

# Online gambling fact sheet and projections

## SPORTS BETTING

### Michigan: A top 5 market

PlayMichigan believes Michigan will be a top-five sports-betting market in the United States soon after launch, in terms of amount wagered and revenue.



### \$8 billion

Projected annual sports betting wagers in a mature market.

- New Jersey, a market that is in its third year of operation, surpassed \$6 billion in wagers for 2020.

### \$50 million

Projected taxes collected in Michigan annually on an estimated \$500 million in gross gaming revenue.

## ONLINE CASINO

### \$1 billion

PlayMichigan projects that the state's online casino operators could generate more than a billion dollars in gross revenue annually based on current US trends.



- New Jersey has both online sports betting and casino, like Michigan, and nearly reached \$1 billion in gross online casino revenue last year.
- Pennsylvania generated \$565 million in gross online casino revenue in 2020 after launching in 2019.

## OPERATORS TO WATCH

There could be 10 sportsbooks live on launch day. Here are the four biggest sportsbook and casino brands to watch in Michigan:



### FanDuel

Originally a daily fantasy sports company, it is now the No. 1 online gambling brand in the United States in terms of wagering activity and revenue. Its parent company Flutter is a giant in European gambling.



### DraftKings

Another fantasy sports betting company turned sportsbook and casino, DraftKings is the No. 2 online gambling company in the US in terms of marketshare. The company went public in 2020.



### BETMGM

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The online gambling arm of MGM Resorts International, MGM has long been a major player in Nevada and New Jersey and is hoping its Detroit casino will lift it to a lofty position in Michigan online gambling.



### Barstool

Penn National Gaming acquired a minority stake in Barstool Sports in 2020 to deploy it as its online gambling brand nationwide. Barstool is one of the top operators in Pennsylvania despite a late start.