



Monitoring and Staying Current on Sports Gambling Issues



Wednesday, April 9, 2025
10:00 – 11:30 a.m.

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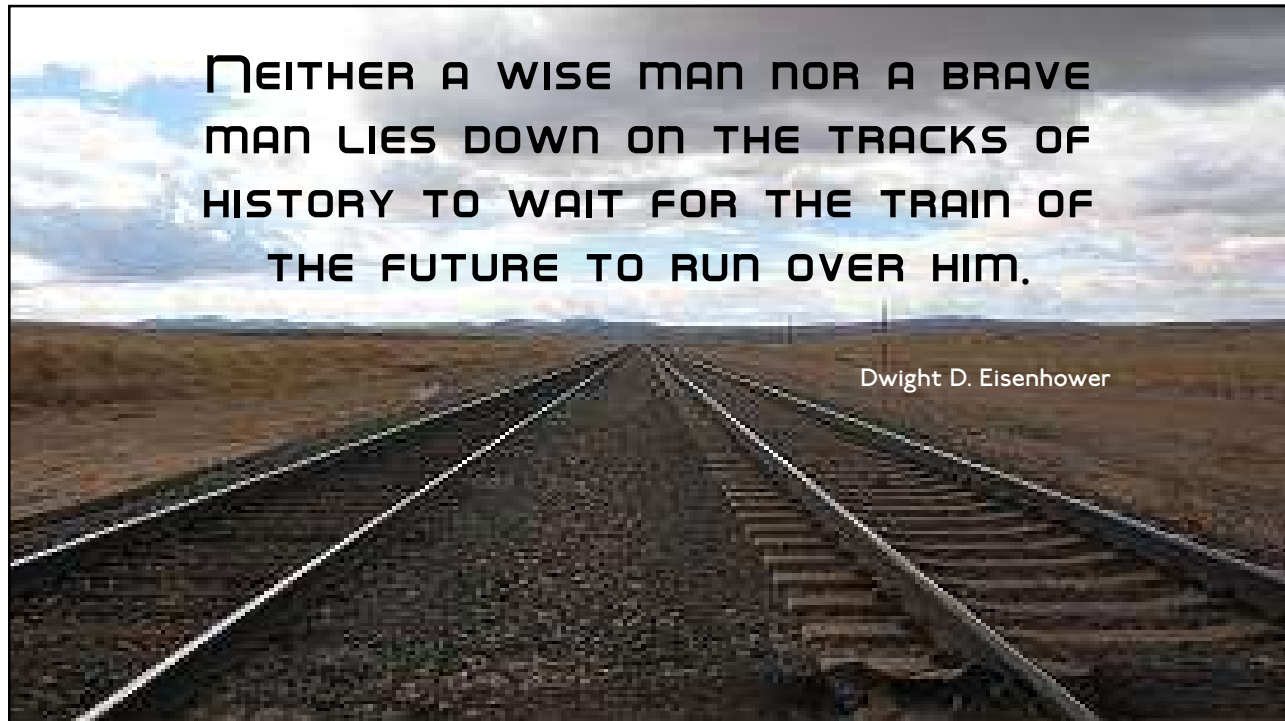


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KNOWLEDGE SHARING

**88% of professionals agree that
it's important for their teams to
be informed about third-party
news and developments.**

The Current State
of Knowledge Sharing
in the Enterprise

Are companies benefiting from the abundance of
knowledge made free and available by Web 2.0?

Scoop.it

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KNOWLEDGE SHARING

84% reported third-party industry-related content occasionally or frequently *teaches them something about their job that makes them more efficient.*

81% agree that it helps motivate employees.



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INFORMATION

All the available information means people have to work harder to consume it, categorizing information, sorting facts from opinion, and putting everything into context.

"Managing the Information Avalanche," Ron Ashkenas, Harvard Business Review, March 6, 2012

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INFORMATION

*Unless we take the time to do that,
and have the skills to do it well,
we could actually be less
knowledgeable.*

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INFORMATION

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INFORMATION

- ▶ Instead of trying to absorb everything, focus on a few key indicators.
- ▶ Differentiate opinion from data.
- ▶ Examine trends and patterns.
- ▶ Periodically look at the ecosystem.
- ▶ Use information as a basis for dialogue.

