



the campaign for  
***fairer gambling***

UNITED STATES OF AMERICA

SPECIAL REPORT: SUPER BOWL 2025

iGambling Marketplace Report 2025.

MONITORING, DATA & ANALYSIS BY

 **YIELD SEC**

## INTRODUCTION

**Financially motivated interests promote the expansion of internet gambling legalization.**

**Whether sports or casino, they perpetuate a false narrative of assertions that:**

- > Illegal will be significantly reduced by cross-over to legal
- > Legal is safer so it will reduce gambling harm
- > There are economic and fiscal benefits

**The evidence to counter the legalization narrative is that:**

- > The illegal sector is still increasing
- > Increasing the total market consumption increases the total harm
- > Cross-over from other disposable spend activity hurts the wider economy

**Fiscal consequences are complex:**

Tax level to compensate for the cost of social harms	15%
Tax level to compensate for the economic detriments	15%
<b>Minimum tax level to achieve positive fiscal impact</b>	<b>30%</b>

Brandt Iden representing the Sports Betting Alliance\* supporting Indiana House Bill 1432 to legalize internet casino gambling on 1/28/25 stated to elected representatives:

*“These illegal casinos have no oversight, no consumer protection and zero revenue for the state.”* **TRUE.**

*“Today you have the opportunity to correct that.”* **FALSE.**

\*Sports Betting Alliance includes FanDuel, owned by Flutter, and Entain, a partner of MGM. Each of Flutter and Entain entities have obtained profits from jurisdictions without approval from those jurisdictions.

**Compiled by Derek Webb, founder and funder of the Campaign for Fairer Gambling.**

**Protecting Online Borders. Defending the Economy. Minimizing the Harm.**

## THE UNITED STATES OF AMERICA 2025 SUPER BOWL: ONLINE GAMBLING MARKETPLACE

The market promise has not materialized for legal, licensed brands in America.

The audience still, knowingly or unknowingly, favor illegals, whose content and products are more frequented and used, given the greater bet choices and bonuses available with illegal operators.

Substitution from illegals to legal is simply not happening at the pace it should – illegals are used as brands of choice and convenience, with some substitution to legal for offers and account opening incentives, when available, as with the Super Bowl.

The range of sports and allied entertainment bets, such as with this year’s focus on Taylor Swift special bets (“How many times will she appear on camera? Will she have an engagement ring on? Will she be pregnant?” and much more), is catered to by illegal operators, who use their advantages across search and social media to overwhelm the relevance and authority of legal brands. Predictors, a product grown from fintech apps and extended by audience-generated content into sports and more, are being sold as novelties and investments to fuel effective sports betting participation from ever greater segments of the audience.

Illegals are, quite simply, everywhere that the Super Bowl conversation is taking place online, and very close by with transactional opportunities for all Americans.

When audiences want to find sports betting online – content that they demand and wish to engage with – they should find fair, sustainable and safe online betting in every marketplace across America. Today, not every betting app or website is legal. This impacts local commerce and community in every jurisdiction: in-state jobs, supply chain, oversight and control, and the fundamental societal quid pro quo: the receipt of regulated revenue and taxation. This financial commitment to provide for in-state commerce, community and consumer safety is what society requires for activities like gambling to be present and sustainable. Its removal by illegal operators is not a “grey market”, a “black market”, “loss” or “leakage”.

**It is theft.**

# I Knew You Were Trouble: Illegal Gambling Fuels a New Era through Exploitation of Taylor Swift



News > Novelty Betting

Share this:

## Taylor Swift May Have Driven Resurgent Black Market Super Bowl Bets

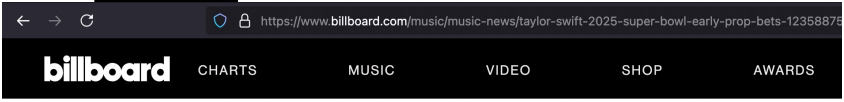
Posted on: February 26, 2024, 06:58h. Last updated on: February 26, 2024, 10:39h.

Philip Conneller @ Expertise: Gaming Bus

**ESPN** NFL NBA NCAAF NHL More Sports

Reports of the death of t least, that's the takeaway: UK campaign group that

## Feeling 22 ... yards? A Swiftie's guide to Taylor-themed Super Bowl prop bets



MUSIC NEWS

## Taylor Swift Super Bowl Early Prop Bets Include On-Field Kiss, Number of TV Appearances & More

You can wager on what will happen first — a touchdown, or a live shot of Swift.

