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SUPER BOWL LVII

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INTRO TO BIG GAME BETTING GUIDE



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The NFL season starts in August with preseason contests, followed by 18 weeks of the regular season and three exciting rounds of playoff games. It all culminates in the Super Bowl, the biggest sports betting event of the year – by far.

Last year, nearly \$180 million was wagered on the Big Game in Nevada alone – and countless other billions of dollars in regulated (and unregulated) markets around the world. All eyes will be on Super Bowl LVII in Phoenix on Sunday, Feb. 12, and there are more ways than ever to bet the Big Game. Just about every play in the Super Bowl will help to determine some wager and proposition wagers aka “props” (first TD of the game, over/under 2.5 field goals, MVP, etc.) now represent more than 50% of the amount wagered at sportsbooks.

With sports betting now legal in over 30 U.S. states, this should be the most-bet Super Bowl ever in legal U.S. sports betting history. It doesn’t hurt to have two big-name teams and a spread under a field goal, either.

But if you don’t know what a spread, total, money-line or prop bet is, this guide is for you. We’ll help you with the basics of betting and get you prepared for Super Bowl LVII. And be sure to check out our Big Game Betting Guide, with picks, tips and best bets from VSiN talent coming out on Wednesday, Feb. 8 on VSiN.com for subscribers.

Ben Fawkes
Vice President, Digital Content



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Super Bowl Betting Trends and Systems

By Steve Makinen

This year's Super Bowl will be the 57th, and seemingly, the game gets bigger and bigger every year, at least according to the size of the TV audience and amount of dollars wagered.

A sample size of 56 previous Super Bowls can lead us to a sizable number of definitive trends and patterns that have formed, all of which can help us to project how the upcoming matchup might play out, as of course there are similarities between this and past games. Perhaps bits from this article will prove to be the ultimate decider of your final plays, perhaps not. Regardless, the information you'll pick up here should make you more knowledgeable before placing your wagers.

Here a few notable Super Bowl LVII trends:

SUPER BOWL GAME STAT ANGLES

- Teams that rush for more yards in the Super Bowl are 41-15 straight up and 39-14-3 against the spread (73.6%). The Bengals outrushed the Rams last February, 79-43.
- Teams that average more passing yards per attempt in the NFL title game are 44-12 SU and 37-16-3 ATS (69.8%). The Rams and QB Matt Stafford outdueled Joe Burrow and the Bengals in this category 6.3-5.5.
- In the 44 previous Super Bowls in which there was a turnover advantage for either team, the team that had fewer turnovers has lost just seven times, going 35-8-1 ATS (81.3%). One of those outright losses was last year, although the Bengals did cover the point spread after being on the favorable end of a 2-0 turnover decision.
- Teams that win the time of possession battle are 41-15 SU and 39-14-3 ATS (73.6%) in the history of the Super Bowl, and the Rams were the latest to win on that edge, holding the ball for about 1.5 minutes longer than Cincinnati.
- Teams that hold an edge in at least three of these four key statistical categories are 40-5 SU and 36-8-1 ATS (81.8%); amazingly, three of those outright losses were in the last eight games.
- Teams that win all four categories are 26-0 SU and 24-1-1 ATS (96%). The only ATS loss occurred in Super Bowl XXXIX in Philadelphia's ATS win versus the Patriots.

IN-GAME SCORING TRENDS

- In terms of scoring, the average winning score is 30.0 PPG, with the average losing score being 16.1 PPG, an average winning margin of 13.9 PPG. However, interestingly, 17 of the last 19 games have been decided by 14 points or less, a sign of a much more competitive era in the NFL. One of those two blowouts was of course in 2021. This year's game and its miniscule point spread again point to a competitive game.
- The 2008 New York Giants were the first team in 33 years to win the Super Bowl without hitting the 20-point mark. The Patriots did it again in 2019 with the lowest winning point total ever (13).
- Since the epic 35-31 duel between Pittsburgh and Dallas in Super Bowl

XIII in 1979, there have been 26 teams to hit the 30-point mark in this game, their record: 24-2 SU & 23-3 ATS. Only New England, a 32-29 winner over Carolina in '04, San Francisco in 2013, and New England in 2018 failed to cover their point spreads.

