

The Bet[♠]R Network

To: Bill Moir
From: Mike Sinnott
Date: September 12, 2019
Re: Sports Betting in Illinois

Illinois Governor J.B. Pritzker signed the "Sports Wagering Act" into law on June 28, 2019. Currently, gambling on sports is not operational in the state. After the passage of the law, the state started the process of regulating sports gaming in the state. The Illinois Gaming Board (IGB) is the state regulatory body that will oversee sports betting. The IGB is currently accepting public comment on the rules and regulations for sports betting. The public comment period ends September 27. The next meeting of the IGB will be on September 16. Hopefully, additional details about sports betting in the state will be available after that meeting.

A few important aspects of the law to keep in mind as we move forward and recommendations on how this can benefit your business:

1. Illinois will have more than 2,500 sports betting kiosks where bets can be placed on sports. This is similar to the lottery scratch off kiosks throughout the state. These kiosks will make sports betting available throughout the state and expand sports betting beyond the traditional brick-and-mortar sports books.

This expansion of sports gaming throughout the state will increase interest in sports and sports betting. There is a direct correlation between legalization of sports betting and an increase in the demand for relevant, real-time information about the sports betting markets. VSIN and "The BetR Network" is the CNBC of sports betting, delivering information from entertaining, passionate, and informed hosts.

2. Digital betting is a component of the Illinois legislation. Draft Kings and Fan Duel have been placed in a punitive "penalty box" for 18 months and are unable to operate in Illinois under those brand names. This is a punitive measure for operating as a de facto gambling site, illegally, for several years.

Draft Kings and Fan Duel could technically operate an online betting site for a casino partner, but not under the those brand names. In addition, Rush Street Interactive is moving into the market with online sports betting similar to what they're currently doing for Philadelphia's Sugar House Casino. Rush Street Interactive could be a partner for radio advertising on your station.

3. The law allows for sports betting at sports venues with a capacity of 17,000 or more. The sports venues eligible to include on-site sports betting are: Soldier Field; Wrigley Field;

Guaranteed Rate Field; Seat Geek Stadium; Chicagoland Speedway; and Worldwide Technology Speedway.

This creates an opportunity for a station to create a BetCast for bettors attending the games at these venues. The BetCast would reach those attending the game and betting in-play during the game. The BetCast doesn't necessarily need to be from a radio station within ear-shot of the

4. Brick-and-mortar casinos will have traditional sports books. The laws governing them have yet to be written by state regulators. Currently, there are ten casinos in the state, including:

CASINO	LOCATION
CASINO QUEEN	EAST ST. LOUIS (ST. CLAIR)
HARRIAH'S JOLIET	Joliet (Will County)
HARRAH'S METROPOLIS	Metropolis (Massac County)
Hollywood Casino Aurora	Aurora (Kane County)
Grand Victoria Casino Elgin	Elgin (Kane County)
Hollywood Casino Joliet	Joliet (Will County)
Argosy's Alton Belle Casino	Alton (Madison County)
Rivers Casino	Des Plains (Cook County)
Par-A-Dice Casino	East Peoria (Tazewell County)
Jumer's Casino & Hotel	Rock Island (Rock Island County)

Under the provisions of the law, Chicago will have its first casino, a privately-owned venture. The Chicago Casino will not open until 2022 at the earliest. In addition, future casino locations include: Danville, Rockford, Waukegan, and Williamson counties.

In addition, the new law authorizes six new casinos in the state. It is likely that those casinos will include sports books as part of the gaming menu. The expansion of gaming options in the state will increase the number of players throughout Illinois, creating an audience for this content.

As sports betting becomes more prevalent in the state, demand for this information will increase significantly among sports fans and sports bettors. Legalized sports betting in the state is likely 6-8 months away when you consider the state is starting from scratch as it builds out its regulatory infrastructure to manage sports betting.

Flipping your format to the BetR Network could be a bit premature at this time, especially if you're hoping to generate a revenue stream from casinos and sports books. Yet, flipping to the format a few months prior to the first bet being placed in Illinois would be advantageous to establish your station as the market leader in this format.

Even without legal sports betting in your state, in a crowded sports-radio marketplace, the BetR Network delivers a competitive advantage for your station. Unlike the other sports networks, our hosts actually talk about sports with the passion of someone who has more than just a rooting interest in the outcome of the game. The BetR Network stands alone as a sports-radio network that actually talks about sports and provides you with a competitive advantage whenever you launch the format.