

# Emerging Leaders of Gaming Webinar Series

## Sports Betting Survey Results

Please stand by.

Webinar will begin at 1:00 p.m. ET

Presented by:



# Brief Technical Overview



Marie Casias

Manager, Marketing & Administration

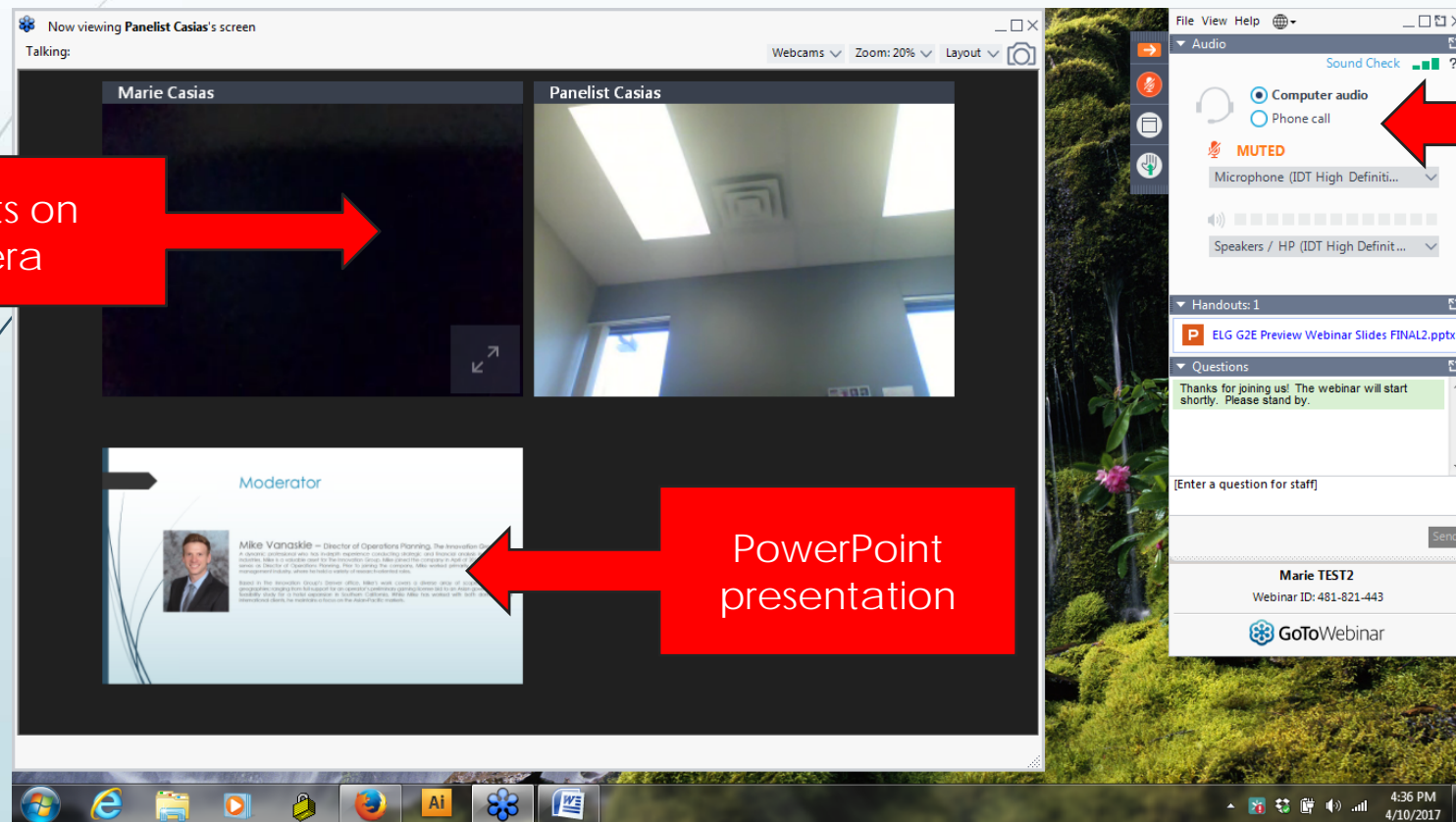
*The Innovation Group*

[mcasias@theinnovationgroup.com](mailto:mcasias@theinnovationgroup.com)

