

A dark, moody photograph of a person in silhouette, celebrating with their arms raised in a stadium. The person is wearing a helmet and goggles, suggesting a contact sport like football. The background shows a large crowd in a stadium under a bright sky. The overall tone is celebratory and energetic.

# MOBILE SPORTS BETTING IN LOUISIANA

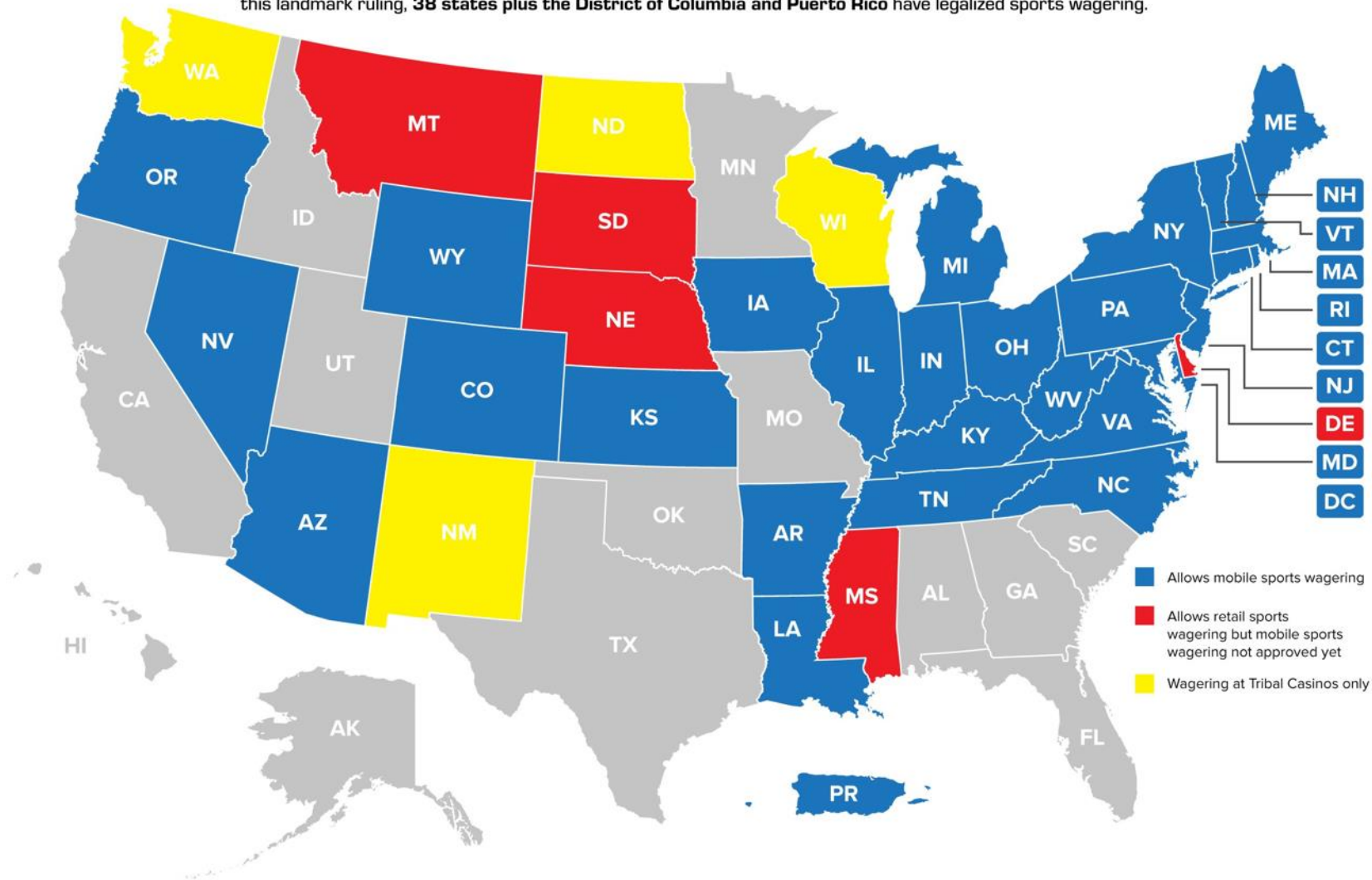


MARCH 2025

# National Sports Betting Map

In 2018, the United States Supreme Court struck down the Professional and Amateur Sports Protection Act (PASPA), an unconstitutional federal law that forbade states from deciding for themselves whether to authorize sports wagering. In the wake of this landmark ruling, **38 states plus the District of Columbia and Puerto Rico** have legalized sports wagering.