By Jason Lipshutz | 01/30/2025



SPORTS LIVE BETTING CASINO LIVE CASINO

Will Taylor Swift's navel be shown  
Feb 9, 04:30 PM

No -1500 Yes +600

Will Taylor Swift's navel be shown

Times Taylor Swift & Travis Kelce kiss after game  
Feb 9, 07:00 PM

Under 2.5 Swift/kelce Kisses -250

Times Taylor Swift & Travis Kelce kiss after game

Travis Kelce propose to Taylor Swift after game  
Feb 9, 07:00 PM

No -2000 Yes +700

Travis Kelce propose to Taylor Swift after the game. [Not sure on rules here TV or reported by Daily Mail/E!]

SPORTS CASINO LIVE DEALER POKER HORSES

TAYLOR SWIFT SPECIALS - NEXT EVENTS

Celebrity Specials - Taylor Swift Specials (3)

Swift & Kelce Super Bowl Special

Proposition				
2/9/25 4:00 PM	Chiefs To Win And Travis Kelce To Propose Marriage To Taylor Swift From The Field & Travis Kelce To Announce Retirement In Post Game Interview	+1000		

Will Taylor & Travis Announce Their Engagement?

2/23/25 8:00 AM	Q1 2025	+500	Q2 2025	+2500	Q3 2025	+3000
	Q4 2025	+1200	Not Before 2026	-750		

Applies to the date one or both officially confirms, as reported by New York Times.

Taylor & Travis: First Baby Name

First Baby Name					
Travis	+600	Edward	+1000	Finlay	+1000
Gardner	+1000	Kingsley	+1000	Scott	+1000

ILLEGAL GAMBLING OPERATOR EXAMPLES

**From the title of a Taylor Swift song: "I Bet You Think About Me".**

Illegal gambling definitely does think about Taylor Swift.

Taylor Swift "special bets" and social media posts act as clickbait for engagement with illegal gambling. A higher percentage of females bet on the Super Bowl in 2024 (21%) than ever before. We estimate female betting engagement will increase again this year and likely reach 25% of all engagement on the event.

Has illegal gambling weaponized a Taylor Swift Effect across Super Bowl sports betting?



# Yield Sec FACTSHEET: Online Gambling Marketplace – 2023 – Super Bowl Only

**SUPER BOWL 2023:  
286 MILLION BETS PLACED**

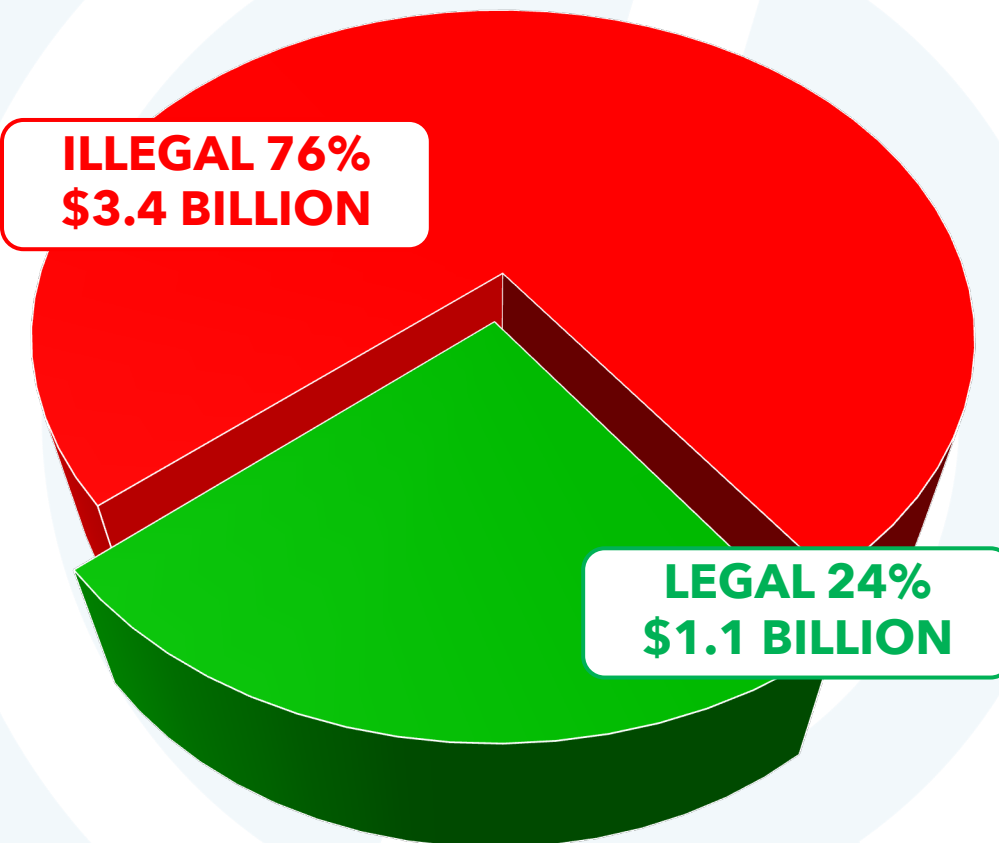
**2023: VALUE OF SUPER BOWL  
BETS PLACED \$4.5 BILLION**

