



2024/25 **Annual Report**

GO-TO FOR THE HOW-TO



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

Our Mission

Shaping the Future of iGaming

iDEA (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 across this rapidly growing industry, including operations, payment processing, development, technology, media, and law.



A MESSAGE FROM FOUNDER

Jeff Ifrah

Our theme for this year's annual report – **Go-to for the How-to** – reflects our elevated status as a trusted and tested resource for those seeking to implement iGaming in their regions.

In the past year, legislators and regulators in numerous states have reached out to us for iGaming advice. These leaders often share two things: the realization that iGaming could create a substantial new revenue stream for their states, and the knowledge that inaction allows illegal gambling operators to inflict ever-greater harm on their constituents.

The message from their inquiries is clear: iDEA is considered the nation's leading expert and resource for envisioning, planning, and executing successful iGaming initiatives - the go-to team for the how-to strategies for propelling legal iGaming forward.

iDEA Members



iDEA Leadership

Jeff Ifrah, *General Counsel*
Amy Knapp, *Executive Director*
John Pappas, *State Advocacy Director*
Jeremiah Mankopf, *Legislative Team*

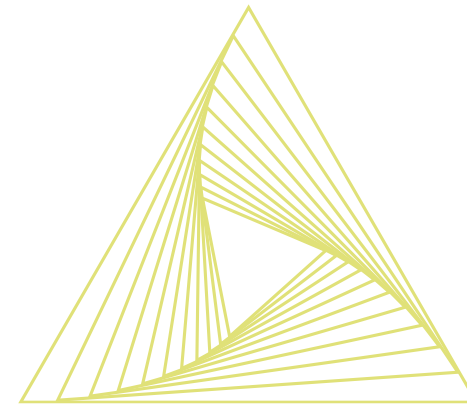
Executive Board

Jim Ryan, *Boyd Interactive*
Anna Sainsbury, *GeoComply*
Paul Wierbicki, *RushStreet Interactive*



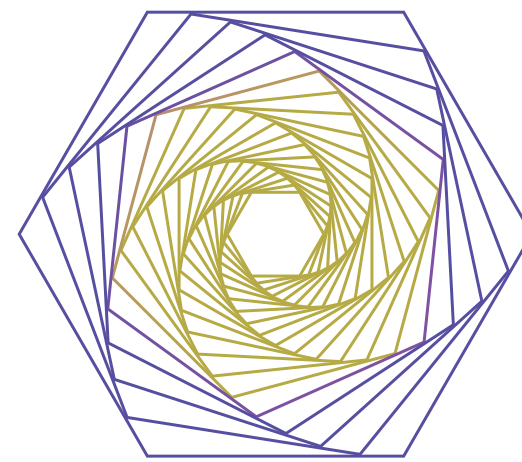
Our Advocacy

iDEA made a
measurable difference
by engaging, sharing,
guiding, fighting
and winning.



