

## **Super Bowl Sunday leaves sports betting revenue on the table in Georgia**

*Data shows Georgians traveled to Tennessee to place legal sports bets on Super Bowl Sunday while illegal bets were blocked in-state*

Georgians currently take their money to Tennessee and other neighboring states, particularly during Super Bowl Sunday, according to a new analysis conducted for the Sports Betting Alliance.

Georgia has yet to approve sports betting, which is now legal in 38 states and Washington, D.C. The analysis of Super Bowl Sunday 2024 data was conducted by GeoComply, a company that provides geolocation compliance, fraud prevention and cybersecurity for sports betting operator.

“Our research and data demonstrate a very clear and growing trend —Georgians will seek out legal alternatives to sports betting where available,” said GeoComply spokesperson John Pappas. “The passage of legal sports betting in Georgia would yield millions in revenue for Georgia taxpayers, rather than it being siphoned off by neighboring states and illegal offshore sportsbooks. Legalization and regulation will ensure these lost dollars stay in Georgia for the benefit of the state and residents.”

GeoComply conducted more than 70,000 geolocation checks from devices located in Georgia accessing legal mobile sportsbooks in other states, whose technology allowed the sports betting operators to block them. This is an 87 percent increase over last year’s Super Bowl Sunday.

In addition to the 87 percent increase in blocked attempts, GeoComply also identified more than 11,000 mobile sports betting accounts in Georgia, a 74 percent increase over this time last year. Thirty-three percent of these geolocations were attempting to access legal sports books in neighboring state Tennessee, where sports betting is legal.

### **About the Sports Betting Alliance**

The Sports Betting Alliance (SBA) members offer safe and legal online and retail sports betting to customers with critical safeguards in place to keep minors from betting. Our member companies operate only in the 38 states and additional jurisdictions where sports betting is legal, and our platforms actively work to ensure our products provide safe entertainment only for responsible adult gaming.

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