## ILLEGAL BETS

**186 Million Bets Placed with  
Illegal Online Operators**

## LEGAL BETS

**100 Million Bets Placed with  
Legal Online Operators**



SOURCE: Yield Sec - Proprietary data

[www.YieldSec.com](http://www.YieldSec.com)

[Info@YieldSec.com](mailto:Info@YieldSec.com)

Charts & Graphics: Yield Sec on behalf of the Campaign for Fairer Gambling - 2025





# Yield Sec FACTSHEET: Online Gambling Marketplace – 2024 – Super Bowl Only

**SUPER BOWL 2024:  
350 MILLION BETS PLACED**

**2024: VALUE OF SUPER BOWL  
BETS PLACED \$5.4 BILLION**

## ILLEGAL BETS

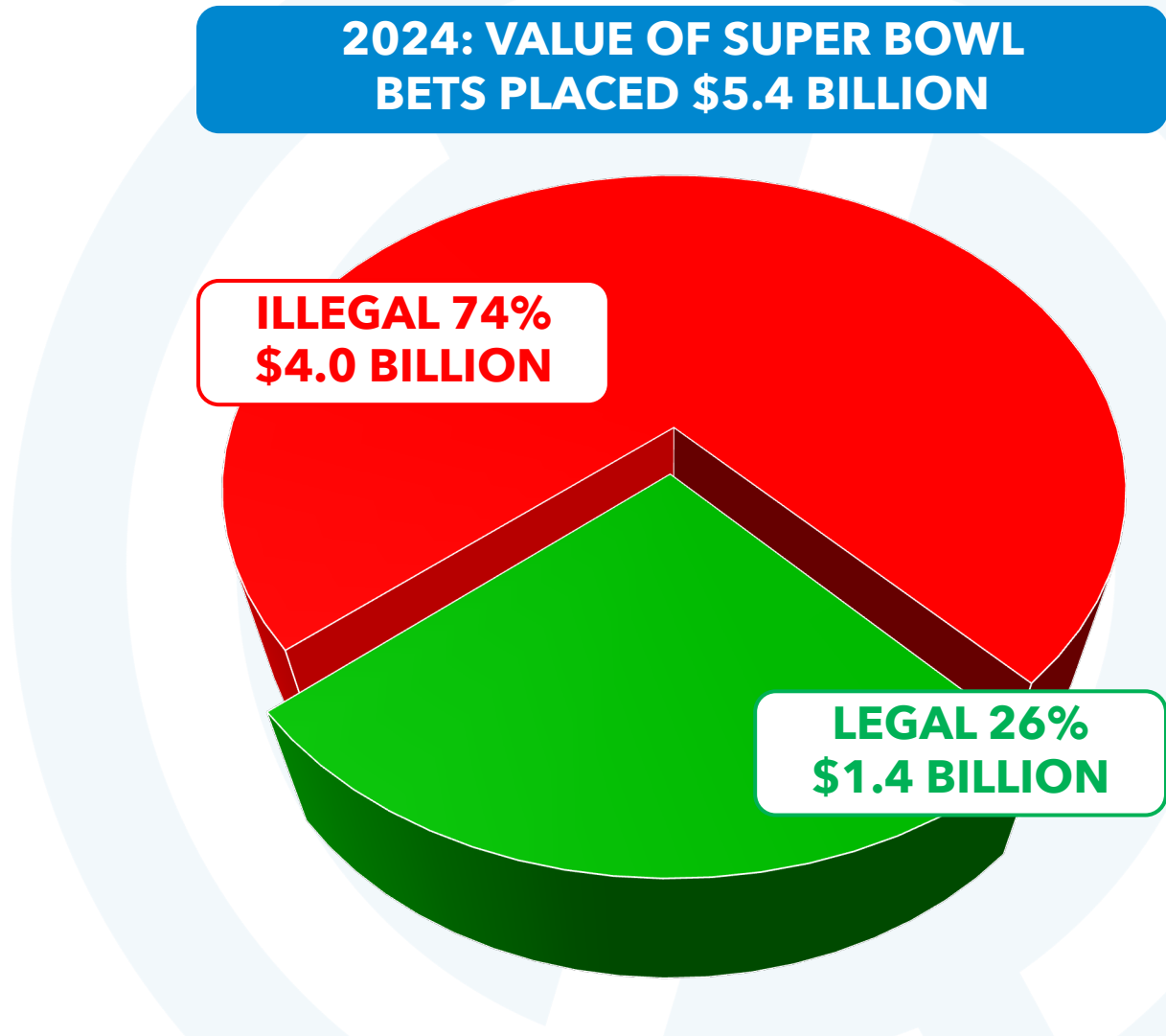
**228 Million Bets Placed with  
Illegal Online Operators**