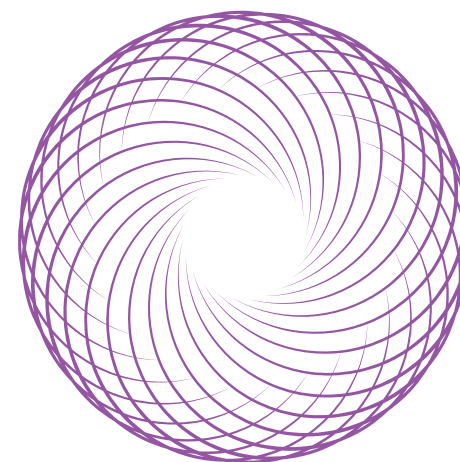
8 Legislative Presentations

Fact-filled testimony to state legislators



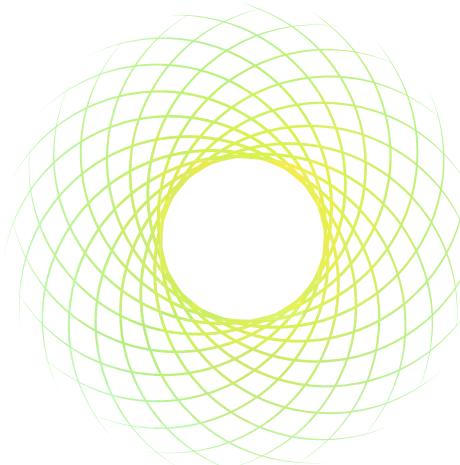
3 Tax-Fighting Campaigns

Countering pro-tax pushes in
three states



100+ Direct Policy Leader Contacts

Talking turkey with state lawmakers,
gaming regulators



4 Comment Letters

Sharing industry best practices
with state gaming authorities



ADVOCACY

Sustaining Your Momentum With Our Advocacy

At state capitals, industry conferences, face-to-face and virtually, iDEA's Advocacy Team remained deeply engaged with lawmakers and regulators to maintain our position as the tip of the spear for iGaming policy development and advancement.

