

A photograph of three men in a library or study, laughing and looking at a laptop. The man on the left wears a white cap and a green hoodie. The man in the middle wears a brown cap and glasses. The man on the right has a beard and is wearing a grey hoodie. They are all smiling and looking at a laptop screen. In the background, there are bookshelves filled with books and binders. A woman is partially visible on the right side of the frame.

WHISTLE
WISE

PLACE YOUR BETS

HOW SPORTS GAMBLING BECAME MAINSTREAM



INTRODUCTION

A new generation of sports gamblers has brought their hobby mainstream while cracking open opportunities to engage with the teams, leagues and sports brands they love.

As leaders in sports and entertainment, Whistle understands that **sports is entertainment**. Gambling is just another way for fans to have fun, be social, and “raise the stakes” of viewership.

Most importantly, sports gambling leads to maximized retention and hyper-engagement — for brands who do it right.

Read on to find out how.

**Sports gambling
is no longer
taboo.**

**Gen Z's
openness
about losing
helped bring it
mainstream.**

Gen Z

Is 13% more likely than Millennials to talk about a losing bet

6 in 10

Gen Z and Millennials view people who gamble on sports as exciting

Sports betting provides fans with **financial + social currency**

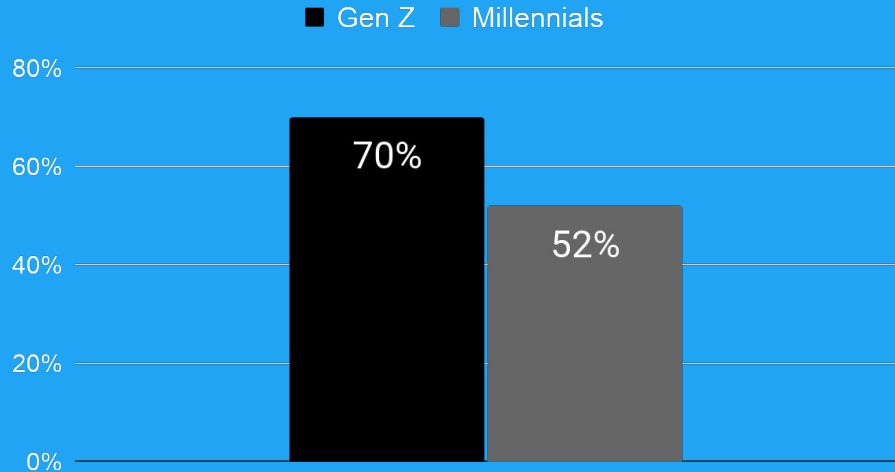
76%

Of young sports gamblers say it's a form of entrepreneurship

Nearly half

Of all young sport gamblers are betting with friends and family

Percentage of Sports Gamblers who Bet with a Clear Strategy in Mind...



Count on gambling audiences for valuable **tune-in** and **engagement**

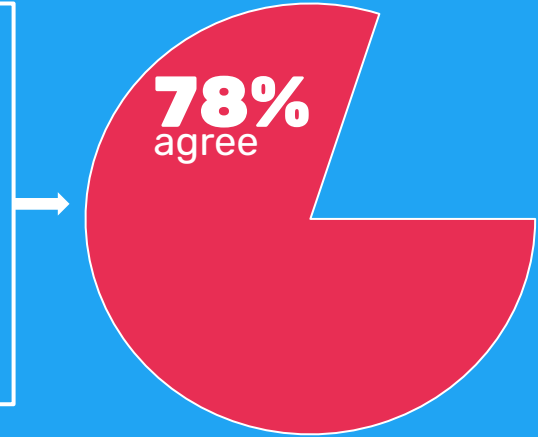
70%

of weekly sports bettors watch the full game (vs. only 48% of non-sports bettors)

51%

of Gen Z sports gamblers bet on sports they don't normally watch

“Being able to bet on a sports league makes me more likely to be a fan of the league”



To engage them, *do it right!*

SPORTS GAMBLING PLAYBOOK

- ✓ Think outside the box
- ✓ Be casual and positive
- ✓ Provide social tools + resources

**74%**

think Sports betting commercials that I see on TV are all the same

71%

Prefer sport gambling content that is casual and positive

51%

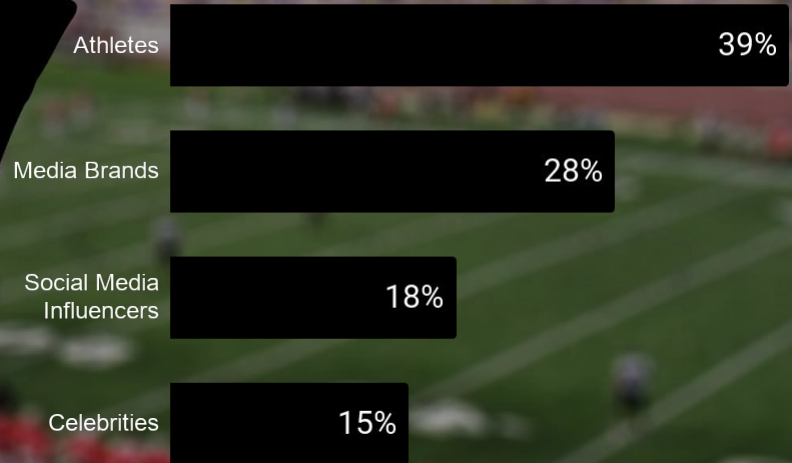
most often go to social for gambling info

Authentic brands win every time.

87%

of media brands see increased brand favorability as a result of a gambling partnership

Who would you most trust to deliver information about a sports betting service?



Sports is only the beginning.

Our findings imply analogous entertainment industries can adopt a similar betting model to boost retention and engagement.

Live shows

Reunions

Competition

Challenges

UGC

Reality



**There's so
much to
bet on.**

WHISTLE

**Relatable &
Positive
Entertainment.**

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THANK YOU