Who is iDEA Growth?
iDEA Growth is an association seeking to grow jobs and expand the online interactive gaming business in the United States. The organization represents all sectors of the growing industry of internet gaming, sports betting and entertainment, including operations, development, technology, marketing, payment processing, and law. iDEA Growth's members share the goal of expanding American consumers' access to secure and regulated online gaming.

Why are We Here?
Ohio is an important state with the potential to be a nationwide leader in regulated sports betting. iDEA Growth will leverage its membership's experience – in the U.S. and throughout the globe – to help lawmakers develop a sports betting market that benefits consumers and optimizes tax revenue for Ohio. If done properly, Ohio's mature sports betting market could generate anywhere from ***$37 to $60 million in annual tax revenue***, making it one of the largest in the country.

Key Issues
Multiple Brands Matter:

- In order to offer the best options for consumers and maximize the benefit to the state, it is critical that Ohio allow for multiple online operators to offer individually branded online platforms. This will create a free-market approach to sports betting that is highly competitive and produces the most revenue for Ohio.
- iDEA Growth's research shows that the New Jersey market, which allows each sports betting licensee to offer multiple online branded platforms, is 50 percent larger than it would be under a single brand model. We found that a framework allowing for multiple brands generated 86,000 new customers and an additional $82.5 million in *local* advertising and marketing dollars spent.
- A multiple-brand model will drive a more competitive environment for consumers given them a more robust selection of promotions, games and features than those available under a single-brand model.
- Ohio taxpayers will also benefit. The multiple-online brand model gives Ohio the ability to capture new license fees and the increase in market size will mean an increase in tax revenue.

Mobile is a MUST:

- Mobile sports betting is not just the future, it is the *now*. Consumers use their phones and the internet for all forms of e-commerce, and sports betting is no different.
- Today, mobile sports betting makes up over 80 percent of all regulated sports betting in New Jersey. New Jersey's overall sports betting market is exceeding revenue projections because of mobile/internet accessibility. In states where mobile is not available, revenues are falling far short of expectations.

- Mobile sports betting enables stringent age verification, Know Your Customer (KYC) protocols, pinpoint geolocation, secure payments, and protections against problem gambling and fraud. The safeguards for online betting can be even more robust than what is found at a brick and mortar sportsbook.
- Mobile sports betting does not hurt brick and mortar casinos. Online wagering of all forms – including mobile sports betting -- has proven to be complimentary to live offerings. In fact, it has allowed the industry to attract and retain new customers that would have never visited a casino. It also lets the casino engage with their regular customers away from the property.
- Regulated mobile sports betting is essential to combatting the illegal market that already has a firm grip on the Ohio market. Without a mobile option, consumers will have less incentive to migrate to the legal sports betting alternatives.

Other Considerations:

- Once a legal sports betting industry is created in Ohio, the state should look to expand its regulated internet offerings to poker and casino games. This will maximize revenues and economic growth, as well as give *all* consumers the protections they need and deserve.
- iDEA Growth applauds Ohio lawmakers' commitment to low tax rates, reasonable licensing fees, and for not mandating additional costs which make it even harder for the legal business to compete with illegal operators.
- Policymakers' goal should be to create a system that can effectively channel consumers away from the illegal offshore sports betting industry to Ohio's regulated industry. Creating a regulatory framework that allows Ohio's licensed sportsbooks to compete (and potentially eliminate) the illegal market will be essential to protecting consumers and maximizing tax revenue for the state.
- Regulators should be given discretion and flexibility to approve new sports betting innovations –from types of games, wagers, and payment options – to keep up with consumer interests and demands.
- Mobile sports betting is best when it is delivered to consumers like any other form of e-commerce. Remote registration, and the ability to fund and cash out through your mobile device or computer, are essential components of a meaningful mobile/internet sports wagering industry.
- Ohio should not prohibit wagering on events, in-play betting, and proposition betting involving collegiate – including in-state colleges and universities -- and professional sports teams, as these restrictions will only lead to consumers remaining in the illegal offshore sports betting market where there are no protections and the integrity of the competitions cannot be preserved.
- Current issues surrounding the interpretation of the federal Wire Act should not be an impediment for Ohio to move forward with mobile sports betting and iGaming.