Legislative Committee

Kevin Cochran, *DraftKings*

Charmaine Hogan, *Playtech*

Brandt Iden, *Fanatics Betting and Gaming*

Eloy Martinez, *Anaxi / Aristocrat*

Rick Limardo, *BetMGM*

Ryan Soultz, *Boyd Interactive*

Matthew Tremblay, *FanDuel*

Lindsay Slader, *GeoComply*

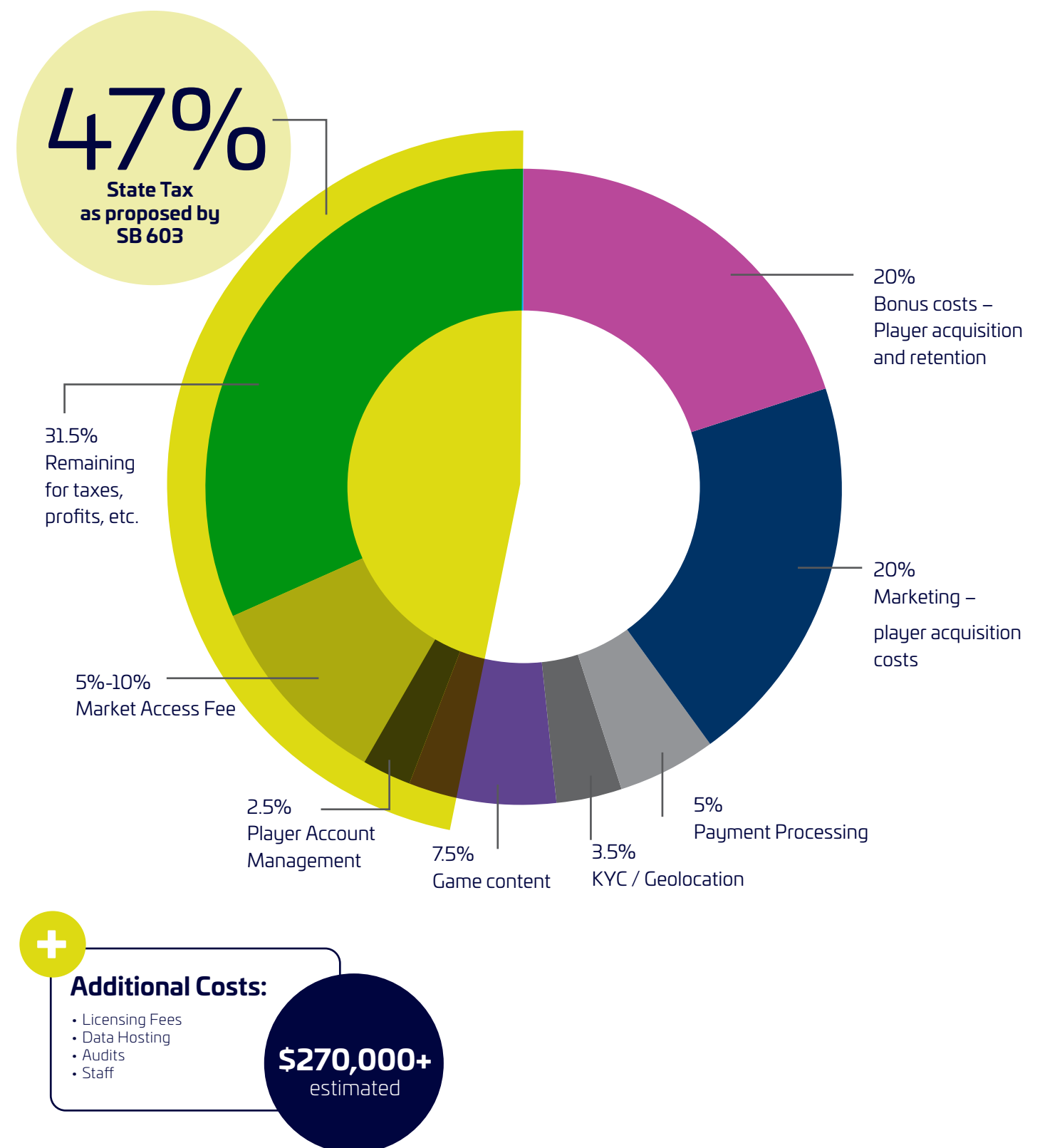
Adam Marchuk, *RushStreet Interactive*

ADVOCACY

Keeping Our Members In the Know

We equipped operators, suppliers and partners with knowledge and tools to thrive. Our team delivered timely intelligence on legislative and regulatory issues, fielded direct inquiries and advised on licensing and compliance matters.

ONLINE GAMING OPERATOR COSTS*



* Percentage based on avg. iGaming costs in other states

Learn more at iDEAGrowth.org

A map of the United States with state boundaries outlined in white. Six states are highlighted with concentric circles: Wyoming (large light blue circle), Indiana (medium light blue circle), Maryland (medium light blue circle), Ohio (medium light blue circle), Massachusetts (small light blue circle), and New York (small light blue circle). The background of the map is a gradient from dark green to light green.

ADVOCACY

Taking Our Message **State to State**

Wyoming. Indiana. Maryland. Ohio. Massachusetts. New York. Our team provided testimony on iGaming to lawmakers and regulators in these states, while maintaining an active presence in statehouses nationwide.

northjersey.com

JUNE 2, 2025

New Jersey is a national model
for iGaming and sports betting;
Don't destroy it.

FACT: Gaming
produces billions
in tax revenue
and supports
23,000 jobs

**Trenton needs
to know that
higher taxes will
kill good jobs!**

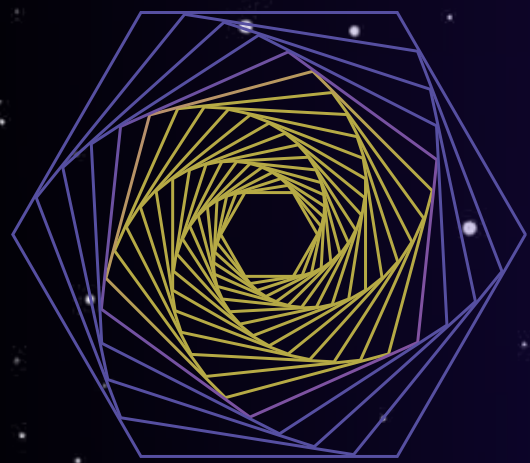
Get the facts



ADVOCACY

Quelling the Assaults by Tax-Hike Activists

iDEA emerged as the voice of reason and moderation as tax-hike proponents pressed their agendas in Louisiana, North Carolina and New Jersey. Our wide-ranging efforts – across media, advertising and correspondence – prevented or blunted proposed tax hikes, saving players and operators many millions in new taxes.



