

2022/23 ANNUAL REPORT

Inflection Point

Our Mission

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.



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



A MESSAGE FROM FOUNDER JEFF IFRAH

This year's annual report theme, "Inflection Point," reflects where the legal iGaming industry is right now: a time of significant change and transformation.

Arrival at this pivotal juncture was only made possible through our collective efforts. We have diligently educated lawmakers about regulated, legal iGaming — especially in contrast to offshore entities that unscrupulously exploit consumers. Now we must continue encouraging state legislators to see past the misleading headlines to make meaningful decisions.

We've raised awareness about responsible gaming while building strong relationships. This work paves the path toward our goals, allowing us to compete with those who operate without oversight.

I am proud of all we've accomplished this year and look forward to continuing this journey with you.

iDEA Members



WHAT iDEA MEMBERS ARE SAYING

“At Playtech, we believe in the power of collaboration and innovation. Joining iDEA has provided us with a unique platform to connect with industry peers, exchange insights and collectively shape the future of digital entertainment. Being a part of iDEA has enriched our perspective, enabling us to contribute to meaningful discussions and share expertise as we collectively drive positive change through the trade association. Together, we’re unlocking new possibilities and propelling the industry forward.”

Charmaine Hogan

Head of Regulatory Affairs

Playtech

Legislative Progress & Regulatory Success

During the 2022-23 fiscal year, iDEA led advocacy efforts in numerous states to proactively shape legislative and regulatory outcomes on behalf of our membership.

iDEA's work helped shape emerging markets as well as successfully guide established jurisdictions to update regulations that encourage healthy industry growth. We continued to address adverse regulatory actions that could potentially spread to other markets and become regional or national trends.

Our legislative efforts in Kentucky and North Carolina helped push sports betting legislation past the finish line. In Ohio and Massachusetts, iDEA worked to help create and preserve a competitive and robust market in each state.

iDEA's approach and influence in states such as Maine and New York helped deter reactionary regulations that would have caused substantial harm to the industry and provide no benefit to consumers. In Washington, we successfully fought for a reduction in license fees.

The iDEA Advocacy Team provided timely updates on key policy issues that affect our membership. We regularly fielded questions from our members and advised on legislative, regulatory and licensing issues.

Legislative Progress & Regulatory Success

iDEA Advocacy Team

- Jeremiah Mankopf

State Lobbyists

- Malika Butler (Indiana)
- Molly Connor (Indiana)
- Ali Bartlett (Indiana)
- Philip Sicuso (Indiana)
- Allison Binney (Maine)
- Diana Ostroff (New York)

PROGRESS IN STATES

Passed Legislation to Allow:

iGaming

- Rhode Island

Mobile Sports Betting

- Kentucky
- North Carolina
- Vermont

Finalized Regs + Launched

- Massachusetts
- Ohio

iDEA met with lawmakers, regulators in:

- | | |
|-----------------|------------------|
| • California | • Missouri |
| • Illinois | • New York |
| • Indiana | • North Carolina |
| • Kentucky | • Ohio |
| • Maine | • Rhode Island |
| • Maryland | • South Carolina |
| • Massachusetts | • Vermont |
| • Minnesota | • Virginia |

iDEA testified at hearings and/or submitted comments to:

- Illinois
- Indiana
- Maine
- Massachusetts
- New York
- Ohio
- Washington

Responsible Advertising Code

Advertising plays a vital role in the development of a legal, regulated and healthy online gaming market by supporting competition, multiplying consumer choice and promoting industry-wide responsibility.

In 2023, iDEA formed the Responsible Advertising Committee and our members adopted iDEA's Online Gaming and Sports Betting Responsible Advertising Code.

iDEA members commit to the following advertising principles:

- 1 Complying with legal requirements relating to sports wagering and online gaming advertising
- 2 Promoting sports betting and online gaming only to those over the age of 21 (unless state law is 18 years and older)
- 3 Limiting advertising on college and university campuses
- 4 Promoting responsible gaming in advertisements
- 5 Implementing and monitoring code compliance

WHAT iDEA MEMBERS ARE SAYING

“It is my pleasure to participate on the Responsible Advertising Committee. This group provides a forum for open dialogue and exchange where we can come to consensus around important and relevant topics to our business. A great example is the development of the iDEA Online Gaming and Sports Betting Responsible Advertising Code created this year. It is a testament to the Committee and the perseverance of the organization. I look forward to continued involvement and results in the future.”

Chrissy Thurmond

Head of Responsible Gaming Relations

DraftKings

Member Engagement

iDEA member involvement is key to our collective success.

Stayed connected and in-the-know

251 Legislative / regulatory updates provided to members

8 Member Briefings

3,467 Visits to Member Portal

43 Weekly update charts

Member Dinner at G2E, Las Vegas

iDEA members provided leadership and expert guidance by serving on our

- Executive Board
- Responsible Advertising Committee
- Legislative Committee

Education and Outreach

iDEA and its members ensured that colleagues, lawmakers, reporters and the public were kept apprised of the latest trends and news and provided educational resources related to the online sports betting and iGaming industry.



