisations
UK in focus: A strong sports offering drives in-market sports betting
US in focus: Intersection of major leagues, betting brands and fans concentrating attention
Driving interest in sports: Betting brands drive engagement across the sports ecosystem
Masters of marketing: Stake.com partners with Drake to expand its global presence
A source of innovation: How betting brands are leveraging faster connectivity
The rise of superapps: DAZN aims to become a one-stop shop for sports fans
Convenience is key: NBA drives engagement through NBA Launch Pad incubator
Enhanced user experience: How sports betting brands embrace flexible payments options
Sports betting will remain an important component within the fan attention ecosystem

CAN SPORTS BETTING SPONSORSHIPS TURBOCHARGE FAN ENGAGEMENT?

Keys to understanding the sports betting and partnership landscape
Exploring the gambling industry's sponsorship portfolio in top European and US leagues
US major leagues set to surpass European counterparts: What it means for engagement?
With an unparalleled US fanbase, NFL secures the lion's share of betting sponsorships
Betting brands rely on Premier League strength to engage global audiences
How do fans bet on sports and how does this fuel partnerships?
Beyond team sports: Partnerships will continue to unlock and engage fans
Balancing engagement and ethics: The challenge that will define the future of sports betting
Gambling sponsorships create heightened risk for sports properties
Trust, transparency and safety all key components to stay on fans' good side
#Betonwomen: Gaming Society promoting women's sports through sports betting
Sports betting will not just drive revenues, but could also re-shape sports

KEY TAKEAWAYS

Three key learnings for stakeholders looking to engage fans through sports betting

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fan-engagement-in-focus-measuring-the-

impact-of-sports-betting-on-the-industry/report.