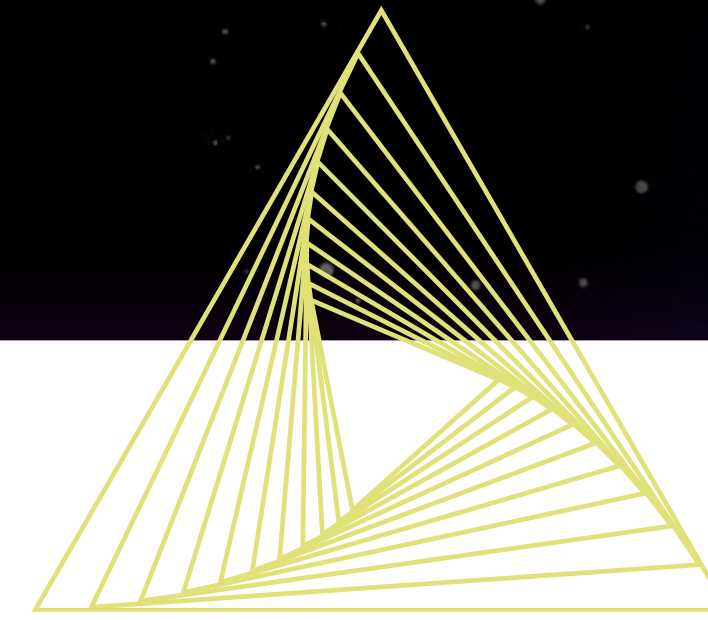
ADVOCACY

Defending **Promotional Deductions**

In Maryland, iDEA saved operator members millions by successfully engaging with regulators and commissioners to block a proposal to eliminate tax deductions for operators' promotions and free play.

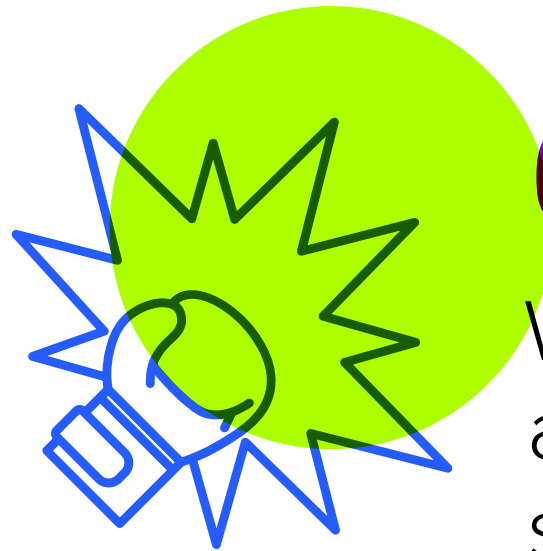


ADVOCACY



Counteracting Organized Opposition

When the NAAiG group emerged to challenge iGaming expansion, iDEA stepped up to refute their arguments with fact-based research to ensure that policymakers and media understand the clear benefits of a regulated iGaming market.



Combating Frivolous Lawsuits

When antiquated “loss-recovery laws” in Washington, D.C. opened the door to a multi-million-dollar lawsuit against several member companies, iDEA worked speedily to secure language in the D.C. budget that eliminated the outdated provisions and shut down an avenue for litigation.



SAFE Bet Act

In response to congressional hearings on the SAFE Bet Act, iDEA released a public statement reaffirming its commitment to state-led regulation of sports betting and cautioning against unnecessary federal overreach. iDEA urged lawmakers to help crack down on illegal operators and support the legal market.

Engaged Membership

46
Weekly news
updates

2,900+
Visits to
Member Portal

7
Member
Briefings

250
Legislative/
Regulatory
Alerts

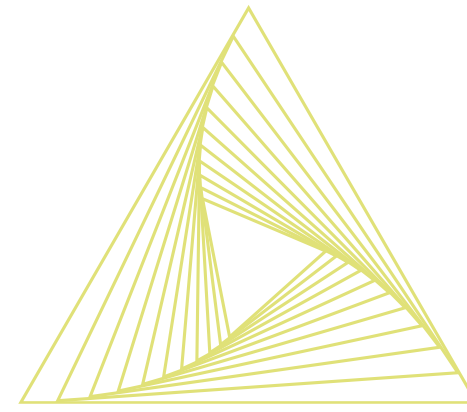
**iDEA
Member
Dinner**

G2E, Las Vegas,
Oct. 7, 2024



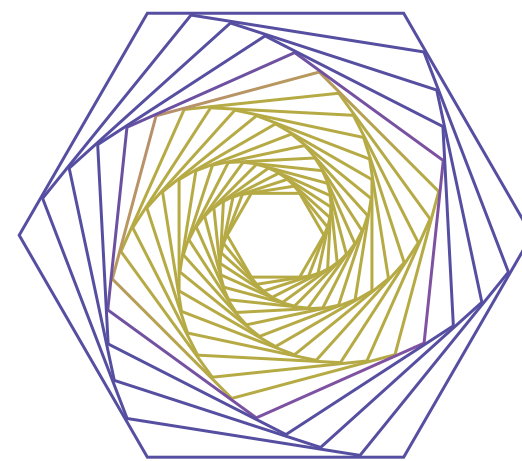
Education & Outreach

iDEA provided broader understanding of regulated iGaming benefits among policymakers, the media and the public.



