

# Welcome



## **Keith Pickard**

President of the National  
Council of Legislators from  
Gaming States,  
Nevada State Senator

# Today's Speakers



**Sherry Amos**



**Keith O'Loughlin**



**Jeff Ifrah**



**A.G. Burnett**



**Edward R. Bedrosian Jr.**



# Sherry Amos

Principal, Spectrum Gaming  
Hospitality Group

# Are You Ready For The New World?



# Navigating New Opportunities, Reinventing Gaming Hospitality

- Revolution in gaming-related hospitality extends from introduction of integrated resorts (IRs) in Asia, Europe, and Latin America to growth of sports betting in United States
- To identify and seize these newly developed opportunities:
  - Respond quickly
  - Be flexible, adaptable
  - Reinvent concepts of hospitality, entertainment

# Reinventing Gaming Hospitality: Where to start?

- Rethink, reinvent marketing plans for dining, entertainment, shopping, lodging and hospitality: Create, promote unified experience
- Recognize that gaming-related entertainment is no longer confined to four walls of physical casinos
- New, exciting – and safe – experiences can, will occur in wide range of environments from homes to restaurants to stadiums
- With our new and ever-changing world, accurate forecasting and continual monitoring of trends and behavioral data will be requirements for success

## **Reinventing Gaming Hospitality: How to Build, Grow?**

- Identify, nurture strengths and synergies of new partnerships with independent hospitality operations, casino establishments
- Capitalize on newly legalized sports-betting, igaming opportunities by expanding to full sports, entertainment experience for guests
- Well-structured partnerships can own expansion of sports betting in non-traditional outlets such as stadiums, sports bars and other hospitality-related venues



## Navigating New Opportunities, Challenges in Gaming Hospitality

- Embrace partnerships as a win–win to develop new marketing opportunities for growth including database expansion and brand awareness
- Establish new offerings for development and increased visitation with rewards and loyalty programs
- Consistently stay in tune with demographic data and lifestyle trends for all segments as they evolve, including Millennials, Gen X, but don't neglect still-present, still-affluent Boomers

