

December 9, 2020

Speaker Todd Huston
Indiana House of Representatives
200 W. Washington St.
Indianapolis, IN 46204

Dear Speaker Huston:

Under your leadership, the Indiana state legislature will address many important issues in 2021 that will chart the economic trajectory of the state for decades to come. As you likely are already aware, various stakeholders are working with members of the Indiana General Assembly to introduce legislation that would authorize and regulate interactive (internet / mobile) gaming (iGaming) in Indiana. We hope that you will give it full consideration in the upcoming legislative session.

The iDevelopment and Economic Association ([iDEA Growth](#)) is the preeminent association advocating for responsible policies that enable state-regulated iGaming and internet sports wagering to spur economic growth and protect consumers. Our members represent all segments of the internet gaming industry and are licensed in legal jurisdictions throughout the U.S. and the rest of the world. iDEA Growth is a strong supporter of Indiana's sports betting law. We applaud you and your colleagues for enacting legislation that now serves as a model for other states. It is worth noting that many of our members are licensed by the Indiana Gaming Commission and are proud to be part of the state's successful sports betting market.

With Indiana's sports betting industry continuing to provide meaningful benefits to the state and consumers, it is time for a similar approach to iGaming. The need for regulation has never been more apparent. Indiana consumers are inundated with offshore, illegal market iGaming options that provide little or no consumer protection. State regulation of iGaming changes this dynamic and puts Indiana in control of internet gaming by turning it into a state-based industry that is safe for consumers, accountable to regulators, and supportive of the state's existing casino infrastructure.

Indiana's land-based casinos should be permitted to embrace the digital era so they can reach existing and new customers through online channels. The internet gaming experience in every state that has authorized it (DE, NJ, NV, PA and WV; MI about to launch) has proven, without a doubt, that iGaming is a complimentary offering to land-based casino gaming such that both will grow together. To that end, independent researchers examined the success of New Jersey's

iGaming market, and iDEA Growth published a study¹ that highlights its economic impact. The success of iGaming in other jurisdictions has brought much needed jobs and tax revenue. We are pleased that Senator Jon Ford has expressed his intent to look closely at best practices from other jurisdictions that have successfully implemented iGaming, as well as proposing the adoption of key aspects of the Indiana sports wagering law, which has the full support of the state's casino industry.

The coronavirus pandemic has also underscored the need for iGaming. Indiana's casino closures and capacity reductions have meant that millions in casino revenue, and therefore state revenue, has been lost. A bright spot during this crisis has been the performance of online/mobile sports betting, which in just the last two months alone produced nearly \$3.5 million in tax revenue for the state and has protected consumers that may otherwise be engaging in the same activity through unregulated websites; clearly, Indiana can benefit from all forms of internet gaming, not just sports betting. While we are optimistic that land-based casino gaming will return to normal in the coming months, it makes sense to take the steps now to modernize Indiana's casino industry and map the course for decades of success.

iDEA Growth, through its members, has decades of experience in iGaming. We have worked with policymakers and regulators across the U.S. to establish policies and procedures to ensure their iGaming (and sports betting) markets are competitive, compelling and have a positive impact. We look forward to working together to develop an iGaming framework that benefits Indiana residents and the state.

In every state where iDEA Growth has members, we strive to be a resource for policy makers. To that end, we plan to schedule at least one education / information session for legislators and staff in the coming weeks. We will follow up with additional details as soon as they are available. In the meantime, please do not hesitate to contact us with any questions that you may have.

Sincerely,



Jeff Ifrah
Founder, iDEA Growth
1717 Pennsylvania Ave, N.W.
Suite 650
Washington, DC 20006

¹ [Economic Impact of New Jersey Online Gaming: Further Lessons Learned](#); October 2019 ; Meister Economic Consulting and Victor-Strategies.