- The Professional and Amateur Sports Protection Act of 1992 ("PASPA") was invalidated by the Supreme Court in 2018.
  - The federal law previously limited sports betting to Nevada [and Delaware, Oregon and Montana.]
- Since then, 38 states have authorized sports betting (as well as Puerto Rico and Washington, D.C.).



# A Brief History of Louisiana Sports Betting

- **November 2020** – voters in 55 of 64 parishes approve mobile sports betting
- **June 2021** – House and Senate approve legislation – taxing mobile sports betting at 15% and retail sports betting at 10%
- **October 2021** – First casino sportsbooks open
- **January 2022** – Mobile sports betting goes live

**CY '22 Tax Revenue - \$31 M**

↑ **40%!**

**CY '23 Tax Revenue - \$43.5 M**

↑ **50%!**

**CY '24 Tax Revenue - \$65.1 M**

- **November 2024** – Legislation was introduced to raise the tax on mobile sports betting from 15% to 51%. The bill was ultimately withdrawn, but may resurface in the 2025 legislative session



# Sports Betting is a Partnership Between Casinos and Mobile Sportsbook Operators



- Louisiana casinos partner with branded mobile technology companies to offer online sports wagering
  - Share revenue with their operating partner
  - Co-brand and use mobile sports betting as a marketing tool to drive traffic to their casinos
    - Reaches a different demographic
    - Creates synergies with the use of same player account across retail and online
    - Track promotions, bonuses and player incentives
    - Casinos may use mobile branding for their retail sportsbooks

# Louisiana Has 20 Retail Sportsbooks and 8 Online Sports Betting Operators



## Mobile Sports Betting Operators

Fanatics  
BetMGM  
FanDuel  
DraftKings  
bet365  
ESPN Bet  
BetRivers  
Caesars

# How to Read the Odds

Odds are the measure of how much you can win per \$100 wager. The - and + next to the odds are used to show the potential payout and whether the wager is more or less likely to win.

For example, if you see the odds are -120, that means if you wager \$120, your potential profit is \$100 (plus your original stake). The “+” odds show the amount of money you’d win if you bet \$100. For example, if you see the odds are +120, that means if you wager \$100, your potential profit is \$120.

## SPREAD

When you bet the spread, you’re betting on a team’s margin of victory or defeat. So, if you bet on the favorite (indicated by the “-”), they have to win by more than the number shown. If you bet on the underdog (“+”), they have to win outright or lose by less than the number shown.

## MONEYLINE

A moneyline is a bet on which team will win a game outright. Example: The Cowboys are -190 to beat the Commanders, while the Commanders are +160 to win. If you think the Cowboys will win the game, you would have to wager \$190 to potentially win \$100. Conversely, if you think the Commanders will win, you would wager \$100 to potentially win \$160.

	SPREAD	<b>MONEYLINE</b>	TOTAL
Dallas Cowboys	-4 -110	<b>-190</b>	O 48 -110
@ Washington Commanders	+4 -110	<b>+160</b>	U 48 -110

# How to Read the Odds

## TOTAL

A total, or over/under, is a bet on the total amount of points scored in a game by both teams combined. A bet on the over means that both teams combined must score more than the number shown, whereas a bet on the under means that they must score less than the number shown.

Example: The Cowboys vs Commanders total is 48 points. If you think the total score of the game will be more than 48, you would bet the over and would have to wager \$110 to potentially win \$100.