- There have been 22 previous Super Bowl teams that have failed to reach the 14-point mark. Their record: 1-21 SU and ATS (4.5%). This is another trend illustrating just how improbable the Patriots' 2019 win was.
- More on the recent competitiveness of the game: of the only 17 games to be decided by less than a touchdown, eight of them have been in the last 15 years.

ATS AND MONEY LINE TRENDS

- Favorites in the Super Bowl are 35-20 SU but own an ATS mark of 25-27-3 (48.1%), with the 1982 game a pick-em point spread. However, over the past 21 years, underdogs own a 15-6 ATS (71.4%) edge, including 11-4 ATS in the last 15. Cincinnati lost outright 23-20 in 2022, but did win ATS as a 4.5-point underdog.
- Favorites of a touchdown or more are 3-2 SU but 0-4-1 ATS (0%) since the millennium. Still, there hasn't been a favorite of that magnitude since the Patriots in 2008.
- The straight up winner is 46-7-3 ATS (86.7%) in the 56 previous Super Bowls. Interestingly, one of those ATS losses did occur last year as Cincinnati became the first underdog to cover a point spread without winning on a Super Bowl line of less than six points. The general thought is that champions typically leave little doubt in this game.
- The NFC has taken a 29-27 outright lead with back-to-back Super Bowl wins, and maintains a 28-25-3 (52.8%) ATS edge all time. However, AFC teams are 6-3 ATS in the last nine games.
- The team that is the better playoff seed is just 2-15-2 ATS (11.8%) in the last 26 Super Bowl games! Note, in 2011, 2014, 2015, 2016, 2018, 2019 and 2022, equal seeds matched up.

OVER/UNDER TRENDS

- Overall, in the 55 Super Bowl games that have had totals, the results are split: 27-27-1. The last four have gone UNDER, the first time there has been that much of an UNDER streak since the four straight in '05-'08. The 2019 game went UNDER in record fashion, falling short of the posted number by 39 points!
- There has been 46.1 PPG scored in the Super Bowl, on posted totals averaging 44.9. However, the early years' totals were often in the 30's, dragging that number down significantly. More recently, the last 18 years have seen an average posted total of 49.9, with 46.3 PPG scored. Eleven of the 18 games in that era went UNDER.
- For the past 12 Super Bowl games with totals in the 50's, UNDER is 9-3 (75%)
- The 2022 Super Bowl was one of only 18 in history that saw both teams reach the 20-point mark; 14 of those games resulted in an OVER.

