

Fantasy Sports Wagering: What do we know, should we be concerned, and does it matter?

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**International Centre for Youth Gambling Problems
and High-Risk Behaviors**

McGill University

www.youthgambling.com

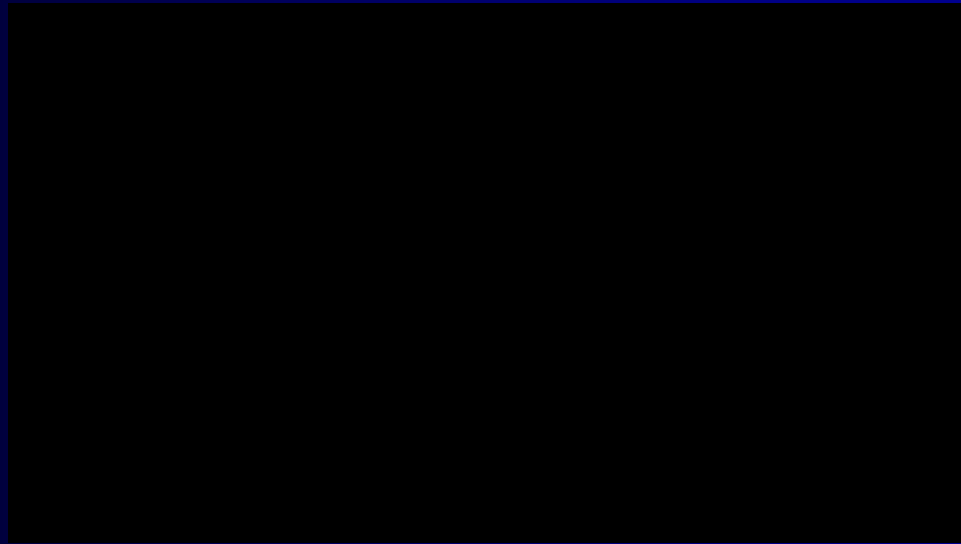
**National Council on Problem Gambling Annual
Conference, Baltimore, 2015**

Sports Wagering in the U.S.

- Sports Gambling \$380 billion industry
- Nevada's legal sports book \$3 billion
<1% of the market.
- Insatiable appetite for sports wagering in the US.

**What is fantasy sports wagering
and is it really gambling?**

What is Daily Fantasy Sports?



Fantasy Sports

- Pick players and follow their performance-not wagering on the outcome of a game but rather player statistics and player performance.

Fantasy Sports Trade Association (2013)

- Player draft before the season, allows for management of one's team-periodic line-up changes, player drops and player adds.
- Daily/weekly-pick players from different teams.

Fantasy sports: Some examples

Fantasy Games

FANTASY FOOTBALL PRIZE

Where Football Knowledge Pays

START A LEAGUE

WIN UP TO \$5,000

Football Commissioner

Football Prize

FanDuel Baseball

Fantasy News

My Teams

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Forgot your Id? or Forgot your Password?

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Sign In

OR

Not a member?

Register Here

Fantasy Football Games



Commissioner

- Fully Custom League Settings & Rules
- Exclusive Player Rewards & Perks
- Special access to Experts & Advice



Prize Leagues

- Win up to \$5k in a 12-team league
- Choose level based on skill level & prize
- Join a league or create your own



Free

- Free and easy to join and play
- Chance to win \$10k just for playing
- Perfect for New Fantasy Players

Check Out Daily Fantasy Live on CBSSports.com, Weekdays at 6PM ET!

May 27 5:27pm / Matt Hevia



For all the in-depth coverage and analysis necessary to make you a fantasy stud, watch CBSSports.com's Daily Fantasy Live [here](#), Monday thru Friday, from 6-7PM ET.

It's 6pm, and you've got about an hour left to set your [FanDuel](#) lineup, but don't know where to start. You could do research online, but advanced stats give you heartburn and anxiety, so what do you do?

We've got your answer—you watch [Daily Fantasy Live](#), presented by [FanDuel](#). DFL airs daily on CBSSports.com, at 6 PM ET, taking an in depth look at the night's games, while highlighting winners from the prior day's contests, and offering up sound advice to use while on your quest to the fantasy promised land.