# Windows & Control Panel

Need Help?  
Call 877-582-7011

- Once we are broadcasting, your screen should show the panelists' camera windows and a PowerPoint presentation window, as well as the control panel on the right.



panelists on  
camera

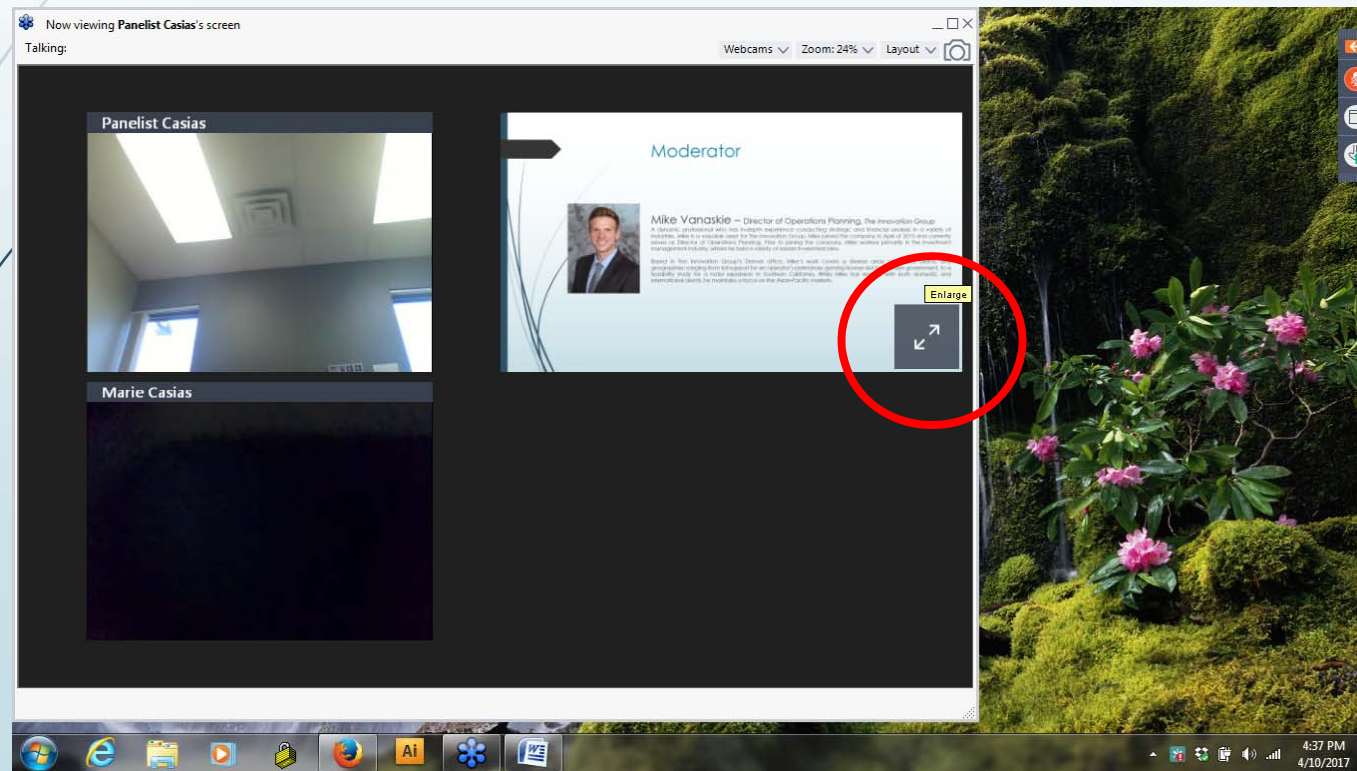
PowerPoint  
presentation

control  
panel

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# Expanding Windows to Full-Screen

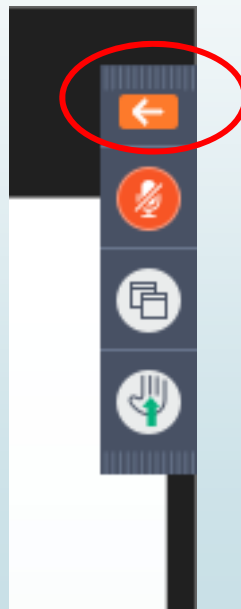
- Hover over the bottom right corner of any window and you'll see the "enlarge" option with two pointing arrows. Click on that, and you'll go to full-screen for that window. To get out of full-screen, hit ESC or the double arrows again.



