## Super-Sized Bets

for Football's Big Game

With 99 million viewers in 2022, "more Americans tune in to the Super Bowl than any other television broadcast."

Source: The National (Jan 2022), Statista (Feb 2022)

Its large viewership, combined with expanding legalization, has led to ballooning wagers.

## Annual Legal Bets on the Big Game

-10% Annual Growth

120%

In 2013, all legal sports wagers took place in one state: Nevada. \$138M 2017 \$159M 2018 \$191M 2019 \$280M 2020 \$486M 2021

**\$1.1B** 2022

The federal sports betting ban was lifted in 2018, which led to more states allowing bets.

\$133M

Wagers more than doubled from 2021 to 2022, primarily due to New York State legalizing online sports bets.

Bets on the big game have risen ten times higher over the last decade due to legalization. Looking for exposure to the growing sports betting industry?

Substantial industry growth does not guarantee positive investment returns and may lead to significant volatility.

**Explore Roundhill's Sports Betting ETF** 



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Source: Legal Sports Report (Feb 2017-Nov 2022), NBC (Feb 2019), New York State Gaming Commission (Jan 2023). Data only for states that report bets on football's big game, which are as follows in 2022: Colorado, Delaware, Illinois, Iowa, Mississippi, Montana, Nevada, New Hampshire, New Jersey, Oregon, Pennsylvania, Tennessee, Virginia, and Wyoming. We have added an estimate for New York in 2022 based on retail and online sports bets placed the week up to and including the date of the big game.

Investors should consider the investment objectives, risk, charges and expenses carefully before investing. Investing involves risk, including possible loss of principal. Risks include those related to investments in the highly-competitive sports betting industry, including from illegal or unregulated companies.