SUPER BOWL BETTING HISTORY

SB# (Date)	FL	FT	NFC TEAM	Score	AFC Team	Score	SU	ATS	Total
1 (1/15/67)	GB -14		Green Bay	35	Kansas City	10	Green Bay	Green Bay	N/A
2 (1/14/68)	GB -13.5	43	Green Bay	33	Oakland	14	Green Bay	Green Bay	Over
3 (1/12/69)	BAL -18	40	Baltimore	7	NY Jets	16	NY Jets	NY Jets	Under
4 (1/11/70)	MIN -12	39	Minnesota	7	Kansas City	23	Kansas City	Kansas City	Under
5 (1/17/71)	DAL -2.5	36	Dallas	13	Baltimore	16	Baltimore	Baltimore	Under
6 (1/16/72)	DAL -6	34	Dallas	24	Miami	3	Dallas	Dallas	Under
7 (1/14/73)	WAS -1.5	33	Washington	7	Miami	14	Miami	Miami	Under
8 (1/13/74)	MIA -6.5	33	Minnesota	7	Miami	24	Miami	Miami	Under
9 (1/12/75)	PIT -3	33	Minnesota	6	Pittsburgh	16	Pittsburgh	Pittsburgh	Under
10 (1/18/76)	PITT -6.5	36	Dallas	17	Pittsburgh	21	Pittsburgh	Dallas	Over
11 (1/9/77)	OAK -4.5	38	Minnesota	14	Oakland	32	Oakland	Oakland	Over
12 (1/15/78)	DAL -6	39	Dallas	27	Denver	10	Dallas	Dallas	Under
13 (1/21/79)	PITT -4	37	Dallas	31	Pittsburgh	35	Pittsburgh	TIE	Over
14 (1/20/80)	PITT -10.5	36	LA Rams	19	Pittsburgh	31	Pittsburgh	Pittsburgh	Over
15 (1/25/81)	PHI -3	37.5	Philadelphia	10	Oakland	27	Oakland	Oakland	Under
16 (1/24/82)	PK EM'	48	San Francisco	26	Cincinnati	21	San Francisco	San Francisco	Under
17 (1/30/83)	MIA -3	36.5	Washington	27	Miami	17	Washington	Washington	Over
18 (1/22/84)	WAS -3	48	Washington	9	LA Raiders	38	LA Raiders	LA Raiders	Under
19 (1/20/85)	SF -3	53	San Francisco	38	Miami	16	San Francisco	San Francisco	Over
20 (1/26/86)	CHI -10	37	Chicago	46	New England	10	Chicago	Chicago	Over
21 (1/25/87)	NYG -9.5	40.5	NY Giants	39	Denver	20	NY Giants	NY Giants	Over
22 (1/31/88)	DEN -3.5	47	Washington	42	Denver	10	Washington	Washington	Over
23 (1/22/89)	SF -7	47.5	San Francisco	20	Cincinnati	16	San Francisco	Cincinnati	Under
24 (1/28/90)	SF -12.5	47	San Francisco	55	Denver	10	San Francisco	San Francisco	Over
25 (1/27/91)	BUF -7	39	NY Giants	20	Buffalo	19	NY Giants	NY Giants	TIE
26 (1/26/92)	WAS -7	49	Washington	37	Buffalo	24	Washington	Washington	Over
27 (1/31/93)	DAL -6	45	Dallas	52	Buffalo	17	Dallas	Dallas	Over
28 (1/30/94)	DAL -10.5	50.5	Dallas	30	Buffalo	13	Dallas	Dallas	Under
29 (1/29/95)	SF -18	54	San Francisco	49	San Diego	26	San Francisco	San Francisco	Over

