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Clarion underlines importance of GiGse following SCOTUS ruling

Clarion Gaming's Head of Industry Insight and Engagement, Ewa Bakun has welcomed the Supreme Court's ruling on the Murphy vs. National Collegiate Athletic Association (NCAA) case as a key launchpad for the legalisation of sports betting in all 50 states across the United States ahead of this year's GiGse (May 31 – June 1, The Biltmore, Miami) event which is dedicated to the US gaming industry, and Sports Betting USA, the first event dedicated exclusively to the development of sports betting in the USA.

In a statement this week on the ruling, Geoff Freeman, President and CEO of the American Gaming Association (AGA) and one of the keynote speakers at last year's Sports Betting USA conference, explained: "Today's decision is a victory for the millions of Americans who seek to bet on sports in a safe and regulated manner. According to a Washington Post survey, a solid 55 percent of Americans believe it's time to end the federal ban on sports betting. Today's ruling makes it possible for states and sovereign tribal nations to give Americans what they want: an open, transparent, and responsible market for sports betting. Through smart, efficient regulation this new market will protect consumers, preserve the integrity of the games we love, empower law enforcement to fight illegal gambling, and generate new revenue for states, sporting bodies, broadcasters and many others. The AGA stands ready to work with all stakeholders – states, tribes, sports leagues, and law enforcement – to create a new regulatory environment that capitalizes on this opportunity to engage fans and boost local economies."

The Court's ruling on the case determined that the federal ban on sports betting as established by the Professional and Amateur Sports Protection Act of 1992 (PASPA) is unconstitutional, which could result in the legalization of sports betting in all 50 states in the future. The outcome of the ruling will play a major part in this year's GiGse, with the event agenda set to feature key legislators, operators and decision makers from the sports sector discussing the entire sector from customers and products to roll out options and the adoption of mobile and online.

Commenting on the ruling, Bakun said: "We have been eagerly awaiting the outcome of this case and support the decision which is set to usher in new era of betting in the United States. This momentous news comes mere weeks away from GiGse and with such a strong focus on sports betting, New Jersey and the future application of sports betting in the USA, our agenda truly reflects the event's reputation as the 'must attend' event for North American facing senior gaming professionals."

She continued: "We know through our events this decision will be welcomed by the industry's key stakeholders who have been seeking transparency, integrity, consumer protection, education and sustainable regulation as set out in the Clarion Accord, stipulated

after last year's inaugural and forward thinking Sports Betting USA Conference. The AGA's statement chimes with this and we look forward to working with the association alongside legislators and operators from across the country to discuss the future and help both the sport and betting sectors to drive change and deliver a regulated industry which protects the interests of the consumer and the integrity of sport. The North American gaming industry is at a very exciting juncture and as more and more decision makers demand additional insight and information to this new sector, we will strive to provide the most up to date speakers and learning and networking opportunities at GiGse and Sports Betting USA as the possibilities which will arise as a result of this decision continue to grow."

The Clarion Accord comprises the following five point plan:

- Make consumer protection and long-term health of the player the utmost goal through proactive, considerate and sustainable Responsible Gaming strategies that encompass impact not just now but in the future.
- Seek sports industry's buy-in by providing comfort, through an educational effort, that its commercial, reputational and integrity goals are fully met.
- Action a transparent and inclusive lobbying effort that considers the interests of all stakeholders, both gaming and sports, for a consistent message to policy-makers.
- Protect the integrity of sports by enabling full cooperation between sports, gaming, regulatory and enforcement stakeholders.
- Create a sustainable regulatory and taxation environment that instills trust for the consumer, provides revenues to the state budgets and roots out the illegal market.

GiGse's two-day program, which takes place alongside the co-located Juegos Miami, will feature a wide range of industry debates including the monetization of sports betting and its relationship with Tribal Gaming, the role of technology in growing the gaming industry outside of regulatory boundaries, the utilization of behavioral data in tracking players from mobile to the casino floor, personalization and artificial intelligence as methods of engaging with digital users, as well as an examination of the pace of online gambling regulation and consumer attitudes towards it. To download the full two-day agenda, visit: <https://www.gigse.com/download-agenda>

For more information on GiGse, visit www.gigse.com.

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Clarion Gaming's Head of Industry Insight and Engagement, Ewa Bakun