



# YEAR ONE AT A GLANCE

A QUICK LOOK AT SPORTS WAGERING IN THE COMMONWEALTH

## SUMMARY

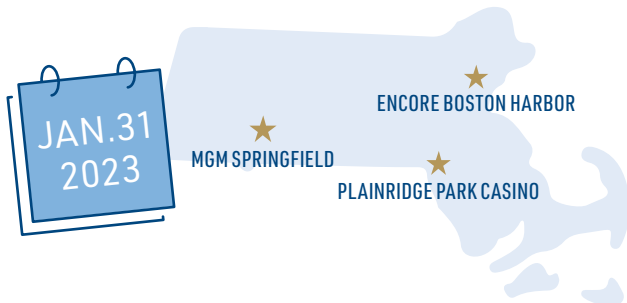
In 2023, sports wagering launched in Massachusetts, with retail operations starting on January 31st and mobile operations going live on March 10th. This report provides a brief overview of the most relevant and interesting statistics related to sports wagering (SW) over the course of the first year.<sup>1</sup>

TOTAL ACTIVE MA ACCOUNTS  
**1,629,065**

## LICENSEE OVERVIEW<sup>2</sup>

### APPROVED / LAUNCH DATE

#### CATEGORY 1 / RETAIL SPORTSBOOK



#### CATEGORY 3 / MOBILE

MARCH 10, 2023



MAY 11, 2023



MAY 25, 2023



### CEASED OPERATIONS / CESSATION DATE<sup>4</sup>

CATEGORY 3

FEBRUARY 16, 2024: **betr**

FEBRUARY 23, 2024: **wynnBET** SPORTS

## EMPLOYMENT IMPACTS<sup>5,6</sup>

MA RESIDENT  
**131**

WOMEN  
**3,346**

MINORITY  
**4,492**

VETERANS  
**113**

<sup>1</sup>Data from January 31st, 2023, through March 10th, 2024. <sup>2</sup>In addition to the licensees seen here, an application for a Category 2 license was preliminarily reviewed. To date, no Category 2 licensees are active. <sup>3</sup>First launched as "Barstool Sportsbook" on 3.10.23. Rebranded to "ESPN BET" during Q4, official launch day 11.14.23. <sup>4</sup>Cessation dates approved by the Commission 2.21.24 (Betr) and 2.28.24 (WynnBet). <sup>5</sup>Data provided in quarterly reporting as of Q4 2023 submissions. One operator removed as they did not provide sportsbook-only employment numbers. <sup>6</sup>Numbers representative of US, UK, and CAN employees for some operators.

## FINANCIAL RUNDOWN<sup>7</sup>



# \$594.9M

GROSS GAMING REVENUE

## \$6.2B

Total Ticket Write

## \$118.5M

Total Tax Revenue

## \$135.7M

Transferred to the SW Fund<sup>8</sup>

## \$90K

Total Fines Levied<sup>9</sup>

## \$204.7K

Department of Revenue Intercepts

## THE STAT SHEET: SUPER BOWL LVIII<sup>10</sup>



TOTAL GROSS GAMING REVENUE<sup>11</sup>

# \$9 MILLION

## \$1.8M

Total Taxes Collected

## 3.3M

Total Bets Placed

## 355K

Patrons Using Category 3 (Mobile) Operators<sup>12</sup>

## RESPONSIBLE GAMING (RG) RECORD

# 38,629



TOTAL NUMBER OF MA ACCOUNTS UTILIZING PLAY MANAGEMENT LIMITS

## 57

Voluntary Self-Exclusions (VSE) From SW Only<sup>13</sup>

## 327

Voluntary Self-Exclusions From SW and Gaming

## 86,165

Numbers of Inquiries/Clicks Related to Play Management/RG

## 8,728

Total Numbers of MA Accounts Utilizing Temporary Prohibitions

<sup>7</sup>Totals reflect data through 2.29.24. <sup>8</sup>Total includes taxes, license fees, and fines. "Fines" includes money wagered and lost by any underage persons per 205 CMR 250.01(6). <sup>9</sup>Full list can be found on the MGC website – on the right-hand side under "Related Content," select "Noncompliance Enforcement Actions." <sup>10</sup>Numbers presented are self-reported approximations by operators and were not independently verified by the Sports Wagering Division. <sup>11</sup>Raw data may have included sums where federal excise tax had not yet been removed. <sup>12</sup>This number is not representative of the actual number of individuals who wagered with Cat 3 operators; it reflects unique sports wagering accounts. One individual may have an account with more than one operator. <sup>13</sup>Total inclusive of one (1) patron who enrolled in VSE on 01.29.23. (Requests for VSE for SW opened on 01.27.23.)



OVER  
**\$48.3 MILLION**

**SPORTS WAGERING OPERATORS  
TOTAL REPORTED SPEND**

WITH DIVERSE VENDORS/SUPPLIERS<sup>14</sup>

<b>13</b> Event Petitions Submitted	<b>3</b> Approved Events <sup>15</sup>	<b>538</b> SW Patron Disputes Fielded	<b>33</b> SW Vendor Licenses
<b>891</b> Change Management Requests	<b>45</b> SW Requests for Review/Approval <sup>16</sup>	<b>181</b> Compliance Incidents Reviewed	<b>153</b> SW Registrants <b>67</b> of which are SW Marketing Affiliates

<sup>14</sup>Category 3, only. (Cat 1 reporting includes casino activities.) <sup>15</sup>Not inclusive of the original development and approval of the Event Catalog prior to launch, 1.24.23. <sup>16</sup>Requests related to marketing, reporting, terms of use updates, KYC/RG variations and approvals, etc.