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## Minimize/Maximize Control Panel

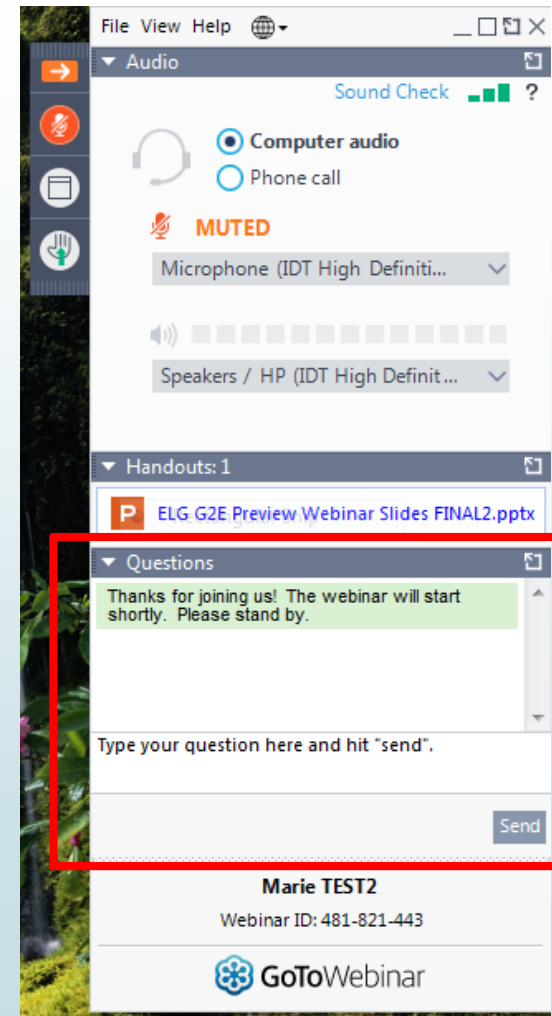
- Your control panel starts in an automatically maximized setup but you can minimize it by clicking the orange arrow at the top.



# Ask a Question

- We will reserve 10 minutes at the end of the webinar to field questions. Please make sure your control panel is maximized and type yours into the "Questions" field towards the bottom, then hit SEND.