**ILLEGAL 74%  
\$4.0 BILLION**

## LEGAL BETS

**122 Million Bets Placed with Legal  
Online Operators**

**LEGAL 26%  
\$1.4 BILLION**



SOURCE: Yield Sec - Proprietary data

[www.YieldSec.com](http://www.YieldSec.com)

[Info@YieldSec.com](mailto:Info@YieldSec.com)

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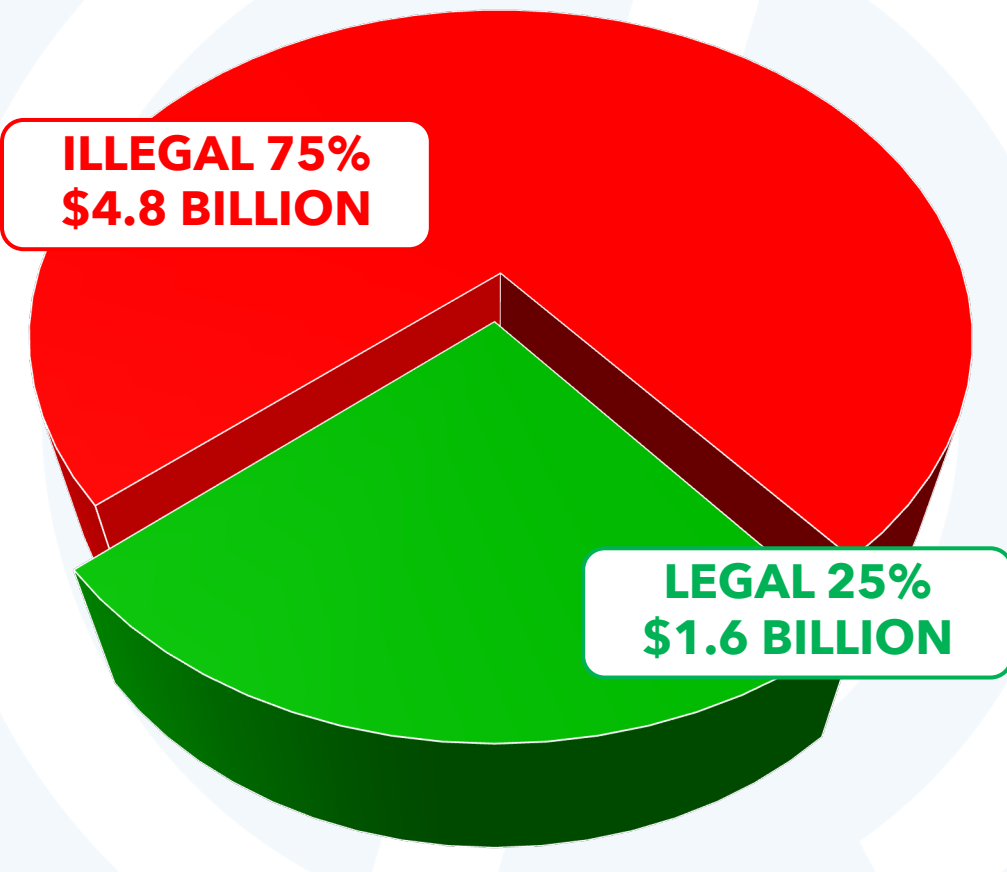
# Yield Sec ESTIMATE SHEET: Online Gambling Marketplace – 2025 – Super Bowl Only