	SPREAD	MONEY	TOTAL
Dallas Cowboys	-4 -110	-190	O 48 -110
@ Washington Commanders	+4 -110	+160	U 48 -110

# Consumer Protections

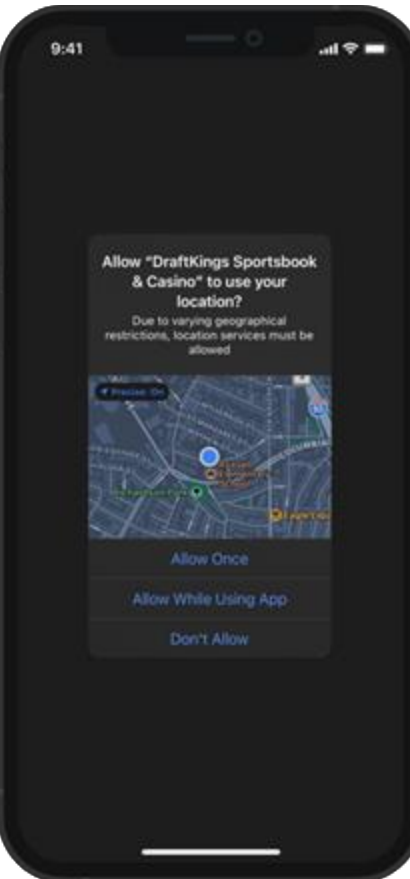


- Age, location and identity verification
- Data security and protection of consumer personal information
- Detection and prevention of suspicious betting activity
  - Illegitimate match fixing, use of insider information
- Responsible Gambling resources
  - Highly trained customer-facing support staff
  - Play tracking and monitoring
  - RG campaigns and advertising
  - Gambling hotline available 24/7
  - Partnerships with national and local problem gambling treatment resources
  - Investments in R&D to improve RG outcomes
  - Customizable tools to set limits on deposits, bets and time spent on the app



# ACCOUNT CREATION

**Location check:**  
Used for jurisdictional experience setup



**Shared Login:**  
One Account for all DK Products



**Account Creation:**  
One Account for all DK Products