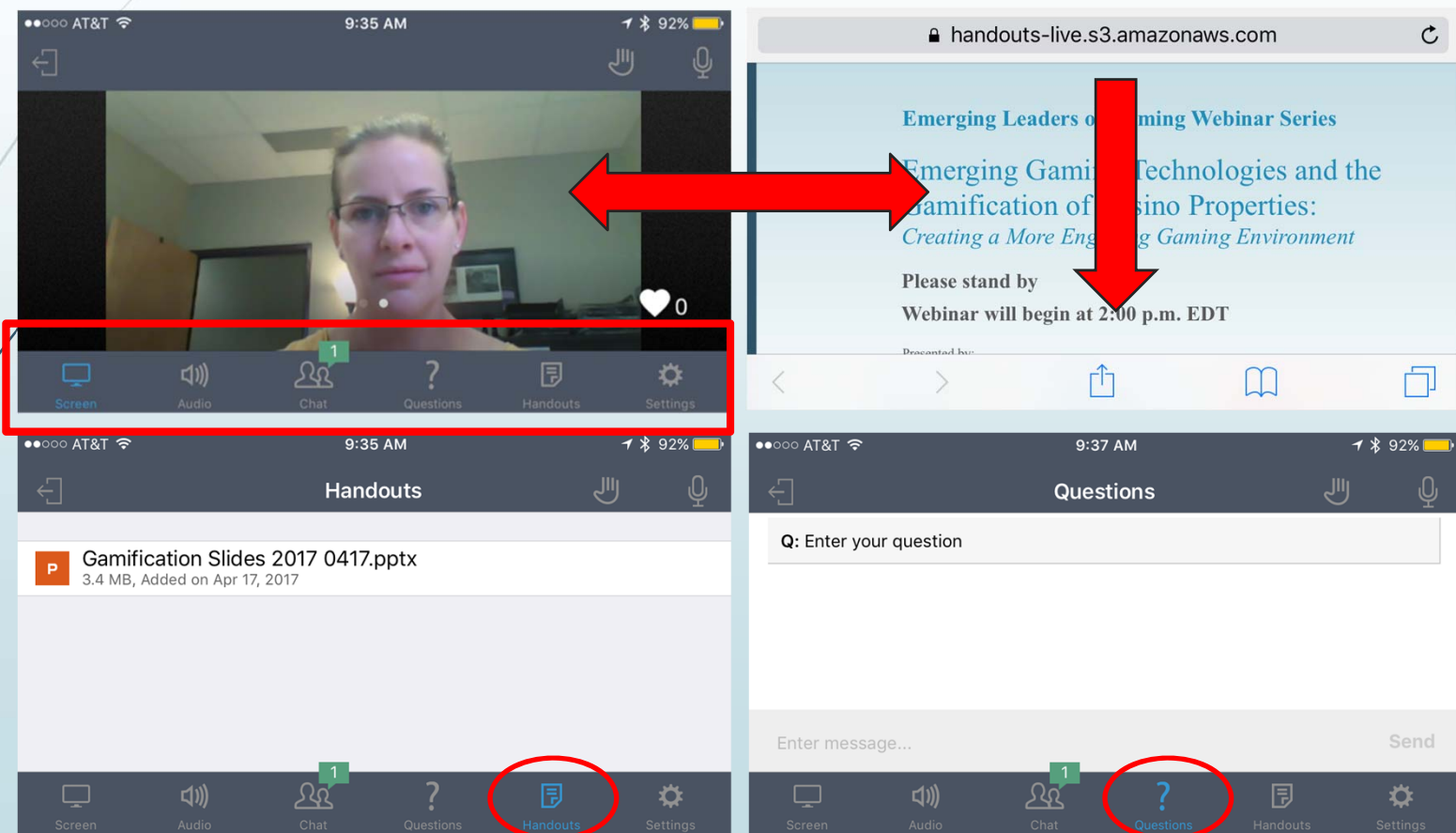
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# Attending via Mobile Phone?

- Your menus are at the bottom. Toggle between cameras and the presentation ("handout") by swiping left & right. Continue through the presentation by swiping down. Although you won't be able to see our live presentation, you can follow along at your own speed in the "handouts" section.



Need Help?  
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## Frequently Asked Questions

- **Technical Issues?** Call Customer Service at 877-582-7011 (or internationally, +1 805-617-7370)
- A recording of the webinar will be provided within a few weeks of it, and available on our [Emerging Leaders page](#).



# Host



## Mike Vanaskie

Director, Operations Planning

*The Innovation Group*

[mvanaskie@theinnovationgroup.com](mailto:mvanaskie@theinnovationgroup.com)

A dynamic professional who has in-depth experience conducting strategic and financial analysis in a variety of industries, Mike is a valuable asset for The Innovation Group. Mike joined the company in April of 2015 and currently serves as Director of Operations Planning. Prior to joining the company, Mike worked primarily in the investment management industry, where he held a variety of research-oriented roles.

Based in The Innovation Group's Denver office, Mike's work covers a diverse array of scopes, clients, and geographies; ranging from full support for an operator's preliminary gaming license bid to an Asian government, to a feasibility study for a hotel expansion in Southern California. While Mike has worked with both domestic and international clients, he maintains a focus on the Asian-Pacific markets.



