



Betting on our Future Act

118th Congress

Sponsor: Rep. Paul Tonko (NY-20)

“Sports betting advertisements are out of control. Congress needs to reel in an industry with the power to inflict real, widespread harm on the American people”

❖ Paul Tonko

Sports betting – and problem gambling – have exploded across America

- Following the 2018 Supreme Court ruling that struck down the federal ban on sports betting, 36 states and counting have legalized the practice, with 26 states also legalizing mobile betting
- **About 1 in 5 American adults bet money on sports** in 2022, according to Pew Research
- The National Problem Gambling Helpline Network fielded 270,000 calls in 2021—a 45% increase from the previous year
- An estimated 7 million people in the U.S. have a gambling problem and/or gambling addiction

Predatory advertisements pose particular risks

- With the widespread adoption of online sports betting, gambling is now accessible with the click of a button, and sports betting companies are using a variety of predatory tactics, such as massive promotions and “risk free” or “no sweat” bets to gain and retain new customers
- DraftKings spent around **\$500 MILLION in sales and marketing in 2020**, and an additional \$400 million in the first 2 quarters of 2021
 - In 2021 their annual revenue topped \$1.2 BILLION, more than a 110% increase from 2020
- Children and young people are the fastest-growing demographic of gamblers
 - According to the International Center for Youth Gambling Problems & High-Risk Behaviors, between **60-80% of high school students report that they have gambled for money**
- Universities and colleges across the nation are partnering with sports gambling companies, giving the industry direct access to a new and impressionable generation of gamblers

Congress must act to prevent problem gambling!

Modeled after the Federal Cigarette Labeling and Advertising Act which banned tobacco advertisements, the Betting on Our Future Act takes aim at harmful and pervasive sports betting advertisements by:

- Making it unlawful to advertise a sportsbook on any medium of electronic communication subject to jurisdiction of the Federal Communications Commission, such as TV, Radio, or the internet.