**KYC Verification:**  
Excluded Persons Detection & Matching



**User Agreements:**  
DK ToU & State Specific Agreements, 2FA enablement



# A Reasonable Tax Rate Allows for Competition in the Market



**Sports betting is a partnership between online platforms and local casino operators.**

Louisiana's reasonable tax rate has allowed operators of all sizes to enter the market and attract customers. This competition creates better products and prices for consumers and provides opportunities for more Louisiana casinos to get involved in the sports betting market.

In states that have increased the sports betting tax rate, smaller operators often cannot compete and exit the market, either voluntarily or by attrition over time.

# Principles of Sound Tax Policy

**1** Taxes should generate sufficient revenue for the government to fund public services and provide regulatory oversight.

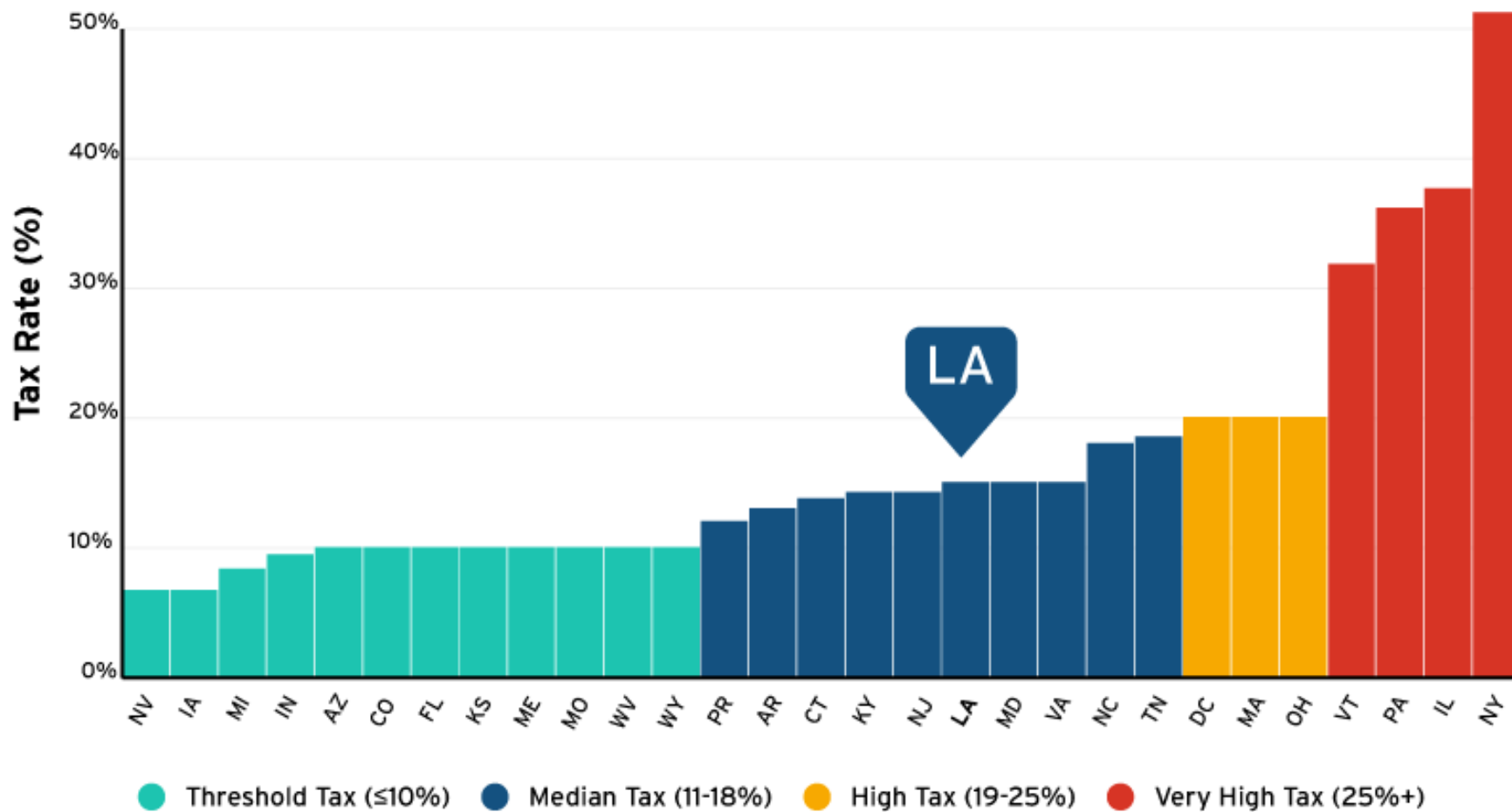
**2** Taxes should be low enough to allow the industry to operate, invest and innovate.

