

Sports Gambling - Canada - 2022

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This report looks at the following areas:

- What types of betting do consumers engage in? How often? How many sports?
- Which sports do consumers bet on? Which sports do they plan to bet on in the future?
- Do consumers watch the games they bet on? What would motivate them to bet in the future?
- What are consumers' reasons for or against betting on sports?
- What are some general consumer attitudes towards sports betting?

The majority of Canadians participate in some form of betting, and just under a third participate in sports betting in some shape or form. This is a huge market for sportsbooks, networks and leagues to tap into in order to increase market share by doing things like facilitating betting, generating larger fandom, and increasing viewership and engagement with their brands.

Sports betting stakeholders were recently handed an incredible boon by the Canadian government. An August 2021 ruling legalized single sports betting in Canada, prompting the adoption of the practice across all provinces over the course of about eight months. More recently, the government of Ontario used that decision as a stepping stone to launch its own online gaming (ie gambling) market called iGO, through the AGCO. What this means for stakeholders is that third-party nongovernment-run betting platforms and sportsbooks were now completely legal to run in Ontario when regulated by the AGCO and iGO.

So now the sports betting landscape is entering a new era, as other provinces are likely to follow suit. Canadians are witnessing the onset of an incredibly competitive gambling environment in Ontario with aggressive welcome incentives, loyalty programs, perks and bonuses from now-legitimized brands in a regulated marketplace. In fact, it has never been a better time to be a sports bettor. Throughout this Report, the desires of consumers with respect to sports



“With the launch of the iGaming Ontario market, the sports betting landscape in Canada has fundamentally changed. Third-party sportsbooks are now legally able to register with the AGCO and operate in the province, with other provinces eyeing the move and likely aiming to follow suit.”

– Michael Lloyd, Senior Tech and Media Analyst

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betting will be explored, and this information is key to emerging sportsbooks hoping to carve out a niche in the emerging Canadian betting market.

From a consumer perspective, trust remains an issue as many of the emerging brands were still previously accessible but unregulated, so there may be residual stigma around any brands that aren't government run (ie PROLINE+). Brands are navigating around this difficulty by offering incentives like initial deposit matching up to certain amounts, free bets and perks like bet insurance, all of which resonate with value-minded consumers.

From a league and network perspective, driving increased sports betting can only be a good thing, with betting activity directly correlated with viewership and consumers directly saying that betting makes them more interested in following the sports they bet on.

Ultimately, the next few months should be interesting as sportsbooks carve out their own market niche and clear winners become evident.

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