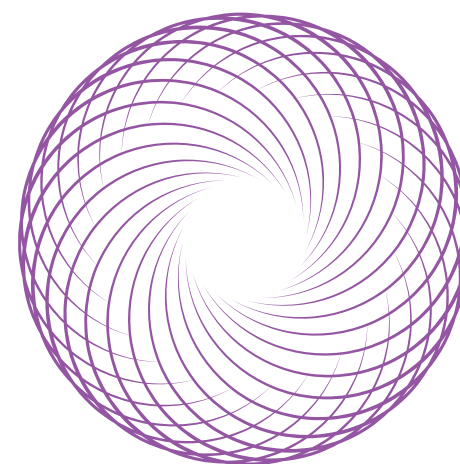
3 Webinars

Educational series featuring leaders and experts in iGaming



#PGAM2025

Month-long problem gambling awareness social campaign on LI and X



New iDEA Website

Strong messaging and go-to resource for media, industry insiders and potential members

EDUCATION & OUTREACH

iDEA Power
Lunch Summit

in partnership with GeoComply

iDEA’s annual educational series has grown in attendance 20% year-over-year. The depth of knowledge and real-world perspectives shared by our panelists resonated strongly with our audience and sparked important conversations that will continue to shape the future of iGaming.

WEBINAR SPEAKERS

Webinar: Vision 2030: CEOs Chart the Future of Nationwide iGaming



Jeff Ifrah
[Moderator]
Founding Member



Matt Olin
CEO



Anna Sainsbury
CEO



Mike Tobin
CEO

Webinar: Sports Betting 2.0: The Next Wave of Legislation and Regulatory Frameworks



Matt Carey
[Moderator]
Reporter



Cory Fox
VP
Government Affairs



Rep. David Muradian, Jr.
Massachusetts



David Rebeck
Director (former)
NJDE

Webinar: Leveraging AI for Responsible Gaming, Player Protection, Integrity, and Fraud Detection



Amy Knapp
[Moderator]
Executive Director



Anthony D'Angelo
Head of
Responsible Gaming



Jill Exley
Director
Integrity Partnerships



Charmaine Hogan
Head of
Regulatory Affairs



Nick Imperillo
Senior Manager
Risk Services

EDUCATION & OUTREACH

#PGAM2025 Social Campaign

As part of NCPG's Problem Gambling Awareness Month, iDEA's social media campaign highlighted the tools and technologies iGaming operators implement to proactively prevent gambling issues.