"Managing the Information Avalanche," Ron Ashkenas, Harvard Business Review, March 6, 2012

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TWO LISTS

The speed with which information hurtles towards us is unavoidable (and it's getting worse). But trying to catch it all is counterproductive. The faster the waves come, the more deliberately we need to navigate. Otherwise, we'll get tossed around like so many particles of sand, scattered to oblivion.

"Two Lists You Should Look at Every Morning," Peter Bregman, Harvard Business Review, May 27, 2009

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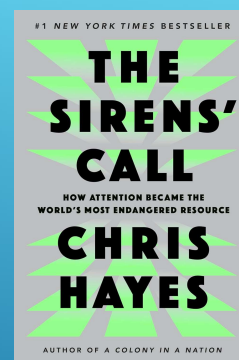
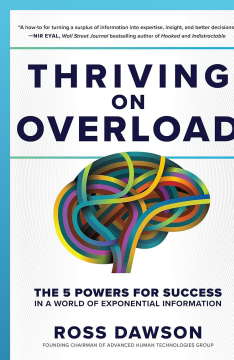
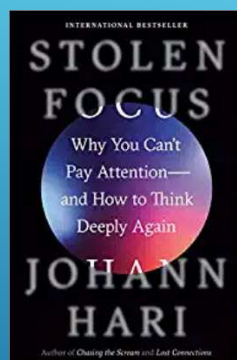
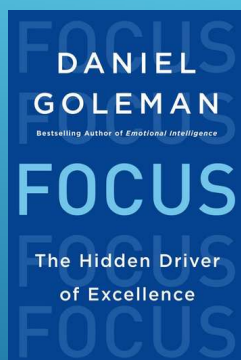
TWO LISTS

Never before has it been so important to be grounded and intentional and to know what's important.

"Two Lists You Should Look at Every Morning," Peter Bregman, Harvard Business Review, May 27, 2009

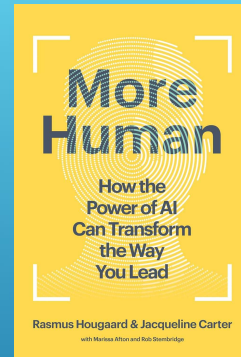
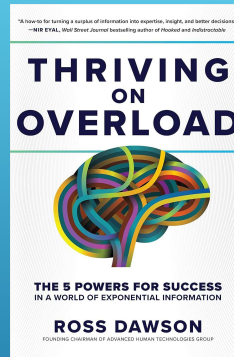
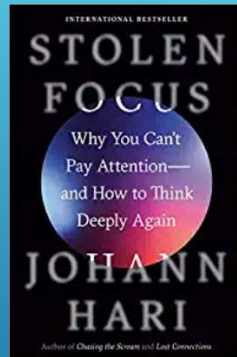
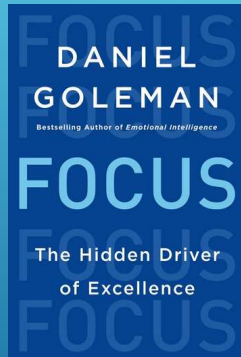
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TAKING A DEEP DIVE



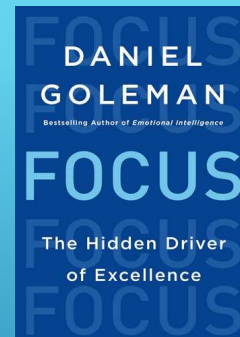
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TAKING A DEEP DIVE



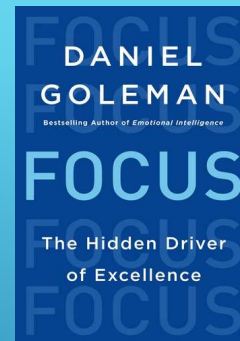
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This can be boiled down to a threesome: inner, other, and outer focus. A well lived life demands we be nimble in each.