SUPER BOWL BETTING HISTORY

SB# (Date)	FL	FT	NFC TEAM	Score	AFC Team	Score	SU	ATS	Total
30 (1/28/96)	DAL -13.5	52	Dallas	27	Pittsburgh	17	Dallas	Pittsburgh	Under
31 (1/26/97)	GB -14	49	Green Bay	35	New England	21	Green Bay	TIE	Over
32 (1/25/98)	GB -11.5	49	Green Bay	24	Denver	31	Denver	Denver	Over
33 (1/31/99)	DEN -7.5	51.5	Atlanta	19	Denver	34	Denver	Denver	Over
34 (1/30/00)	STL -7	48	St Louis	23	Tennessee	16	St Louis	TIE	Under
35 (1/28/01)	BAL -3	32.5	NY Giants	7	Baltimore	34	Baltimore	Baltimore	Over
36 (2/3/02)	STL -14	52.5	St Louis	17	New England	20	New England	New England	Under
37 (1/26/03)	OAK -3.5	44	Tampa Bay	48	Oakland	21	Tampa Bay	Tampa Bay	Over
38 (2/1/04)	NE -7	38	Carolina	29	New England	32	New England	Carolina	Over
39 (2/6/05)	NE -7	47	Philadelphia	21	New England	24	New England	Philadelphia	Under
40 (2/5/06)	PIT -4	46.5	Seattle	10	Pittsburgh	21	Pittsburgh	Pittsburgh	Under
41 (2/4/07)	IND -6.5	47	Chicago	17	Indianapolis	29	Indianapolis	Indianapolis	Under
42 (2/3/08)	NE -12.5	54	NY Giants	17	New England	14	NY Giants	NY Giants	Under
43 (2/1/09)	PIT -6.5	46.5	Arizona	23	Pittsburgh	27	Pittsburgh	Arizona	Over
44 (2/7/10)	IND -4.5	56.5	New Orleans	31	Indianapolis	17	New Orleans	New Orleans	Under
45 (2/6/11)	GB -3	44.5	Green Bay	31	Pittsburgh	25	Green Bay	Green Bay	Over
46 (2/5/12)	NE -3	53	NY Giants	21	New England	17	NY Giants	NY Giants	Under
47 (2/3/13)	SF -4.5	47.5	San Francisco	31	Baltimore	34	Baltimore	Baltimore	Over
48 (2/2/14)	DEN -2	47	Seattle	43	Denver	8	Seattle	Seattle	Over
49 (2/1/15)	SEA -1	47	Seattle	24	New England	28	New England	New England	Over
50 (2/7/16)	CAR -4.5	43.5	Carolina	10	Denver	24	Denver	Denver	Under
51 (2/5/17)	NE -3	57	Atlanta	28	New England	34	New England	New England	Over
52 (2/4/18)	NE -4.5	49	Philadelphia	41	New England	33	Philadelphia	Philadelphia	Over
53 (2/3/19)	NE -2	55.5	LA Rams	3	New England	13	New England	New England	Under
54 (2/4/20)	KC -1	53	San Francisco	20	Kansas City	31	Kansas City	Kansas City	Under
55 (2/7/21)	KC -3	55.5	Tampa Bay	31	Kansas City	9	Tampa Bay	Tampa Bay	Under
56 (2/13/22)	LAR -4.5	48.5	LA Rams	23	Cincinnati	20	LA Rams	Cincinnati	Under
57 (2/12/23)	KC -1.5	51.5	Philadelphia		Kansas City				

Five Tips for Betting Super Bowl Props

By Josh Appelbaum

Prop bets, also known as propositional bets, exotics, or just “fun bets,” are any kind of bet on a game that isn’t a conventional spread, moneyline or Over/Under bet. Typically the most popular props are props involving key offensive players (over/under total passing yards for Jalen Hurts), but there are literally hundreds to choose from.

Props are available year-round for almost all major sports, but they absolutely explode for the Super Bowl. In recent years, the handle (the amount of money accepted by the books) at sportsbooks for prop bets has overtaken the handle for conventional Super Bowl betting.

Before we dig into some Super Bowl prop betting tips, it’s important to note two big ground rules.

First, you cannot parlay props with other props. This means you can’t tie multiple props into the same bet and try to increase your payout.

Second, all the “wacky” props that people like to bet on, including the length of the national anthem, the color of the Gatorade dumped on the winning coach, the first commercial and which songs will be sung during the halftime show are not available in Nevada. The Gaming Control Board does not allow it. So if you’re looking for those bets, you will have to go to another legal slate, such as New Jersey, or to a global (offshore) book.

Here are five tips for Super Bowl prop betting ...

1. DON'T BET TOO MANY PROPS

The sheer volume of available Super Bowl prop bets can be overwhelming. If you can think of one, chances are there’s a sportsbook offering it. On one hand, this is a gift because you have so many chances to make money. But it can also be a curse and lead you to betting way too many. Don’t feel as if you have to bet every single one; instead, pick a few that you feel you have a strong edge on. You would hate to spend two weeks handicapping the game and cash your spread or Over/Under play but then go 5-10 on prop bets and forfeit your hard-earned winnings on the conventional game line.