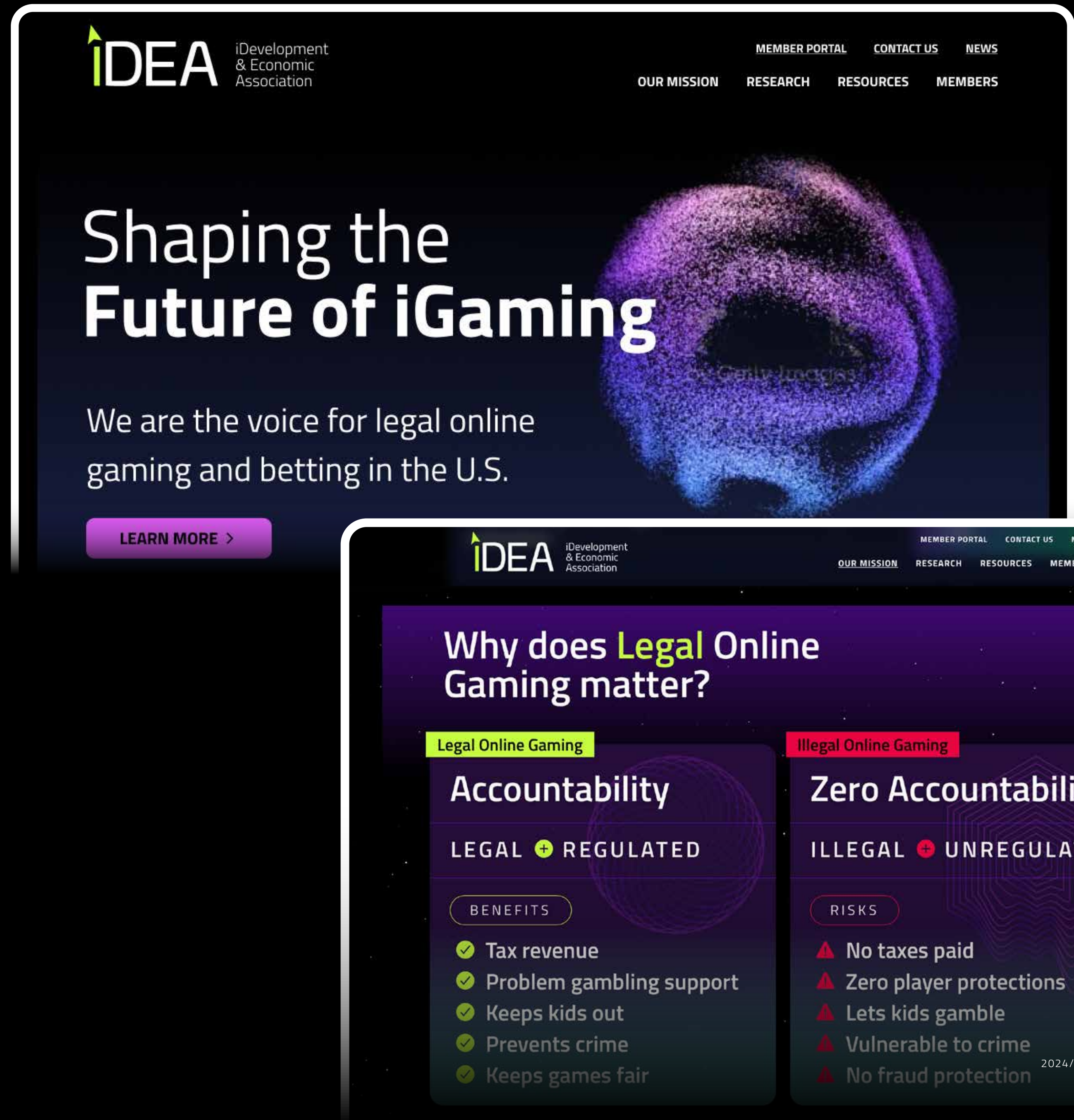
#PGAM2025 campaign

EDUCATION & OUTREACH

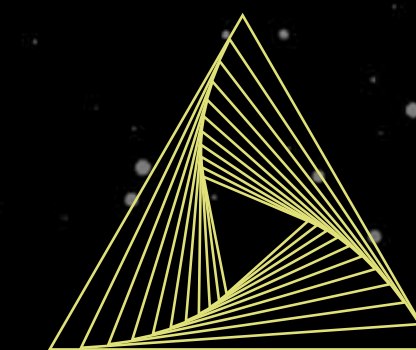
iDEA Website Recreated

Our redesigned website is the industry's central hub for research, policy updates, and responsible gaming resources.

Visit ideagrowth.org



Driving iGaming Expansion in 2025/26



Ambitious Grassroots iGaming Campaign

iDEA's coordinated grassroots campaign will mobilize players, law enforcement allies, and community partners—putting constituent power directly in front of lawmakers. The message will be undeniable: voters demand safe, regulated iGaming now.



Shaping the Conversation

Our enhanced digital presence at ideagrowth.org, combined with social media strategies and proactive media engagement, will ensure our message dominates every critical conversation driving the iGaming industry's future.



Laser-Focused Outreach

iDEA will continue to engage with those who matter most to regulated iGaming's success - state lawmakers ready to capture the iGaming opportunity, consumers seeking safe and legal iGaming options, media outlets shaping public opinion and industry leaders seeking competitive advantage.



**Growth through
regulated online gaming**

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