PLAY AGAINST DFL'S HOSTS [HERE](#)

Ryan Bass is the show's QB, with Heath Cummings and Scott White serving as two heavily targeted wide receivers. Whether you're new to DFS or have been playing for years, there's something for everyone—sometimes they even give away pizza. Ok, they don't give away pizza, but they give away keys to DFS success, which, in the long run, is probably more gratifying than pizza.

Don't miss it! Weekdays! 6PM ET! Watch [HERE](#).



Sports Home

Fantasy

Fantasy Football News

Fantasy Football

Pro Football Pick 'Em

Fantasy Hockey

Fantasy Basketball

Fantasy Auto Racing

Fantasy Golf

Fantasy PL

Fantasy Baseball

Fantasy Profile

All Games

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Fantasy Minute

NHL

MLB

NBA

NFL

Women's World Cup

Junior Hockey

CFL

Soccer

Golf

MMA

Tennis

NCAAB

NCAAF

NASCAR

Formula 1

Olympics

All Sports

Eh Game Blog

What's buzzing: Stanley Cup appears on its own float at Chicago Pride Parade



Roto Arcade

Mostly MLB Notes: Arenado on power trip

Young slugger Nolan Arenado is on pace for a 50-homer campaign after a torrid June.



Roto Arcade

Mostly MLB Notes: Arenado on power trip



High Fives: Moreland begs for your attention



Preseason rankings: Where should Bell go?



Dalton Del Don

Mostly MLB Notes: Talking Nolan Arenado and a look around the league



Scott Pianowski

Daily Dime: To Scherzer or not to Scherzer?



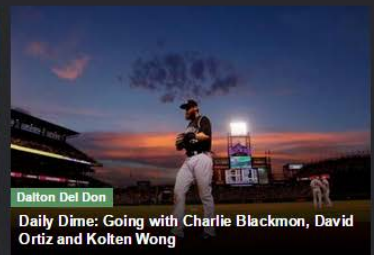
Yahoo Sports Staff

MLB bullpen depth chart: Tracking closers throughout the season



Brandon Funston

Closing Time: A change does Marco Estrada good



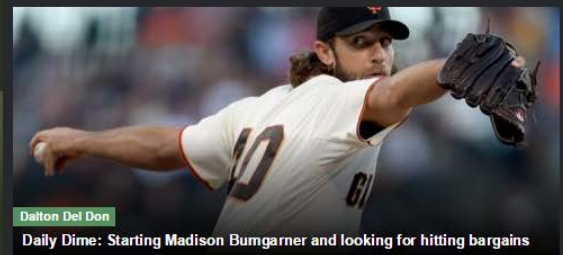
Dalton Del Don

Daily Dime: Going with Charlie Blackmon, David Ortiz and Kolten Wong



Brandon Funston

Closing Time: K is for Keuchel



Dalton Del Don

Daily Dime: Starting Madison Bumgarner and looking for hitting bargains



Scott Pianowski

Closing Time: Luis Valbuena and the Mendoza Line

FANTASY GAMES

Football

Hockey

Pro Pick'em

College Pick'em

Golf

Soccer

Baseball

Basketball

Survival Football

College Bowl Pick'em

Auto Racing

Fantasy Blog - Roto Arcade



MLB bullpen depth chart: Tracking closers throughout the season



Mostly MLB Notes: Talking Nolan Arenado and a look around the league



Daily Dime: Starting Madison Bumgarner and looking for hitting bargains



Daily Dime: Going chalk with Clayton Kershaw and stacking the Dodgers



Closing Time: K is for Keuchel

My Fantasy Updates

Roster Alerts Smack & Messages

None

You have no roster alerts.

Fantasy Videos



Arian Foster still not getting fantasy respect
01:38



Von Miller's fantasy football sleeper
00:24



Why Adrian Peterson should be top fantasy pick
01:10

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Baseball '15

MLB Updates

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Welcome to Yahoo Fantasy Baseball!

The best place to play Fantasy

Join a league

or

Create a league

Already have a team? [Sign in](#)

New to fantasy sports? Need a refresher? [Learn more](#)

What's New for Fantasy Baseball '15

New draft client.

We have a new draft client with better research tools, including player notes, projected standings and more.

League chat.

