

Annual Report

Our Mission

**We are the voice
of the iGaming and
sports betting
industries in the
United States**

iDEA Growth (iDevelopment and Economic Association) is a 501(c)6 organization whose mission is to expand the online gaming and betting industries in the United States through advocacy and education. Our members are committed to responsible gaming and represent every sector in this rapidly growing industry, including operations, payment processing, development, technology, media, and law.

Note from our Founder

Like all industries, online gaming was impacted by the COVID-19 pandemic in many unexpected ways: lockdowns around the world made online entertainment even more attractive to consumers, but closures and layoffs at land-based casinos inhibited their ability to form partnerships with online companies, as required in many jurisdictions. Another surprising consequence was that legislatures in states like Illinois — formerly resistant to permitting online casinos and poker — legalized online games in order to compensate for the tax income lost from the shutdown of casinos. There is still a great deal of work to be done, but the possibility of collaboration gives rise to many exciting opportunities for expanding both in-person and online entertainment, with appropriate consumer protections through rational regulation.

Jeff Ifrah

Who We Are

888

bet365

catenamedia

CONTINENT8
technologies
reliable innovation

DGC
DIGITAL GAMING CORPORATION

DRAFT
KINGS

EML

Entain

Every
Matrix

Evolution
Gaming

FANDUEL

FOX BET

g
gamesys

GAMEWISE

GEOCOMPLY

globalpayments

GOLDEN
NUGGET
LAS VEGAS

IfrahLaw
Hands-on Counsel, Gloves-off Litigation

Kambi

kindred

NETENT
NET ENTERTAINMENT

PALA
interactive

parx
Interactive

Paysafe

POINTS BET
EVERY POINT MATTERS

resorts
DIGITAL
GAMING

Saiber
ATTORNEYS AT LAW
Lawyers for Business, Counselors for Life.®

Shift4
PAYMENTS

Sightline

sportradar

WHITEHAT
GAMING

worldpay
from FIS

NEW MEMBERS IN 2020-21

- FANDUEL
- FOXBET
- WHITEHAT
- DGC

- POINTSBET
- PARX INTERACTIVE
- EVERYMATRIX
- SHIFT4



Educating

952
registrants



iDEA | GeoComply Power Lunch Summit

- **Sept 9, 2020:** iGaming and Sports Betting Advocacy in the COVID-Era: What's Changed and How Industry and Policymakers Move Ahead
- **Sept 10, 2020:** The Unwritten Licensing Rules in the United States: How to Safeguard Your Online Gaming License
- **Sept 11, 2020:** Responsible Gaming as a Business Strategy: How to Keep Consumers Safe, Regulation Rational and Business Booming



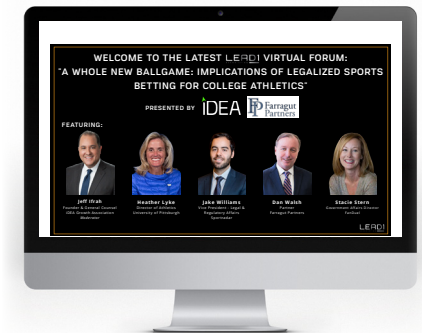
EGR U.S. Virtual Power Summit - iDEA Sponsored Panel

- **Sept 17, 2020:** Regulatory Q&A: M&A Investment Panel: Jeff Ifrah Moderated w/ David Rebuck (Director, NJDGE) and Kevin O'Toole (Exec Director, PA Gaming Control Board)

LEAD1 Virtual Forum -

iDEA | Farragut Partners

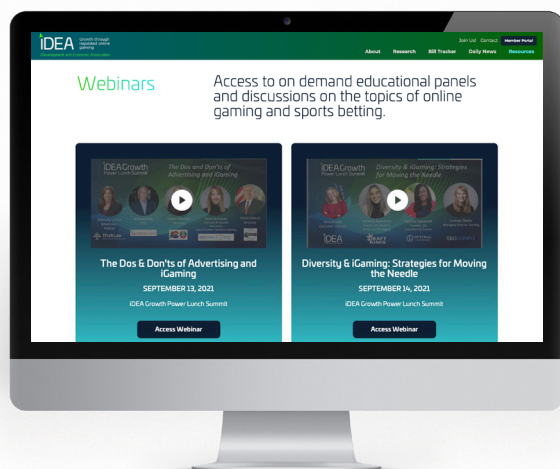
- **Oct 27, 2020:** A Whole New Ballgame: Implications of Legalized Sports Betting in College Athletics



Education: Resources

iDEA continued to create, and make accessible, educational resources for state legislators, stakeholders and the general public.