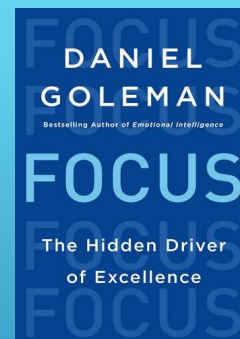
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*For leaders to get results, they need all three kinds of focus. A leader tuned out of his internal world will be **rudderless**. One blind to the world of others will be **clueless**. Those indifferent to the larger systems within which they operate will be **blindsided**.*



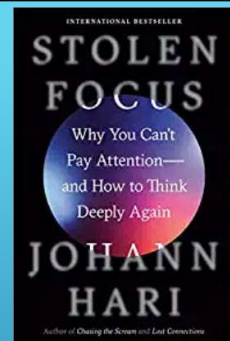
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Directing attention toward where it needs to go is a primal task of leadership. The talent here lies in the ability to shift attention to the right place at the right time. Sensing trends and emerging realities and seizing opportunities.



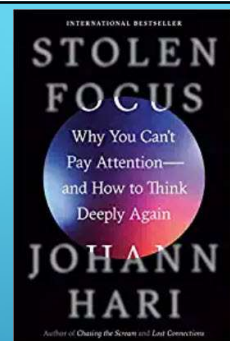
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We think our inability to focus is a personal failure to summon enough courage to ignore our devices.



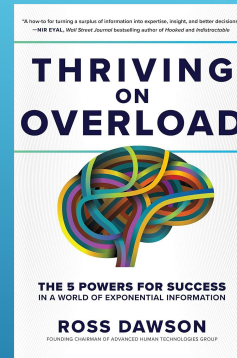
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The truth is even more disturbing: our focus has been stolen by powerful external forces that have left us extremely vulnerable to corporations determined to raid our attention for profit.



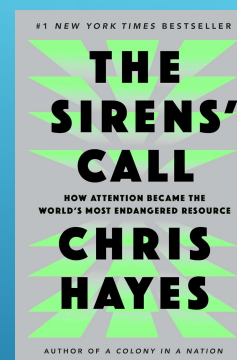
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...people who broadened their visual field were more likely to experience insight in solving problems. See more broadly, and you will think more broadly. The ability to expand your visual perception also enables faster reading by minimizing fixations and allowing you to more readily absorb concepts.



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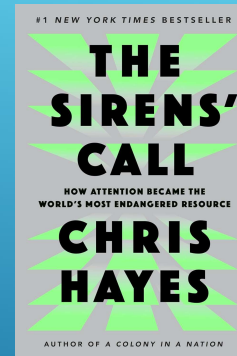
"If men learn [the art of writing], it will implant forgetfulness in their souls: They will cease to exercise memory because they rely on that which is written, calling things to remembrance no longer from within themselves, but by means of external marks. What you have discovered is a recipe not for memory, but for reminder."



Plato's Socrates 370 BC

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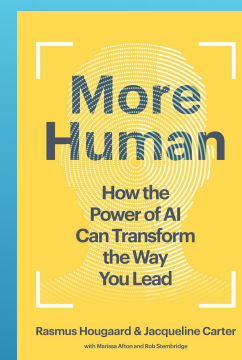
The Slot Machine Effect



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"An enhanced level of awareness provides us with the foundation for wisdom. Wisdom arises from a sense of knowing and understanding - a sense that's grounded in awareness."

...we can develop insights that shift our perspective, allow us to be less reactive and more responsive, and make us more attuned to the present moment."



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T.I.P.S. TRACKING

THREE KEY ELEMENTS

- ▶ **Focusing** on key trends, innovations, and paradigm shifts.
- ▶ **Organizing** - and **Sharing** the information in a meaningful way.
- ▶ **Interrogating** selected items to assess their impact.

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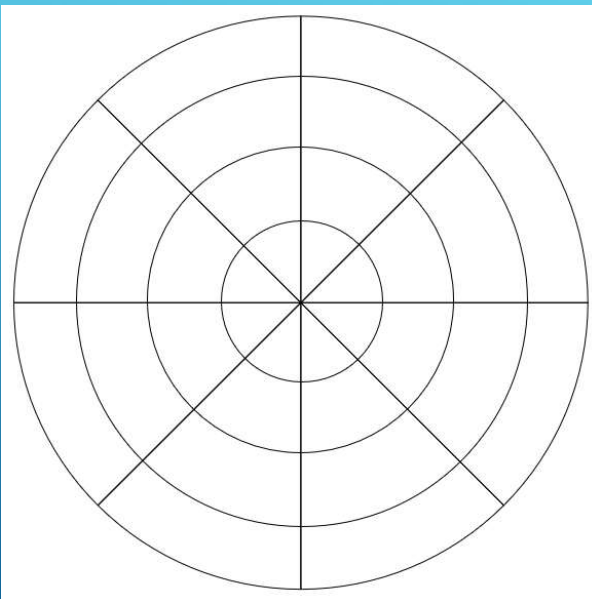
YOUR RADAR?