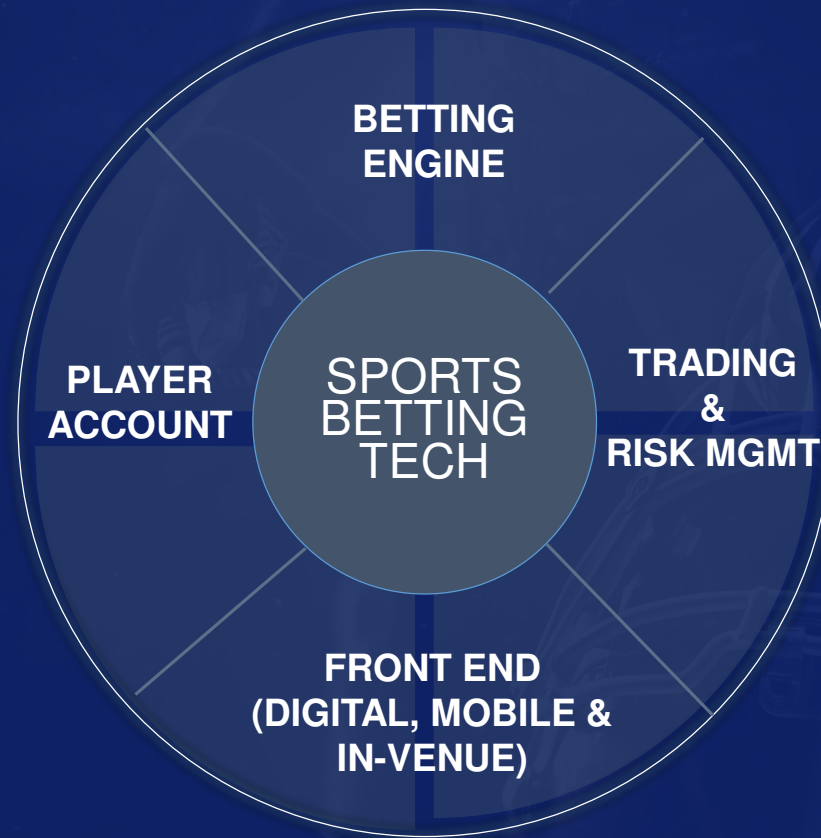




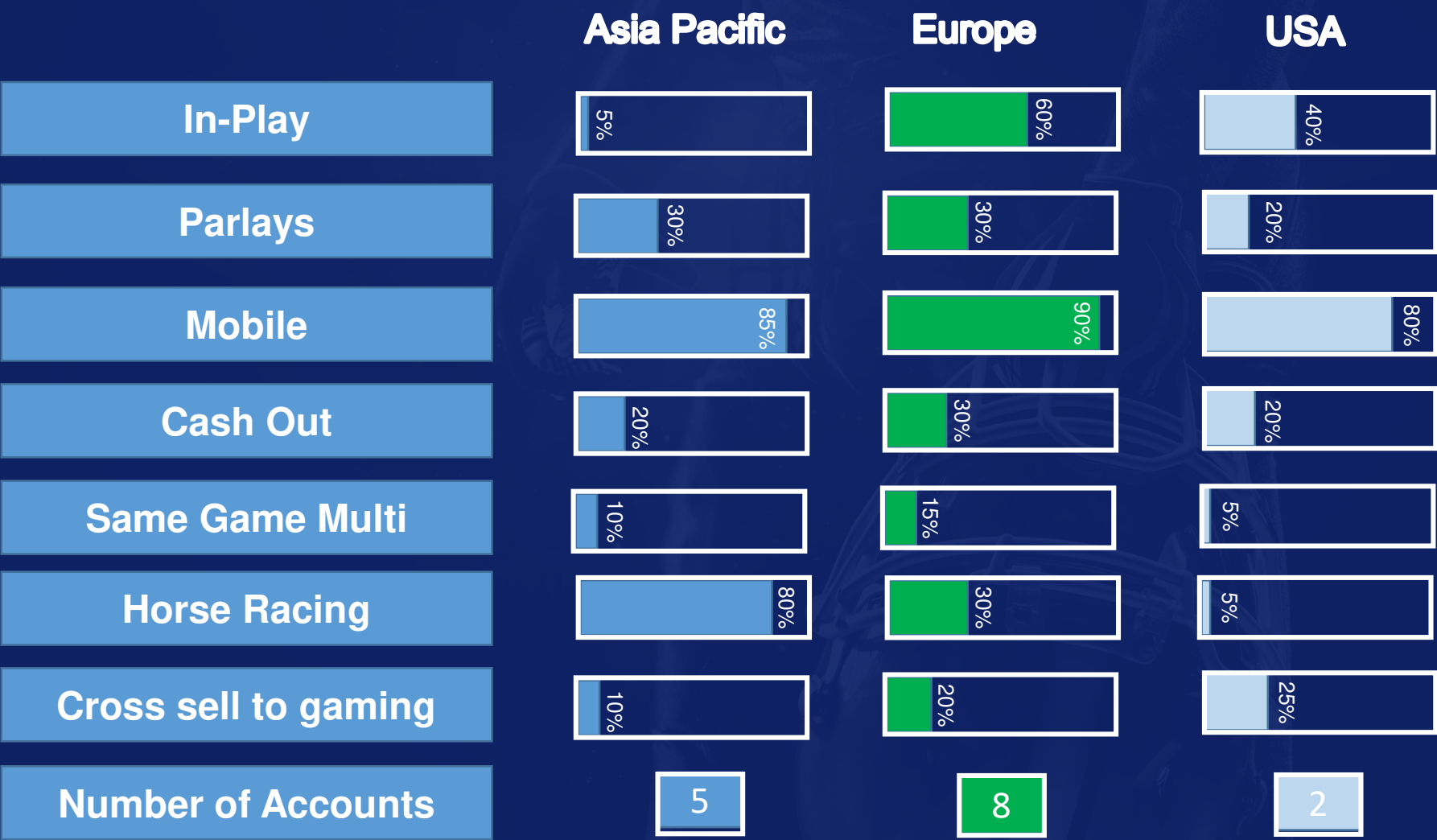
# Keith O'Loughlin

Senior Vice President Sportsbook  