2. SHOP FOR THE BEST LINE

If you are looking to buy a new car, are you going to head down the street to the nearest dealership and take whatever price they’re offering? Of course not. You are going to do your homework, compare prices at several dealerships and buy the car at the place that offers the best price. Bettors should approach prop betting the same way. Once you identify a prop you feel has value, shop around and make sure you get the best line. If you like Cam Akers Under rushing yards, look for the prop at a handful of books. One might have the Over/Under at 87.5, the next at 85.5 or another at 82.5. Having multiple outs can be the difference between a win, a loss and a push.

3. LEAN ON “NO” AND “UNDER”

Pros and Joes both love betting prop bets, but they typically approach them from different mindsets. Average Joes gravitate toward Yes, plus-money prices and Over. They want to get rich quick and are mesmerized by the big payouts because they want to turn their \$10 into \$100. They want to bet Overs because they are psychologically biased toward wanting to see a high-scoring, fun, action-packed game. It’s no fun to root for an Under. However, the sportsbooks know this and shade numbers toward public sides, which creates added value to go the other way. If pros saw value on Overs, they likely hit them immediately when the props opened. If you’re late to the party, all the Over value is gone because most numbers have been bet and moved. As a result, waiting late to take Unders isn’t a bad idea. Every year, two wiseguy favorites are to bet “no” on “Will there be a safety?” and “Will the game go to overtime?” Also, sharps aren’t afraid to bet favorite numbers for props. They aren’t scared off by the minus number as long as they see value.

4. DON'T BET THE COIN FLIP

One of the most popular prop bets is the coin flip. On the surface, it seems like a fun bet. After all, it’s either heads or tails. You have a 50-50 chance and if you win, you get paid out before the game even starts. However, it’s not exactly a 50-50 shot because sportsbooks juice both sides to -103 or -105 or -110. This is why books love the coin-flip prop: No matter the outcome, they rake in the juice and are guaranteed a profit. Unless you see a book offering even money on a coin flip, you should lay off. The juice isn’t worth the squeeze. Also, don’t bet one-sided props. If the books are allowing only one option, there is likely a reason behind it. Don’t fall into the trap.

5. FOLLOW PROP LINE MOVEMENT

Unfortunately, there is no prop live-odds page that keeps an up-to-date record of every prop line at every sportsbook. However, you can still look for sharp line movement the old fashion way – with a notebook or a spreadsheet. Write down the current prices on the props you are interested in, and then check in on them every 12 or 24 hours and see which way they’ve moved. By monitoring the movement, you can get a good idea which ones are receiving heavy betting. If you see Jalen Hurts rushing yards start to dip from 17.5 to 14.5, it’s safe to assume the Under is getting hit hard. You could then shop for the best line and look for a book still hanging a 17.5 before it moves. You could also buy low or sell high based on a huge market move. For example, if Burrows’ rushing prop falls drastically from 17.5 to 7.5, you could buy low on the over 7.5 for value sake alone.

Super Bowl Prop Betting Strategies

By Adam Burke

Remember when you were a kid and you sat down with the toy ads before Christmas to make out your wish list? That's what the prop bet offerings are like for the Super Bowl. Bettors used to run all over Las Vegas picking up thick packets of betting options for the Big Game and would have to hustle from sportsbook to sportsbook to try and pick off the good lines at the good prices.

Apps and automation have changed a lot, but prop betting is still widely regarded as the best way to bet on the Super Bowl. The spread and total for the most scrutinized game of the season with the highest betting handle are going to be extremely tight. Therefore, the sharpest and smartest bettors look to attack the props.

Here are a few basic prop betting strategies to consider before placing a wager:

SHOP AROUND FOR THE BEST PRICE

Josh mentioned it, but I can't stress enough the importance of shopping around for the best lines on the props that you want. You are doing yourself a major disservice to take a line at -115 when you can find -110 or -105. The break-even percentage (the amount of bets you need to win to break even) at the standard vigorish of -110 is 52.3%. It goes up to 53.49% of bets at -115 and goes down to 51.22% at -105.