**SUPER BOWL 2025 SPORTS BETTING ESTIMATE:  
429 MILLION BETS TO BE PLACED**

**2025: ESTIMATED VALUE OF SUPER BOWL  
BETS TO BE PLACED \$6.4 BILLION**

**ILLEGAL BETS**  
  
**292 Million Bets Placed with  
Illegal Online Operators**

**LEGAL BETS**  
  
**137 Million Bets Placed with  
Legal Online Operators**



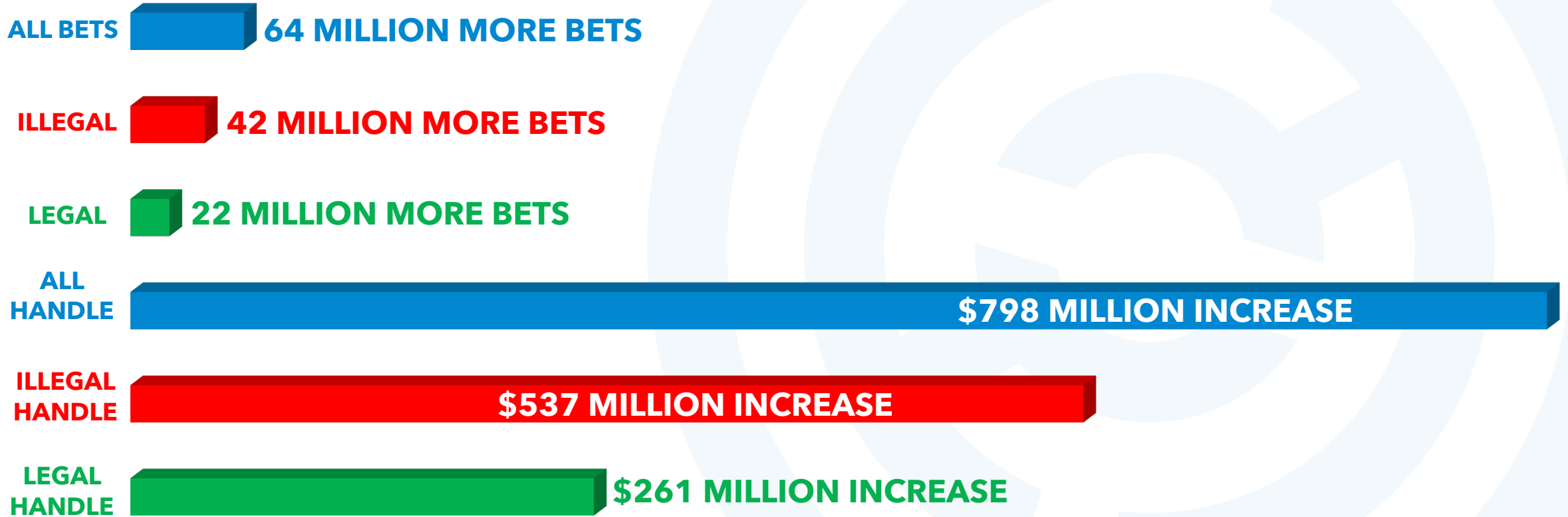
SOURCE: Yield Sec - Proprietary data  
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[www.YieldSec.com](http://www.YieldSec.com)  
[Info@YieldSec.com](mailto:Info@YieldSec.com)  
 Sports Betting in this estimate includes traditional betting and prediction betting. The vast majority of prediction betting on sports is in the illegal sector.  
 Estimate Note: Covers all online bets placed by America-based consumers on the outcome of and action during Super Bowl LIX on Sunday, February 9, 2025.



