



Euromonitor
International

Fan Engagement in Focus: Measuring the Impact of Sports Betting on the Industry

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INTRODUCTION

Scope

Key findings

WHAT ROLE DOES SPORTS BETTING PLAY IN DRIVING FAN ENGAGEMENT?

Fan engagement in sports: What is it and why does it matter?

Where does sports betting fit into the fan engagement equation?

Understanding the appeal of sports betting for fans and sports organisations

UK in focus: A strong sports offering drives in-market sports betting

US in focus: Intersection of major leagues, betting brands and fans concentrating attention

Driving interest in sports: Betting brands drive engagement across the sports ecosystem

Masters of marketing: Stake.com partners with Drake to expand its global presence

A source of innovation: How betting brands are leveraging faster connectivity

The rise of superapps: DAZN aims to become a one-stop shop for sports fans

Convenience is key: NBA drives engagement through NBA Launch Pad incubator

Enhanced user experience: How sports betting brands embrace flexible payments options

Sports betting will remain an important component within the fan attention ecosystem

CAN SPORTS BETTING SPONSORSHIPS TURBOCHARGE FAN ENGAGEMENT?

Keys to understanding the sports betting and partnership landscape

Exploring the gambling industry's sponsorship portfolio in top European and US leagues

US major leagues set to surpass European counterparts: What it means for engagement?

With an unparalleled US fanbase, NFL secures the lion's share of betting sponsorships

Betting brands rely on Premier League strength to engage global audiences

How do fans bet on sports and how does this fuel partnerships?

Beyond team sports: Partnerships will continue to unlock and engage fans

Balancing engagement and ethics: The challenge that will define the future of sports betting

Gambling sponsorships create heightened risk for sports properties

Trust, transparency and safety all key components to stay on fans' good side

#Betwomen: Gaming Society promoting women's sports through sports betting

Sports betting will not just drive revenues, but could also re-shape sports

KEY TAKEAWAYS

Three key learnings for stakeholders looking to engage fans through sports betting

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