and Platforms, Scientific Games

# WHAT IS A **SPORTSBOOK**



# THE WORLD OF SPORTS BETTING

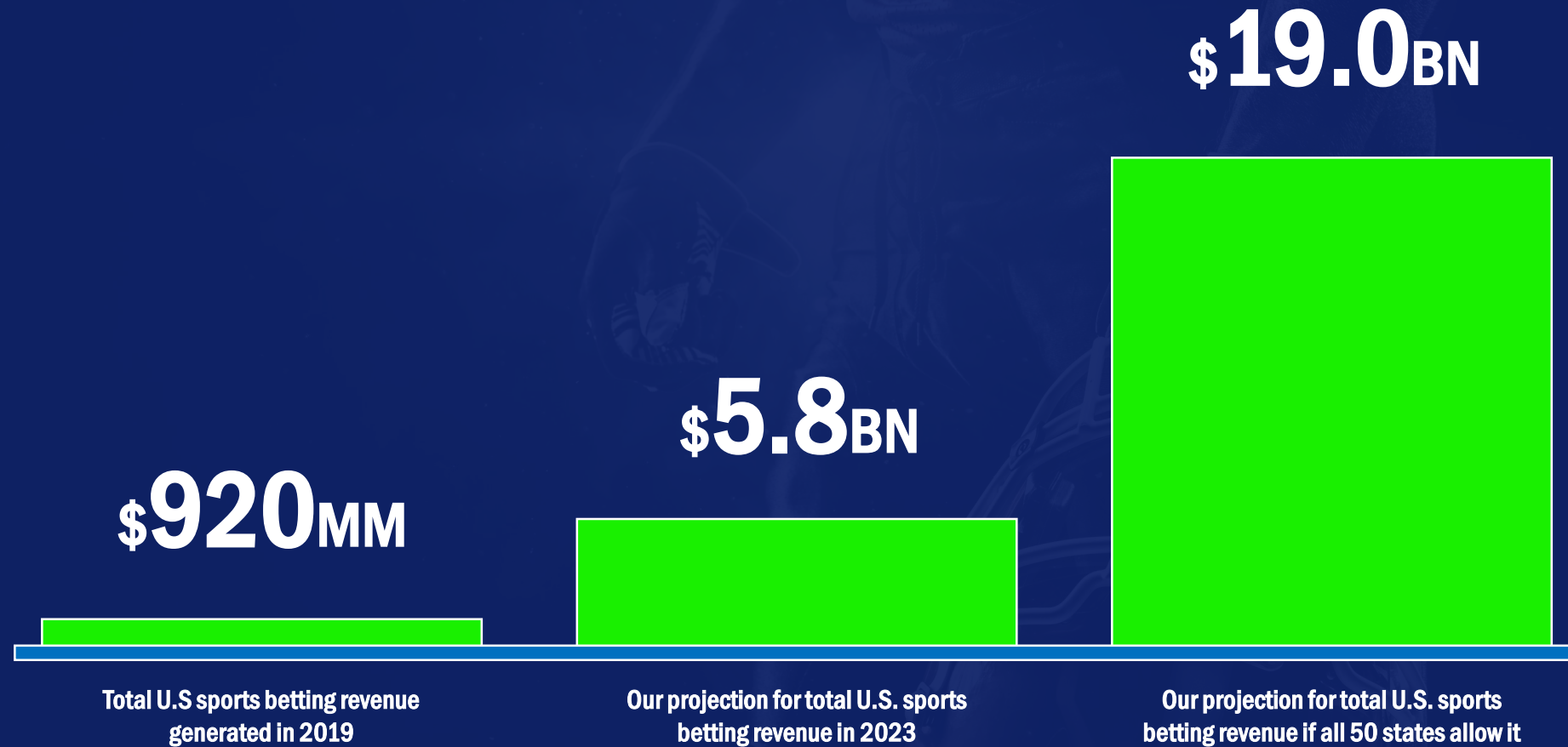


# CUSTOMER PERSONAS



Source: Eilers & Krejcik Gaming LLC

# U.S. SPORTS BETTING MARKET



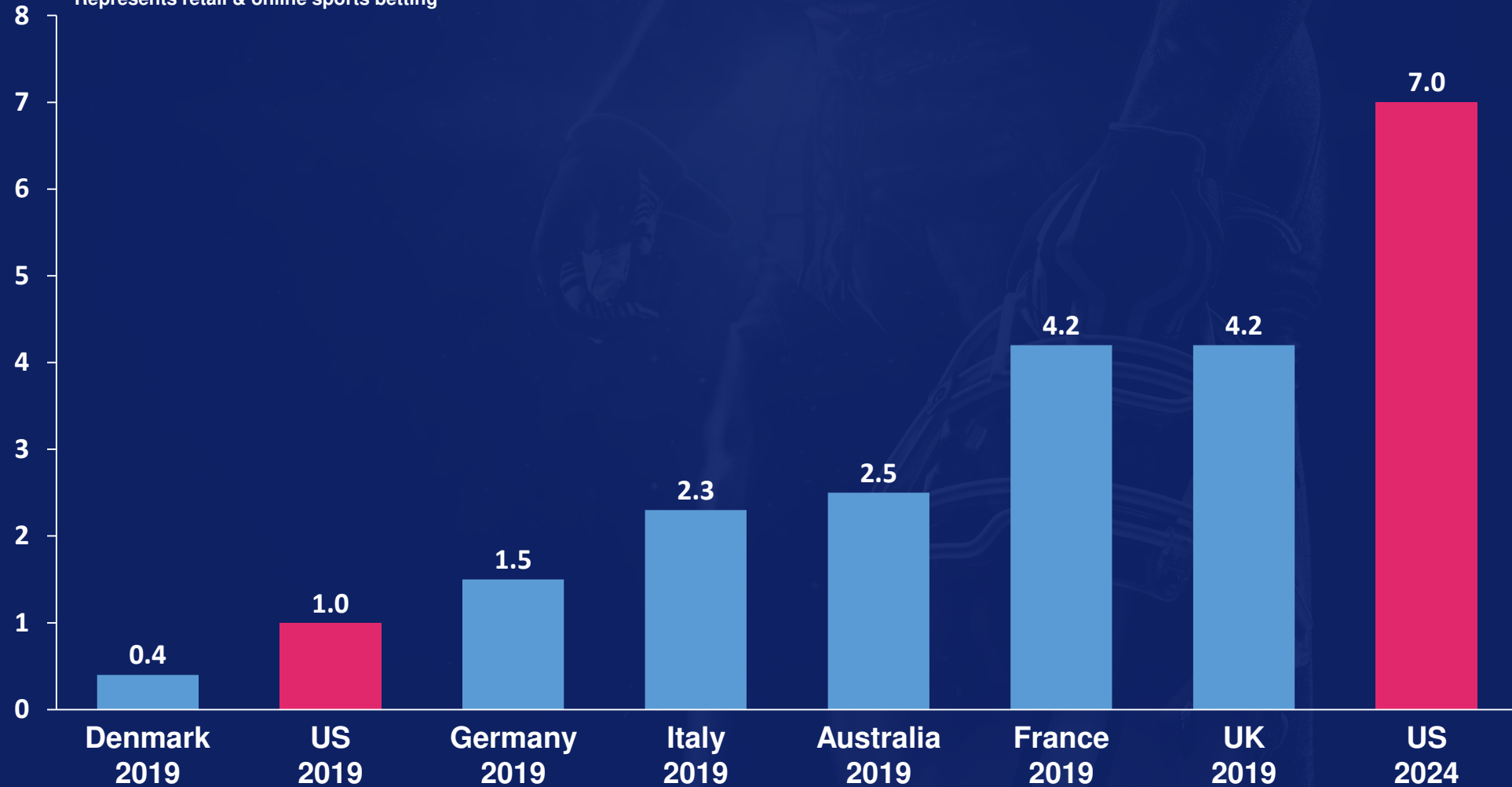
Source: Eilers & Krejcik Gaming LLC Estimates