► What's already on your radar?

► What should be on your radar?

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Your Radar
- Rings?
- Topics?

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FIVE LEARNING SCOUTS

Youngest Generation

Retiring Generation

Global Scout

Tech Scout

Faith Scout



Elliott Masie, Learning Trends

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ONLINE SPORTS GAMBLING

Trends, Innovations, Issues

- ▶ Knowledge Level?
- ▶ Learn More?
- ▶ Connection to...?

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Mobile-First and Omnichannel Betting

The dominance of smartphones has led to mobile betting becoming the standard. Modern platforms offer seamless omnichannel experiences across mobile, tablet, and desktop.



- **Example:** FanDuel's app, widely used in states like Ohio, offers live odds, real-time stats, and in-play betting. In 2024, over **95% of U.S. sports bets were placed online**, and this continues into 2025.

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Artificial Intelligence (AI) and Personalization

AI is at the heart of next-gen sports gambling. It powers predictive analytics, personalized betting suggestions, and even responsible gambling tools.

•Examples:

- **BetMGM** and **Caesars** offer real-time AI-driven betting insights.
- **FanDuel** uses AI to detect risky behavior for early intervention.
- **BetGenius** leverages AI for odds modeling and customer targeting.



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Live and In-Play Betting

Live or in-play betting—placing wagers as games unfold—has exploded in popularity due to its dynamic nature.

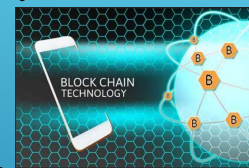
- **Example: DraftKings**, in partnership with **Amazon Prime**, integrated live soccer betting directly into streams. Platforms offering real-time odds report a **35% increase in user engagement**.

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Blockchain and Cryptocurrency Integration

Blockchain offers transparency, security, and speed, while cryptocurrencies appeal to users seeking privacy and efficiency.



- **Examples:**
 - **Stake.com** logs bets on a public ledger for transparency.
 - **Wagerr** and **Sportsbet.io** operate on blockchain-based ecosystems.
 - Many platforms now accept **Bitcoin** and **Ethereum** for deposits and withdrawals.

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eSports and Virtual Sports Betting

eSports betting continues to grow rapidly among younger users, while virtual sports provide 24/7 wagering opportunities using computer-generated matches.



Examples:

- **Betr** and **GG.BET** offer odds on games like League of Legends and CS:GO.
- **Sportradar** and **Inspired Entertainment** provide realistic simulations for football, horse racing, and more.

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VR, AR, and Immersive Tech

Virtual Reality (VR) and Augmented Reality (AR) are redefining how users interact with sportsbooks.



Examples:

- Oculus apps let users **virtually sit courtside** at NBA games or stand on NFL sidelines while betting.
- AR overlays stats and odds onto live broadcasts, enhancing the viewer's experience.

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Prediction Markets and Gamified Betting

Prediction markets and **tokenized** betting add financial dynamics to fandom, blurring lines between investing and gambling.

“Platforms often convert real money into tokens (or “coins”) which are then used for betting or purchasing, disguising the sense of monetary loss.”

Examples:

- **Kalshi** offers markets where users trade outcomes of sports events, similar to stock exchanges.
- Platforms are exploring **performance-based tokens** where bettors back teams or players like financial assets.
- **Levr_Bet** lets users “be the house” in leveraged microbets.

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Social Betting and Community Features

Social and community-driven betting brings a collaborative, gamified layer to gambling.

Share Bets Outside of ZenSports

Share bets that you find interesting with others outside the app.

Did you come across a bet within ZenSports that you found to be really cool and you want to share it with your friends or across social media? That's perfect, because ZenSports gives you the ability to generate unique, clickable links directly to your bets within our app, as well as the ability to easily share bets via text message, Facebook, Twitter, WhatsApp, and other social media.