These may not seem like big differences, but over your betting career, they can amount to a lot. They are huge differences for those putting down lots of money, but bettors of all bankroll sizes should get in the habit of betting into the best juice.

Sportsbooks must balance a lot of action with props, as some books offer upwards of 1,000 different betting options. One book may be hit heavier on a running back's Over rushing yards, while another one may not have seen much action yet. The book heavy on the Over might have the line at 76.5 and the book that hasn't seen a lot might have the line at 73.5.

Why would you bet into 76.5 when you can bet into 73.5? Your bets may not always win, but you want to set yourself up for the best chance at success. Too many people will say, "What difference does 3 yards make?", or won't even look at the juice. These are cardinal sins for a bettor, especially at Super Bowl time.

AVOID OVEREXPOSURE AND THINK ABOUT "GAME STATE"

Think back to your thoughts on Super Bowl LVI last year. Did you like the Rams or the Bengals? What was the process that you used to come to that conclusion? Was there a specific matchup or two that you liked or didn't like?

Too many bettors look at the side that they like or the over and load up on player props that align with what they've already bet. The issue with this? If you're wrong about the game, it can be an extremely costly mistake.

In some respects, you almost want to think about a reverse handicap with player props to keep from having too many outcomes tied to one team. If you really like the Bengals, wouldn't that mean the Rams are trailing late and would have to throw a lot? Maybe you look at passing and receiving props over for the team you expect to be trailing and rushing overs for the team you expect to be leading.

This is a concept called "game state". A team trailing by 14 points late will have to throw the ball. A game with a close score means that the offenses will mostly run like normal.

You may have really liked Cincinnati, but if the Bengals had a big second-half lead, that wouldn't be a positive development for your player props. Unless the game ends up a one-sided blowout and you have a magical Super Bowl - which hasn't happened all that often - you want to have a really diversified portfolio with your prop bets.

Imagine how the game could play out and think about the players that impacts the most, both positively and negatively. Think about the matchups that look good to exploit and if those opportunities will be there. Then attack with your player prop wagers.

ADDITION (+) BY SUBTRACTION (-)

In the era of same-game parlays and the other lottery tickets that get a lot of run from the sportsbook PR teams, bettors are led to believe that getting rich quick happens a lot. We see it on a micro level with these big betting events like the Super Bowl. Everybody wants to bet the

big "plus prices" like the +800 on if the game will go to overtime or the +800 that there will be a safety. These things are very unlikely to happen, but fall under the "bet a little, win a lot" category.

We've had 56 Super Bowls and only one has gone to overtime. It took 51 Super Bowls to get the first one. A safety has happened in just six of 56 Super Bowls (the last one was in 2013). Generally speaking, the value in a lot of props is on laying a "minus price" as opposed to betting the plus price. The true odds of most of these events are not remotely close to what the plus-money odds would suggest.