PUBLIC RELATIONS

13 news releases or statements distributed to the media

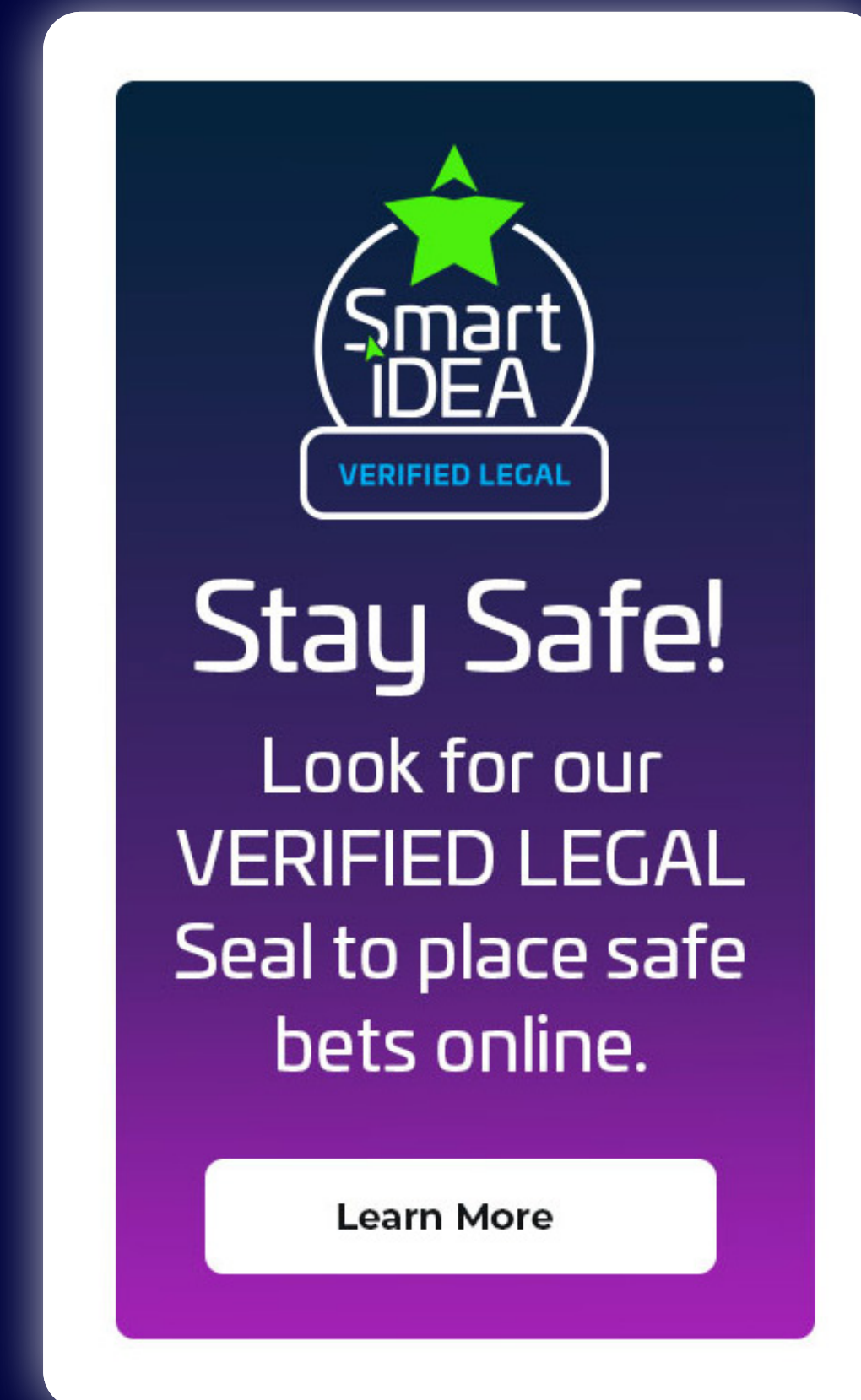
Intensive focus on Indiana, including pitches, op-eds and educational handouts

More than **330** Tweets, reaching people nearly **90,000** times (a **25,000%** increase from the previous year)

Smart iDEA VERIFIED Legal Seal

The final hurdle to rolling out placement of the Smart iDEA Verified Legal Seal on members' websites, advertisements, social media platforms and marketing materials was cleared in July with the approval of the Seal's trademark by the U.S. Patent & Trademark Office.

The Seal will signal to consumers that the operator displaying it works to keep their identity and financial data secure; keep minors, problem gamblers and vulnerable groups safe; has established fair odds; pays bets promptly and advertises responsibly. iDEA will continue to promote the Smart iDEA Seal in the next fiscal year, raising awareness of members' providing regulated and licensed online sports betting and iGaming in the U.S.



Looking Forward... What's Next

On behalf of our members, iDEA is constantly working on initiatives to promote legal and regulated iGaming and sports betting. For the 2023-24 fiscal year, the iDEA team is already busy creating strategies and making changes to support members' growth and interests.

Goals for 2023-24

- Promote legal iGaming in targeted states where opportunity exists.
- Hire a Legislative Director to enhance our advocacy efforts
- Campaign to raise awareness of illegal online gambling market and the benefits of legal iGaming for consumers and states.



Growth through
regulated
online gaming

1717 Pennsylvania Ave, N.W., Suite 650 | Washington, DC 20006
info@iDEAGrowth.org

Jeff Ifrah

Founder and General Counsel

Jeff@ifrahlaw.com
202.524.4142

Amy Knapp

Executive Director

Amy@iDEAGrowth.org
202.669.6273

iDEAGrowth.org