On-Demand Webinars



Added on-demand access to webinars in Resources section of iDEA website, providing access to a broader audience.

What is Online Gaming?" Video



Created animated video to help state legislators understand the basics of what online gaming is and how it works. The video was also added to the homepage of iDEA's website.



Responsible Gaming Pillars

iDEA's Responsible Gaming Pillars were updated to include an Executive Summary, stats and graphics to enhance our messaging around responsible gaming best practices.

Advocating

In its fourth year as an organization, iDEA Growth continued to expand its influence and build momentum for growth of the online gaming and betting industries in the United States. iDEA led advocacy efforts for sports betting and iGaming in more than a dozen states in 2020-21 to proactively shape legislative and regulatory outcomes. During this time, 7 states passed new laws and 3 more finalized regulations and launched.

The iDEA Growth advocacy team worked closely with our Legislative Committee members to identify priorities and proactively engage with the states. We met with more than 75 lawmakers, virtually and in-person, and testified at legislative and regulatory hearings in 6 states. organized briefings with state policymakers to discuss iGaming and sports betting. iDEA guided regulators in a dozen states and Ontario, CAN through submitted comments and personal meetings, further solidifying iDEA as a go-to resource for state legislators and regulators.

iDEA Growth facilitated networking among state policymakers, and also connected member companies directly with lawmakers and regulators. We advised members on legislative, regulatory and licensing issues, and provided timely updates on key policy issues facing the industry.

Legislative Influence

This year, iDEA's advocacy efforts influenced the legislative and regulatory process in several states in a way that furthers iDEA's mission and that of our members. From Aug 2020 – July 2021, iDEA:

Finalized regs + launched:

- Tennessee (sports betting)
- Virginia (sports betting)
- Michigan (iGaming + sports betting)

Passed laws allowing mobile:

- Arizona (Sports)
- Connecticut (iGaming + Sports)
- Florida (Sports)
- Louisiana (Sports)
- Maryland (Sports)
- New York (Sports)
- Virginia (amended law and added more market access)
- Wyoming (Sports)

Led briefings with lawmakers in:

- Indiana
- Ohio
- New York

Testified at hearings / submitted comments:

- Alaska
- Arizona
- Illinois
- Maryland
- Missouri
- New York
- Ohio
- Ontario
- Virginia

Connected directly with lawmakers /stakeholders in:

- Alaska
- Arizona
- Florida
- Illinois
- Indiana
- Maryland
- Michigan
- Missouri
- New York
- Ohio
- Ontario
- Virginia
- Wyoming

In The Media



118

Placements

41

Headlines

Placements include:

- Associated Press
- Bleacher Nation
- Borger News Herald
- Business Insider – Media Insider
- Casino.org
- Chicago Tribune
- Daily Herald – Financial
- European Gaming Industry News
- Fox 21 Delmarva
- WICZ TV
- Greenwich Times
- Houston Chronical
- iGaming Times
- Latin Business Today
- Legal Sports Report
- Mammoth Times
- New Haven Register
- Online Poker Report
- Pittsburgh Post-Gazette
- PR Newswire – New York
- Sportscene
- San Antonio Express News
- SFGate
- South Jersey Local News
- Sports Handle
- The Action Network
- The Baltimore Sun
- The Buffalo News
- The Decatur Daily Democrat
- The Middletown Press
- The Nevada Independent
- Ticker Technologies
- The Newport Daily Express
- The Washington Post
- Yahoo! Finance
- WBOC TV 16
- West Plains Daily Quill
- World Casino News
- WTOP.com



Goals for 2021/22



- **Build momentum** for regulated iGaming in the U.S.
- **Jump-start legalization** process for iGaming in more states
- **Bring gaming online** in 2 new states
- **Create opportunities** for member networking and business development
- **Increase consumer awareness** with Smart iDEA Seal





iDevelopment & Economic Association

Growth through
regulated
online gaming

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