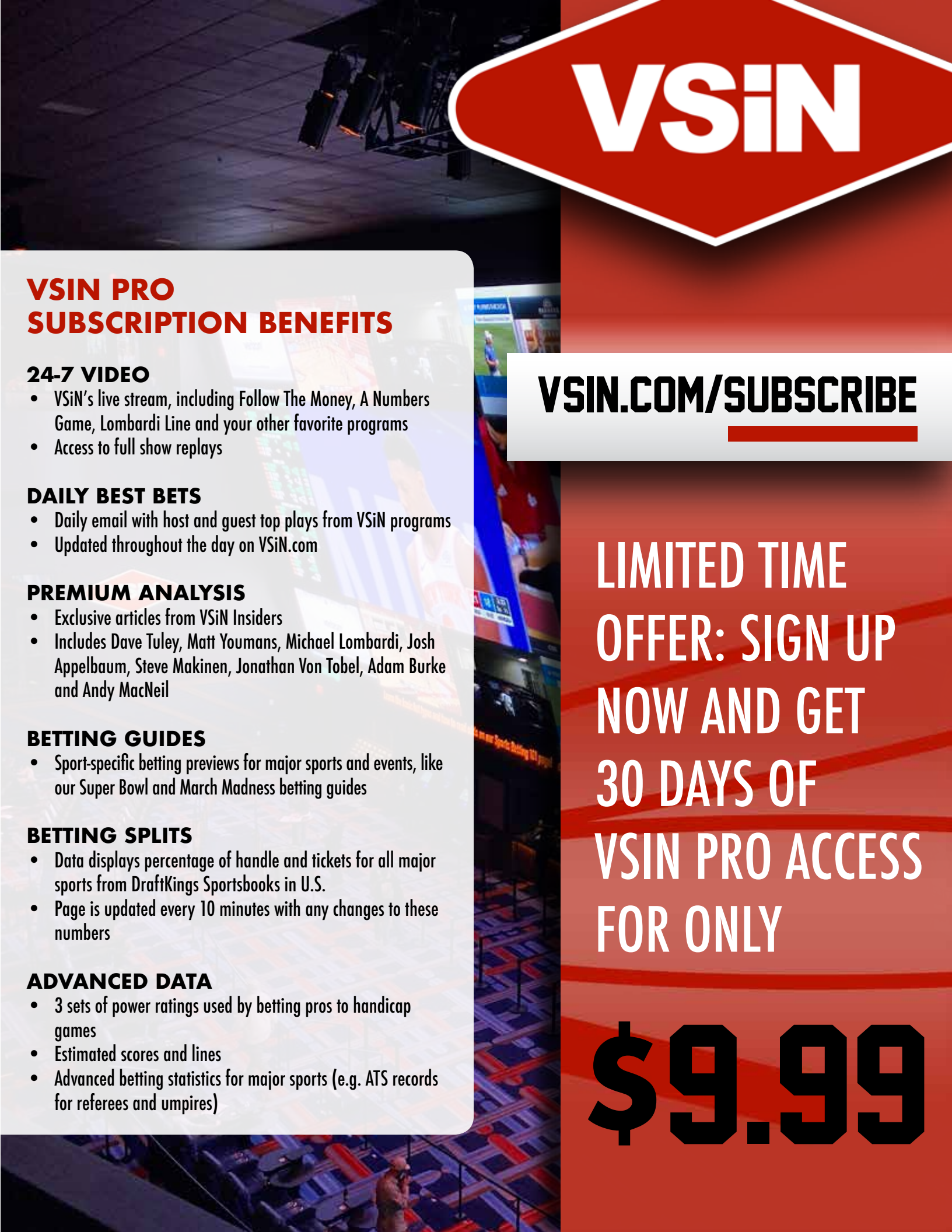
You're more likely to add to your bankroll by betting more to win less instead of betting less to win more. That's by design. The sportsbooks know that bettors will love the idea of making a small wager to win a lot, so the odds look enticing. The reality is that they should look even more enticing, but they don't have to be set that way because bettors will fire away anyway.

CROSS-SPORT AND NOVELTY PROPS

Most sportsbooks offer cross-sport props and those that are allowed by the rules and regulations of their jurisdictions offer novelty props. Let's start with cross-sport props, which will be something like "Player X Rushing Yards vs. NBA Player Points + Assists + Rebounds" or "Made Field Goals vs. NHL Player Shots on Goal".

These can be really astute opportunities to cash a ticket. Like I mentioned above, think about game state and how you expect things to play out. Player X may not get a lot of chances to play out the ball, but the NBA player is participating in a game with a total of 230. He's likely to have a high-scoring environment and a lot of touches.

Novelty props are a lot different and are mostly offered in faraway places. These are props about the TV broadcast, commercials, Gatorade colors and all sorts of other topics. Because these aren't offered in most legal jurisdictions, they won't be of much concern, but my one piece of advice is to thoroughly and critically analyze what the specific house rules are on these bets. They are often open to a lot of interpretation and you're generally not going to sway the house's decision.



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