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## 2023-2024 INCREASES



SOURCE: Yield Sec - Proprietary data

[www.YieldSec.com](http://www.YieldSec.com)

[Info@YieldSec.com](mailto:Info@YieldSec.com)

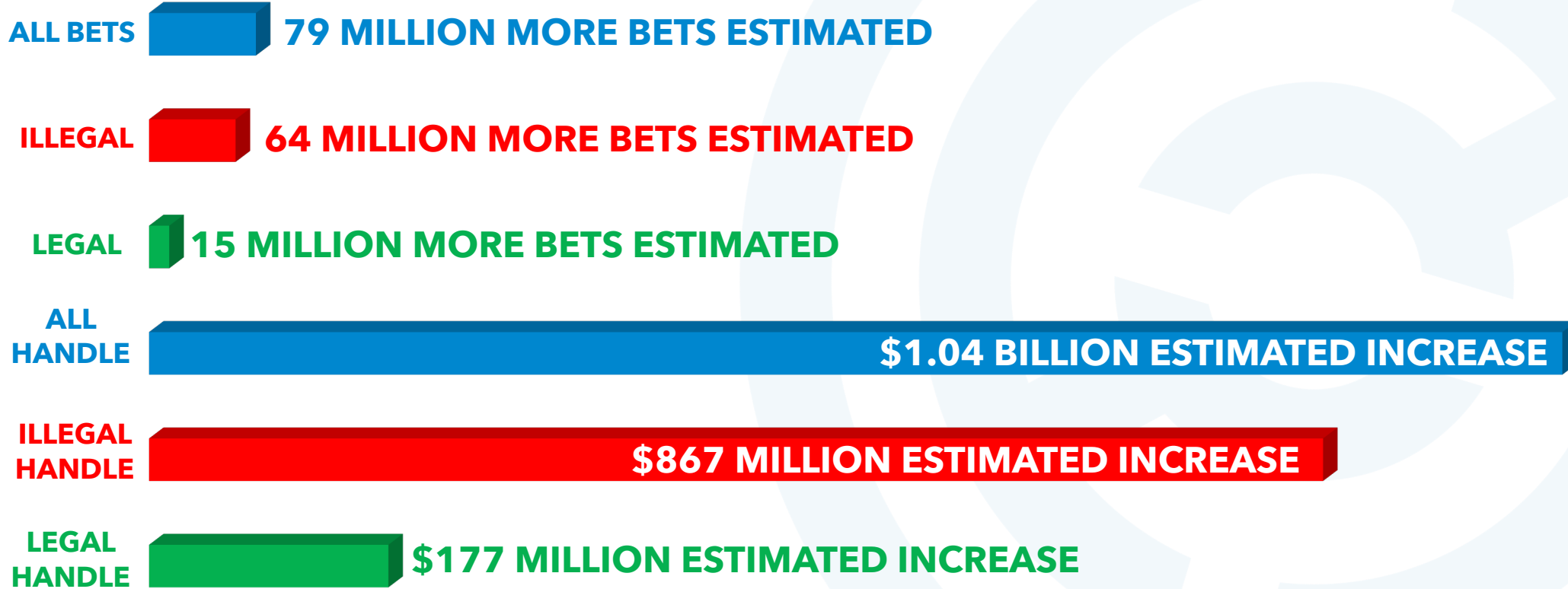
Charts & Graphics: Yield Sec on behalf of the Campaign for Fairer Gambling - 2025







## 2024-2025 ESTIMATED INCREASES



SOURCE: Yield Sec - Proprietary data

[www.YieldSec.com](http://www.YieldSec.com)