Moderator

## David G. Schwartz, Ph.D. – Director, Center for Gaming Research, *University of Nevada, Las Vegas*

David has been at UNLV's Gaming Research department since 2001 and is also a part-time instructor in their Department of History. Fascinated by the history and current development of gambling, as well as the history of Las Vegas and Atlantic City, he enjoys sharing what he learns through his writing and his speaking. Author of several gambling and history books including *Roll the Bones: The History of Gambling*, David is also the Gaming and Hospitality editor for Vegas Seven magazine. As a speaker, he talks to a variety of audiences, from visiting classes to convention groups, who enjoy his wide-ranging, fast-paced introduction to casino topics, including his "Seven Things You Should Know About Casinos" presentation. Born and raised in Atlantic City, New Jersey, David earned his bachelor's degree (a double major in anthropology and history) as well as his master's degree from the University of Pennsylvania before seeking his doctorate in U.S. History from UCLA. In early 2000, David filed his dissertation, "Suburban Xanadu", and received his Ph.D. at the age of 26, making him the youngest Ph.D. in recent memory from UCLA's history department. "Suburban Xanadu" charted the evolution of the casino industry on the Las Vegas Strip from 1945-1978 and is now a published book, the first of several currently available. After completing his graduate studies, David worked in the surveillance department of an Atlantic City casino resort and taught casino history, communications, and hospitality courses as an adjunct professor before coming to UNLV. In his current work, he combines his "real world" experience in the casino industry with his academic expertise to gain a unique perspective. David has taught classes in the Honors College and College of Hotel Administration at UNLV, and currently teaches in the Department of History. To learn more, visit [www.dgschwartz.com](http://www.dgschwartz.com).



## Brian Wyman, Ph.D. – Principal, *Innovation Analytics*


Principal Consultant at Innovation Analytics, Brian is an analytics and data science executive with over a decade of experience transforming data into actionable intelligence, insights, and ultimately bottom-line results. He holds a Ph.D. in mathematics from the University of Michigan and specializes in advanced modeling and predictive methods, which he uses to develop creative and innovative ways to improve financial performance. Brian's career has spanned industries ranging from hospitality to finance, most recently overseeing marketing and gaming analytics for Pinnacle Entertainment.




# Panelist Questions



Can you tell us about the survey you conducted?




How are you approaching the sizing of the market, and how is this different from how others have attempted to estimate it?



How big do you think the sports betting market could be in the U.S.?




How would state governments and operators use this information if you were to break it down by state?



What should operators (commercial operators, tribes, and lotteries) be thinking about as it relates to developing a sports betting strategy?






What entities do you think are best positioned if sports betting is regulated?



What are the advantages to having limited vs full access to sports gaming?



Where are consumers most excited about  
wagering on sports?




What sports were consumers most excited about betting?



Was there a sense of how often bettors were likely to bet?



Was there anything else you learned from the survey?



Can you discuss the proposed integrity fees  
and what impact they would have on the  
industry?



What gets you excited about doing research  
and analysis in this space?