**3** The tax structure should be equitable for all operators.

**Two recent studies independently concluded that a tax rate of 15% maximizes revenue to the state.**

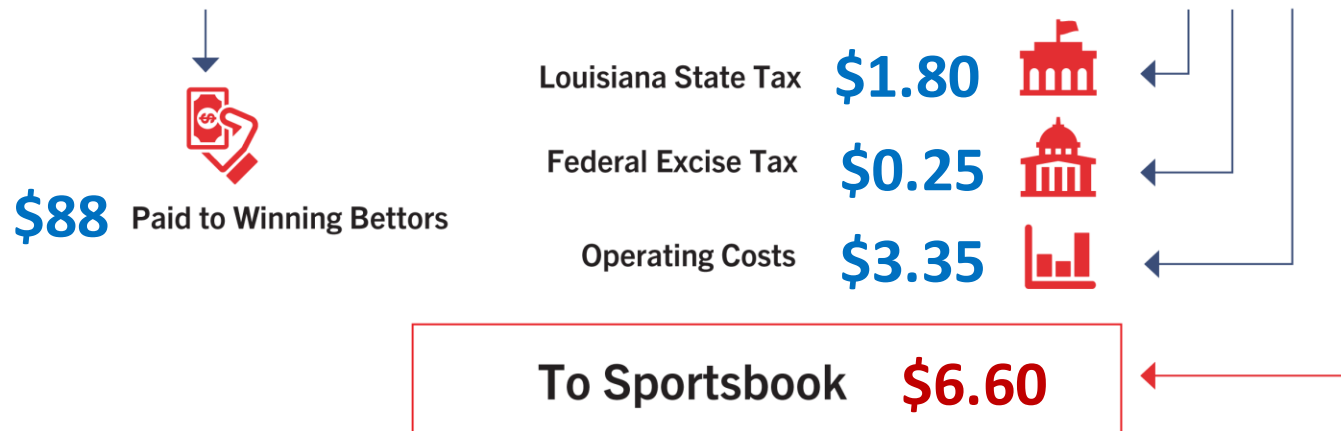
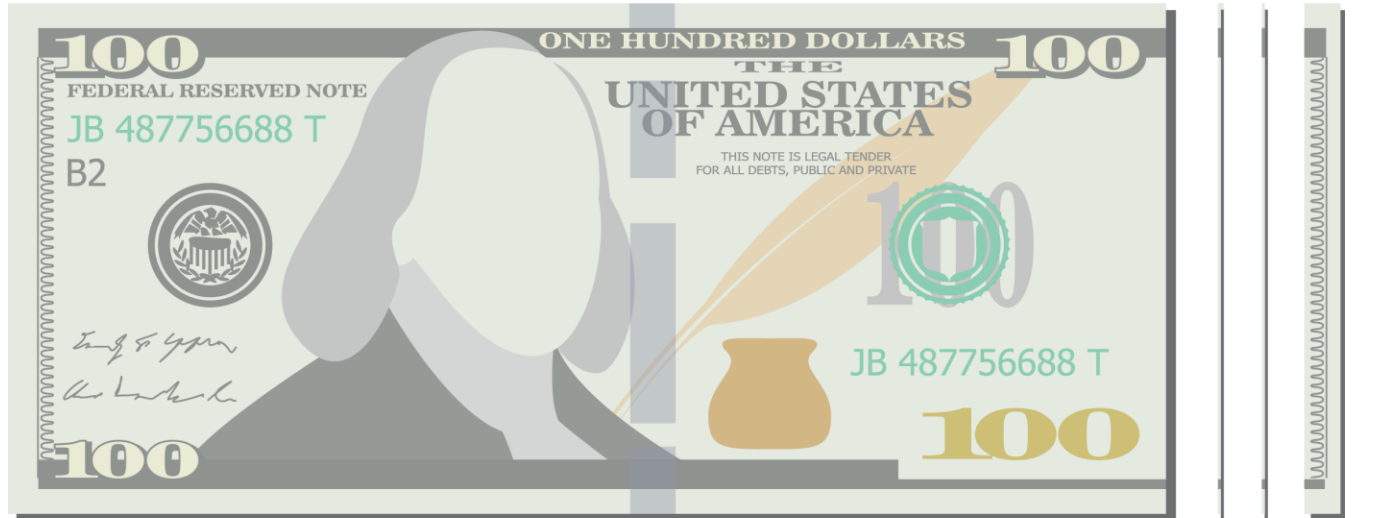
- Eilers & Krejcik Gaming concluded that Louisiana, a state with high license availability and high regulatory requirements, a “reasonable” tax rate would fall within the 10 - 15% range.
- Spectrum Gaming Group similarly found that the highest performing states, in terms of revenue generation, imposed tax rates between 6.75 - 20%

# Tax Rates for Online Sports Betting in Competitive Markets



# Sportsbook Economics, Simplified

Let's say a sportsbook accepts \$100 bet.



# Tax Rate Increase

If Louisiana Sports Betting tax rates go higher, operators have two very bad options:

## Cut in-state investments

- Jobs
- Marketing expenditures
- Product improvements and innovation
- Customer Service and RG investments

or

## Increase prices or offer worse odds

- Odds could go from -110 to -120 or higher (ie bet \$120 to win \$100)
- Possible new fees or surcharges
- Fewer bonuses and customer perks (ie. loyalty programs)

**In either event, regulated Louisiana operators and casinos lose, while the illegal offshore market wins**

# The Illegal Sports Betting Market in Louisiana

Just your average Google Search result for “sports betting in Louisiana”...



As seen on THE WALL STREET JOURNAL | REUTERS | CNN | NEW YORK POST | yahoo!



## Is Sports Betting Legal in Louisiana?

Yes, betting on sports is legal in Louisiana.

## Do Offshore Sportsbooks Accept Players From Louisiana?

Yes, offshore sportsbooks accept players from Louisiana.



Last Updated: February 24, 2025

# Illegal offshore sportsbooks are still active in Louisiana



Offshore gambling websites like Bovada, MyBookie and dozens more still siphon billions from US customers each year

- Because they pay no taxes and have no regulatory costs, they can offer incentives to attract consumers who are priced out of an over-taxed regulated market
- Use deceptive advertising to appear legal
- Have no consumer protections, age verification or RG supports
- Are rampant with identity theft and money laundering

If consumers abandon the regulated market because of high taxes, it will result in even less tax revenue for the state, in addition to creating the public health crisis of driving customers to the predatory and unregulated offshore gambling market.



**Questions?**