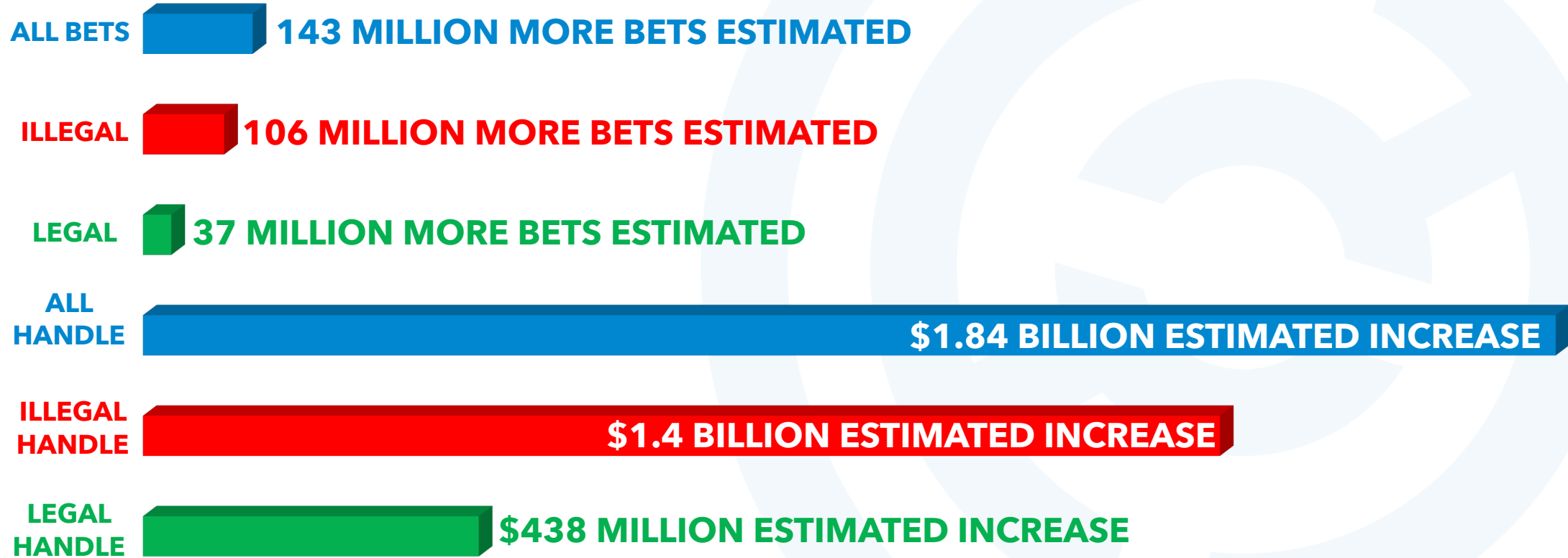
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## CONCLUSION

Several years after internet sports betting was legalized and now with over 30 states having legalized it, illegal internet sports betting is still dominant and even growing. Legal marketing serves to normalize the activity and often fails to adequately differentiate from illegal. The states legalizing internet sports betting have taken no significant steps to constrain the illegal sector.

The most important steps that states could take is to acknowledge their limitations and request help from federal authorities, including the **Office of the United States Trade Representative**. The federal excise tax on betting was established for the purpose of enforcement against illegal gambling. Diligent states should oppose any attempt to remove this tax.

The federal government has the capacity to act against rogue jurisdictions allowing offshore licensees to illegally target American consumers. States should require all their licensees to withdraw from licensing with those rogue jurisdictions.

States have the capacity to introduce new taxes. A tax on withdrawals from illegal operators could be introduced. This would have stronger impact if the federal income tax applying to gambling winnings was abolished.

The big technology companies are devoting resources and funding towards the next generation of technology - AI. But the same platforms are not preventing abuse by bad actors, illegal offshore gambling sites, from obtaining profits from American consumers. Even worse, the platforms may enjoy financial reward from the bad actors for enabling this abuse.

There will always be a healthy scepticism of regulations. Who crafts them? Who enforces them? What are the consequences? But the current situation is unsustainable. Big technology companies need to make a priority of getting their houses in order, to serve the benefit of the American people. It may be long time coming, but inevitably if big technology continues to fail American consumers it will face a future of over-regulation.

***Compiled by Derek Webb, founder and funder of the Campaign for Fairer Gambling.***

**Protecting Online Borders. Defending the Economy. Minimizing the Harm.**

# Contacts & Questions



Website  
[FairerGambling.com](http://FairerGambling.com)

General Contact  
[info@fairergambling.com](mailto:info@fairergambling.com)

Press  
[info@fairergambling.com](mailto:info@fairergambling.com)

For US Legislators  
[brianne@consultbds.com](mailto:brianne@consultbds.com)

Fairer Gambling is funded by Derek Webb LLC (CA 202356017711)

Derek Webb LLC  
Suite 800, 8383 Wilshire Blvd, Beverly Hills, CA, 90211, USA



Website  
[YieldSec.com](http://YieldSec.com)

General Contact  
[info@yieldsec.com](mailto:info@yieldsec.com)

Press  
[info@yieldsec.com](mailto:info@yieldsec.com)

Head of Press  
Yasmine Scott  
[yasmine.scott@yieldsec.com](mailto:yasmine.scott@yieldsec.com)

Yield Sec is a technical marketplace intelligence platform from Yield Sec Global Inc.  
Suite 150, 4610 S. Ulster St, Denver, CO, 80237, USA