

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

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Scope

Key findings

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Where does sports betting fit into the fan engagement equation?

Understanding the appeal of sports betting for fans and sports organisations

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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

#Betwomen: 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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