Examples:

- **ZenSports** and **BetBull** offer features like shared bets, group pools, and chatrooms.
- Platforms now integrate leaderboards, challenges, and content-sharing to boost engagement.

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Regulatory Technology and Responsible Gambling

As governments tighten gambling regulations, operators are turning to RegTech and AI for compliance and player protection.

- **Examples:**

- The **UK Gambling Commission** has introduced “frictionless player protection checks.”
- **FanDuel** uses real-time AI to identify and intervene in harmful betting behaviors.

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Legalization and Market Expansion

The global push toward legalization—especially in the U.S. after PASPA’s repeal—has created massive growth opportunities.

- **Example:** States continue to roll out legal markets, and operators are responding with **localization**, tailoring promotions and odds based on regional preferences.

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Conclusion: A Dynamic, Personalized Future

Online sports gambling in 2025 is smarter, faster, and more immersive than ever before. Whether it's AI-crafted odds, blockchain-verified bets, or VR-enhanced experiences, the industry is leveraging every technological edge to boost user engagement and safety.

*Expect a continued **convergence of gambling, gaming, and entertainment**—creating a future where betting is no longer a side activity but a fully integrated digital experience.*

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DOUBLE TROUBLE: THE GROWING RISK OF GAMING + GAMBLING CONVERGENCE

Understanding, Identifying, and Addressing the Rise of Hybrid Addictions



That's a powerful question—and one that highlights a growing and under-recognized risk. The convergence of online sports gambling and addictive elements from non-gambling online gaming (e.g., strategy, role-playing, competitive progression) could have several significant implications, especially considering that both domains already pose their own risks for compulsive behavior.

*Combining gambling's monetary thrill with the dopamine-driven mechanics of video games (rewards, achievements, avatars, etc.) creates a **supercharged behavioral loop** that escalates the risk of addiction—especially among younger users.*


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DOUBLE TROUBLE: THE GROWING RISK OF GAMING + GAMBLING CONVERGENCE

Understanding, Identifying, and Addressing the Rise of Hybrid Addictions

ONLINE SPORTS
GAMBLING
ADDICTIVE

- Risk-reward loops (money, excitement)




ONLINE GAMING
ADDICTIVE


- Blurred lines between gaming and gambling
- Regulatory challenges


CONVERGENCE


FIRST-ORDER	SECOND-ORDER	THIRD-ORDER
<ul style="list-style-type: none"> • Increased engagement • Higher risk of addiction 	<ul style="list-style-type: none"> • Blurred lines between gaming and gambling • Regulatory challenges 	<ul style="list-style-type: none"> • Cultural normalization of risky • Increased burden on mental health systems


STRATEGIES FOR...



 Individuals & Families


 Schools & Educators


 Mental Health professionals


 Industry


 Policymakers


 Policy


<ul style="list-style-type: none"> • Digital literacy • Time / money limits • Watching for red flags • Involve families 	<ul style="list-style-type: none"> • Screen for hybrid patterns • Update treatment protocols • Involve families 	<ul style="list-style-type: none"> • Reclassify platforms • Restrict access for minors • Fund research / treatment
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New Forms of Behavioral Addiction

The convergence may create a *new hybrid addiction*, blending symptoms of both gambling disorder and internet gaming disorder, posing a challenge for diagnosis and treatment.

The convergence of online gaming and sports gambling isn't just a digital fad—it's a **new behavioral ecosystem** that mixes competition, dopamine, money, and identity. Just like how sugary snacks became the fast food of mental stimulation, these platforms are becoming the **“junk food” of our attention and financial systems**

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Final Thoughts

- **Complexity of Online Sports Gambling**
- **Importance of a Radar System or...**
- **Learning and Questioning**

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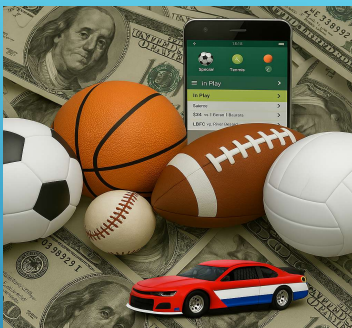


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Presentation handouts and additional insights (plus WCPG '23 – '25 Conference presentations) available.

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