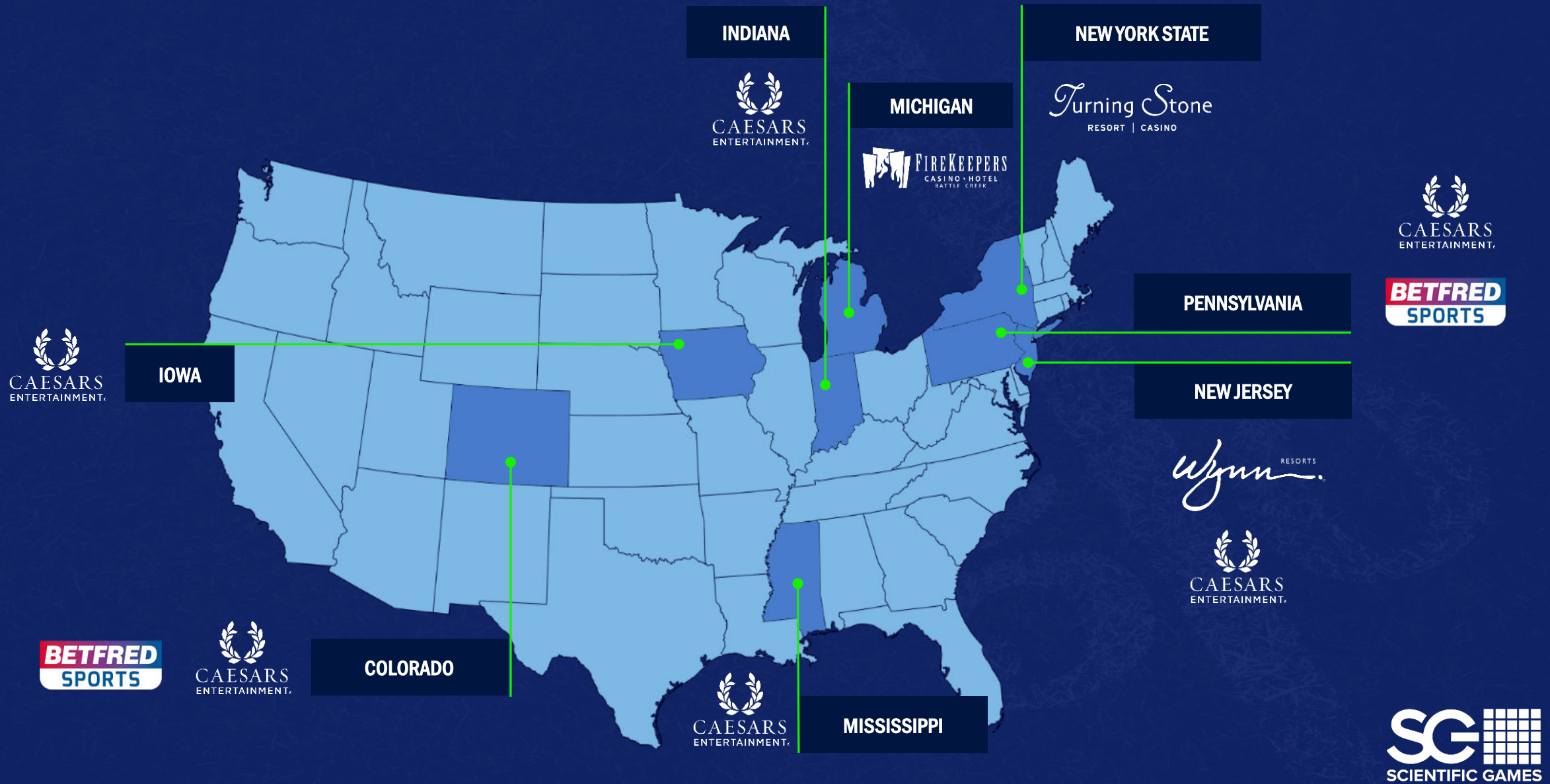
# U.S. FORECAST COMPARED TO OTHER MARKETS

\$bn GGR

Represents retail & online sports betting



# SCIENTIFIC GAMES MARKET COVERAGE







## **Jeff Ifrah**

Founding Partner, Ifrah Law PLLC

# Expanding Gaming Landscape: New Entrants, New Challenges



Jeff Ifrah

Founding Partner

Ifrah Law PLLC



Engaging  
Minorities,  
Small  
Businesses,  
and  
Retailers

# Identifying Opportunities for Minorities and Small Businesses

State-led initiatives include:

- **D.C.**
- **Maryland**
- **Virginia**





# Creating Opportunities for Retail Businesses

States engaging retailers include:

- **Pennsylvania**
- **Virginia**





## **A.G. Burnett**

Former Chair Nevada Gaming  
Control Board,  
IGT Global Compliance &  
Governance Committee Member,  
Partner Gaming & Administration  
Law Group McDonald Carano

# Regulatory Considerations In An Expanding Gaming Landscape



## Evolving Gaming Landscape

Legalization of sports betting in 2018 opened the U.S. gaming market to new entrants

More traditional businesses are looking to enter the gaming market – this is not the first time this has happened (hotel chains and casino gaming in 80s and 90s)

Robust licensing and regulatory compliance in the gaming industry is a significant barrier to entry for some businesses not accustomed to a high level of oversight

Media and entertainment companies are finding ways into the gaming industry via sports betting through partnerships and new platforms

- Disney/DraftKings/ESPN/Caesar's
- Barstool Sports/Penn National
- Fox and Fox Bet
- NBC and PointsBet



What does this mean for regulators?

## eSports- Next Wave of Regulation

Electronic Sports (eSports) generally refer to organized multi-player video game competitions/tournaments that culminate in some type of championship

eSports have broken into the public consciousness and companies are tapping into this growing phenomenon – the advent of eSports has also brought betting

Betting companies are looking at younger audiences and experimenting with new forms of betting adapted to popular video game titles

There are unique challenges for this industry to be regulated as a legal gaming activity, as opposed to simply entertainment – for example:

- Gaming systems need to be licensed and regulated;
- Need to understand and regulate virtual play; and
- Responsible gaming issues



**CALL OF DUTY**

## Legislators – Regulatory Gatekeepers

As legislators, you will be faced with new questions concerning the regulatory framework governing your state's gaming activities – sports betting was just the beginning

Each state has a unique regulatory framework reflecting the values of the communities within those states

As new entrants enter the gaming landscape, regulatory bodies will have to grow and change to ensure compliance

Some new entrants will find it difficult to adhere to the strict gaming regulations/compliance and this will weed out the less serious businesses

Legislators need to ensure laws keeps up with new forms of gaming and regulatory bodies have the tools needed to ensure compliance



## **Edward R. Bedrosian Jr.**

Partner, Orrick, Herrington & Sutcliffe LLP,  
Former Executive Director, Massachusetts  
Gaming Commission

# Expanding Gaming Landscape: New Entrants, New Challenges

## Regulatory & Licensing Issues

- Caution!
- Sports Betting/Esports/iGaming.
- Some new entrants tied to traditional brick & mortar and understand the traditional gaming regulatory environment.
- Some new entrants are brand new to the gaming sector and are not familiar with the regulatory environment.

## Regulatory & Licensing Issues

- Examples of New Entrants:
  - New mobile gaming platforms;
  - Traditional Sport & Esports leagues via providing data;
  - Sports Teams via "official gaming platforms"/Sports Books at/near sport stadiums;
  - Colleges (see University of Colorado!);
  - Restaurants – hospitality;
  - Investors;
  - New technologies: GeoFencing/KYC/Digital Payments
  - New advertising affiliates.



## Regulatory & Licensing Issues

- What are the challenges for regulators with this new "expanded gaming" landscape?
  - Core regulatory goals: (1) integrity protection & (2) revenue collection
    - Other goals: AML/Responsible Gaming
  - Traditional Gaming (casino) – well-established regulatory environment.
    - Core activity is about gaming (i.e. slots, table games, poker, etc)
  - Expanded Gaming (sports betting/eSports) –
    - Betting is an "ancillary" activity to core purpose.

## Regulatory & Licensing Issues

- Examples of issues that might trigger licensing or registration:
  - Revenue Share
  - Vendor/Supplier
  - Data Provider
  - Affiliate Marketer
  - Ownership.
- Caution!

# Q & A

**Moderated by: Keith Pickard and Michael Pollock**

# Thank you!