
H2 Gambling Capital and Princeton Public Affairs Group Expect Legal Super Bowl LIV Handle to Double 2019 Levels at \$760m

*Regulated sportsbetting has helped revive NFL viewing figures as Super Bowl
LIV sees San Francisco 49ers take on Kansas City Chiefs*

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**Manchester, United Kingdom
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A **record \$760m** is expected to be wagered through US licensed operators on **Super Bowl LIV** when the **San Francisco 49ers take on the Kansas City Chiefs** at the Hard Rock Stadium in Miami on Sunday, according to the leading gaming and betting data specialist **H2 Gambling Capital (H2)** and its US strategic partners **Princeton Public Affairs Group (PPAG)**. Of this as much as **60% is expected to be taken online**.

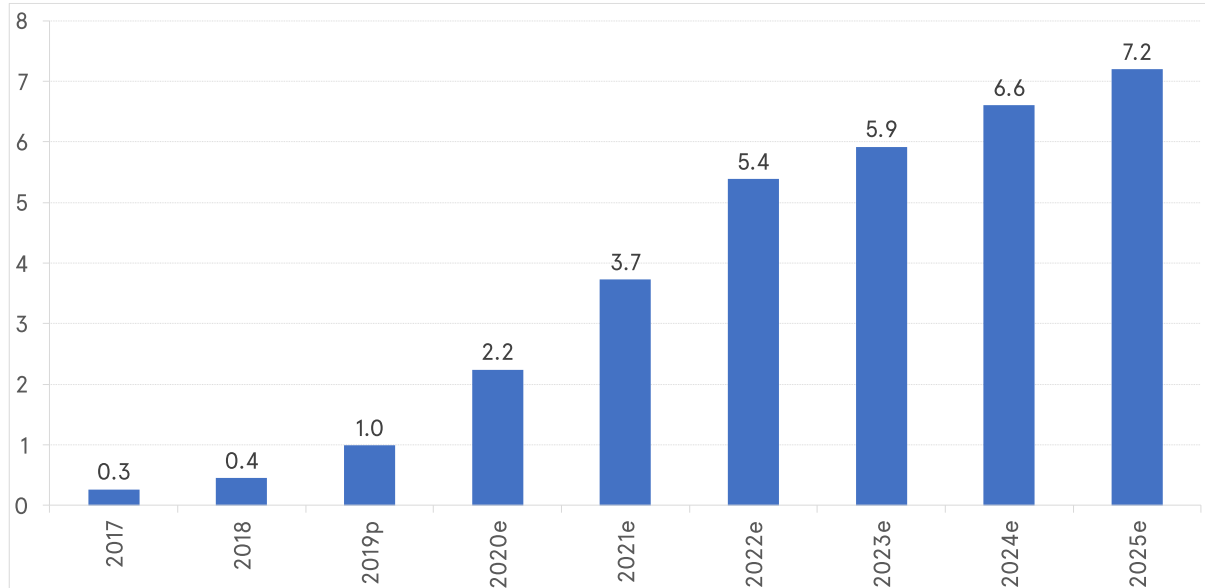
This represents a **90% increase on the \$400m** that was staked legally on the outcome of Super Bowl LIII. *Just as encouragingly H2 and PPAG expect this to represent **nearly 13% of the total amount bet on this year's Super Bowl*** up from just over 6% in 2019. However, a total of \$5.4bn is still expected to be placed with illegal operators, highlighting further the future potential for the continued development of the regulated sector as it gathers momentum across the nation.

Betting lines, trends and spreads have long been part of the conversation around the Super Bowl, but nearly two (2) years after the repeal of PASPA, legal sportsbetting is now **available in 16 states**, that between them account for over just over 21% of the nation's population.

This year's edition is the first where betting has a central role in the narrative around the game, especially as the **Chiefs start slight favorites with just a 1.5 point spread** at the time of writing. Super Bowl LIV is expected to be one of the tightest games in Super Bowl history, with only three (3) others of the previous 53 editions kicking off with smaller spreads.

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US Licensed Sportsbetting Gross Win Market Forecasts (\$bn)



Source: H2 Gambling Capital, January 2020

NB. Gross Win = Stakes Less Prize Pay-outs

The rollout of legalised sportsbetting following the repeal of PASPA in May 2018, has played a key role in driving up NFL engagement and viewing figures in the past 12 months. **NFL TV viewership grew by more than 5%** during the 2019 regular season to 16.7 million people per game, with digital viewership rising nearly 50% in the same period according to CNBC¹. TV viewing figures for the Super Bowl, on the other hand, have been on a downward trend for five (5) years straight².

Overall, with only Nevada to release its December data, H2 and PPAG expect the total legal US sportsbetting handle to have **increased from \$7.0bn in 2018 to \$13.6bn in 2019**. This equates to **\$450m and \$993m of gross win** respectively once prize pay-outs have been taken into account. Football is expected to account for one third of this.

Going forward, H2 and PPAG expect US sportsbetting’s gross win to hit as much as \$2.2bn in 2020 and realistically **around \$7bn in five years**, at which time legal sportsbetting will be available to as many as **80% of Americans**. Furthermore, under a bull case, where all states legalize all forms of sportsbetting with a low take rate, the take could be as much as 3-4x this amount.

PTO.

David Henwood, director at **H2 Gambling Capital**, said: “These figures represent a significant staging post in the roll-out of the US legal market. Almost double the amount of legal wagers shows how regulated sportsbetting has helped generate new eyeballs and interest in the NFL. We believe this trend will continue in the coming years as further states regulate their respective industries and other major US sports also see a significant upswing in fan engagement.”

Bill Pascrell III, principal at New Jersey **Princeton Public Affairs Group**, added: “H2’s analysis of the US sportsbetting market is by far the most granular out there – both onshore and offshore. As further states regulate, they should take note that online already accounts for 60% of all wagers. For 2020, PPAG is going to extend its partnership with H2 to offer deep sector advisory on a bespoke basis for all operators, vendors and investors in the space. There’s lots of opportunity out there and now is the time to capitalize on the market.”

ENDS.

¹ <https://www.cnn.com/2019/12/05/giants-co-owner-sports-betting-has-big-influence-on-nfl-ratings.html>

² Data from CBS shows a consistent decline in viewership since the record 114 million who watched the Patriots beat the Seahawks at Super Bowl XLIX to the 98 million who watched last year’s game.

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About [H2 Gambling Capital](#)

H2 Gambling Capital is the leading supplier / aggregator of data regarding the global gambling sector. Its subscribers include many of the leading sector operators, suppliers and regulators across the gambling industry as well as in the banking and investment sector. H2 has also worked with 100’s of clients from every continent on a bespoke basis under its H2 Premium service, and in North America, with PPAG.

About [Princeton Public Affairs Group](#)

PPAG is America’s leading strategic advisory, government and public affairs, legal advisory and communications firm. The company specializes in the US gaming industry and led the campaign to legalize NJ sportsbetting after managing a successful state-wide referendum. Partner Bill Pascrell III (BP3) - one of the nation’s leading and most recognized experts on online gaming, sportsbetting and lottery – is seen regularly on New York, Philadelphia and national media outlets like CNN, MSNBC, Bloomberg and Fox News.