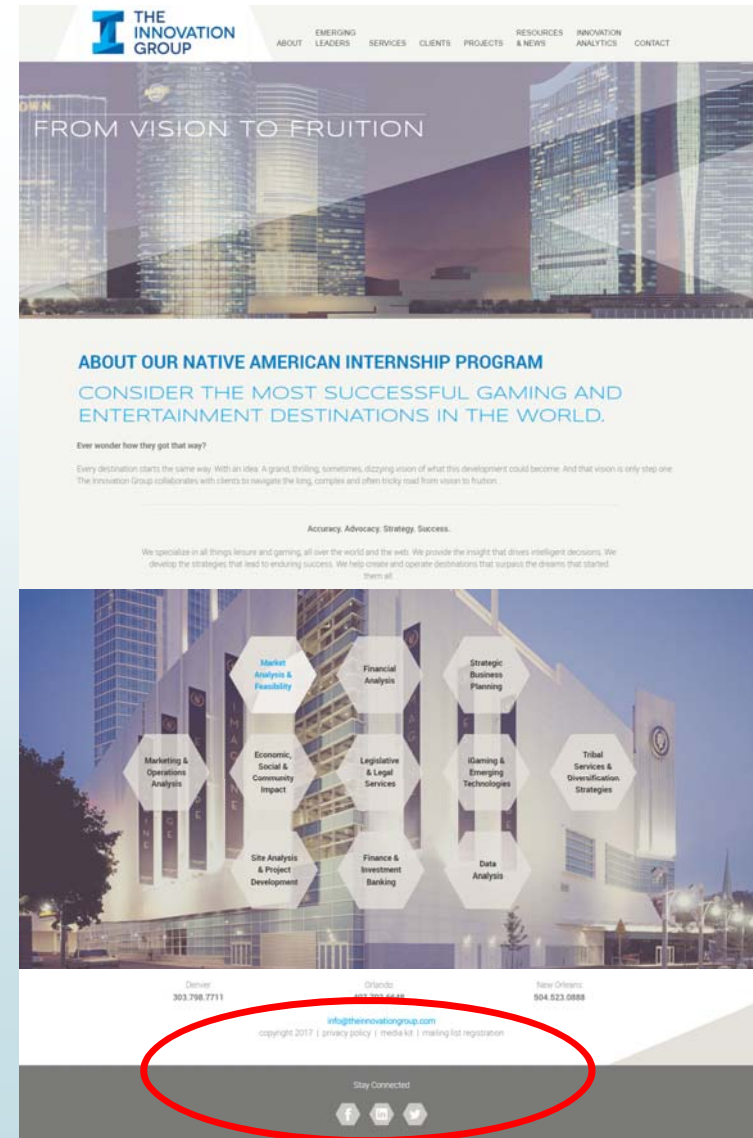


# Audience Q&A

Please take our survey  
after this webinar.

Also, visit our website to  
join our mailing list and to  
follow us on social media!

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The screenshot shows the homepage of The Innovation Group. The header includes the company logo and a navigation menu with links: ABOUT, EMERGING LEADERS, SERVICES, CLIENTS, PROJECTS, RESOURCES & NEWS, INNOVATION ANALYTICS, and CONTACT. The main banner features a city skyline at night with the text "FROM VISION TO FRUITION". Below this is a section titled "ABOUT OUR NATIVE AMERICAN INTERNSHIP PROGRAM" with the subtext "CONSIDER THE MOST SUCCESSFUL GAMING AND ENTERTAINMENT DESTINATIONS IN THE WORLD." and a paragraph about the program's success. A central graphic displays various services in hexagonal boxes: Market Analysis & Feasibility, Financial Analysis, Strategic Business Planning, Marketing & Operations Analysis, Economic, Social & Community Impact, Legislative & Legal Services, iGaming & Emerging Technologies, Tribal Services & Diversification Strategies, Site Analysis & Project Development, Finance & Investment Banking, and Data Analysis. The footer provides contact information for Denver (303.798.7711), Orlando (407.363.4444), and New Orleans (504.523.0888), along with the email [info@theinnovationgroup.com](mailto:info@theinnovationgroup.com). A red circle highlights the footer area, which also includes copyright information (2017), privacy policy, media kit, mailing list registration, and social media icons for Facebook, LinkedIn, and Twitter.

THE INNOVATION GROUP

ABOUT EMERGING LEADERS SERVICES CLIENTS PROJECTS RESOURCES & NEWS INNOVATION ANALYTICS CONTACT

FROM VISION TO FRUITION

**ABOUT OUR NATIVE AMERICAN INTERNSHIP PROGRAM**

CONSIDER THE MOST SUCCESSFUL GAMING AND ENTERTAINMENT DESTINATIONS IN THE WORLD.

Ever wonder how they got that way?

Every destination starts the same way. With an idea. A grand, thrilling, sometimes, dizzying vision of what this development could become. And that vision is only step one. The Innovation Group collaborates with clients to navigate the long, complex and often rocky road from vision to fruition.

Accuracy. Advocacy. Strategy. Success.

We specialize in all things leisure and gaming, all over the world and the web. We provide the insight that drives intelligent decisions. We develop the strategies that lead to enduring success. We help create and operate destinations that surpass the dreams that started them all.

Market Analysis & Feasibility

Financial Analysis

Strategic Business Planning

Marketing & Operations Analysis

Economic, Social & Community Impact

Legislative & Legal Services

iGaming & Emerging Technologies

Tribal Services & Diversification Strategies

Site Analysis & Project Development

Finance & Investment Banking

Data Analysis

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