With our new smacktalk feature you can message your league mates across all devices.

Condensed games on video.

Scout players for adds, drops and trades by viewing 10-18 minute videos of every game from the previous day. Exclusive to Yahoo Fantasy Baseball.

[View More What's New](#)

Top MLB Headlines

Martinez paces Cardinals to 4-1 win, sweep of Cubs

Every five or 10 minutes while the game was on hold, Carlos Martinez went to the indoor batting cage to stay loose. The only concession the St. Louis Cardinals made to a lengthy rain delay was perhaps shortening the right-hander's outing by one...

R.B. FALLSTROM (AP Sports Writer) June 28, 2015

Orioles hit 3 HRs, beat Indians 8-0 for sweep

It is tough enough to sweep a doubleheader in the major leagues. Well, the Baltimore Orioles hadn't pulled off that trick in 41 years. Chris Tillman pitched seven innings of four-hit ball to win his fourth straight decision, and the Orioles...

DAVID GINSBURG (AP Sports Writer) June 28, 2015

Bumgarner pitches, hits Giants past Rockies

Bumgarner hit his eighth career home run and also struck out his 1,000th batter, leading the San Francisco Giants over the Colorado Rockies 6-3 Sunday. "That's a special moment," Bumgarner said. Buster Posey drove in three runs for San...

RICK EYMER (Associated Press) June 28, 2015

Matz has record day at plate in debut, Mets beat Reds 7-2

Steven Matz's giddy grandfather popped out of his seat at Citi Field and shouted with unabashed glee. In an astonishing and storybook debut, Matz became the only major league pitcher to drive in four runs in his first career game while leading the...

HOWIE RUMBERG (AP Baseball Writer) June 28, 2015

Expert News

Player Updates

Injuries

MLB bullpen depth chart: Tracking closers throughout the season

Mostly MLB Notes: Talking Nolan Arenado and a look around the league

Daily Dime: Starting Madison Bumgarner and looking for hitting bargains

High Fives: Mitch Moreland (still) begs for your attention

Daily Dime: Going chalk with Clayton Kershaw and stacking the Dodgers

Closing Time: K is for Keuchel

Daily Dime: To Scherzer or not to Scherzer?

[View All Yahoo Sports Experts](#)

2015 FANTASY BASEBALL DRAFT GUIDE

Buy Now!

Top 3 Most Added Players Today



Matt Duffy
SF - 2B, 3B, SS
Adds Today: 6,164



Marco Estrada
Tor - SP, RP
Adds Today: 5,387



Curtis Granderson
NYM - OF
Adds Today: 4,253

Points based on Yahoo default scoring
[View Transaction Trends](#)

Important Game Dates

Live Drafts End:	7/12
Full Season Registration Ends:	7/26
All Drafts End:	7/27



PLAY ONE-DAY FANTASY SPORTS & WIN REAL MONEY

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1

DRAFT YOUR TEAM

Build your best team
using our salary cap



2

FOLLOW THE ACTION

Use our live scoreboard to
view real-time scoring



3

WIN REAL MONEY

Cash prizes awarded when
the days' games finish



PLAY FOR FREE NOW

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Forbes

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Chicago Tribune

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VentureBeat Mashable

Perfect Lineup

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TOP STORIES

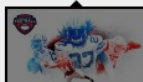
SPORTSCENTER VIDEOS



Fantasy Football Draft Kit

ESPN Illustration

Let the countdown begin! We have rankings, projections and loads more to get you ready. [Draft Kit »](#)
[Top 300 rankings »](#) [Projections, profiles »](#) [Berry's 100 facts »](#) [Cheat Sheets »](#) [Play for free »](#)



Draft Kit



Daily Notes



Who's No. 1?



Forecaster



Replacing Aoki



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TOP STORIES

SPORTSCENTER VIDEOS



Troy Taormina/USA TODAY Sports

Daily Fantasy Advice

Playing daily fantasy contests on Monday? Check our pitcher and hitter ratings before setting your lineup. [Daily Notes](#) » [More tips for June 29](#) » [Best buys, Vegas insights, X Factors](#)



Daily Notes



Forecaster



Paul Goldschmidt



Prospects



Harper/Trout

KaraBlog by Eric Karabell

- Goldschmidt, others with real 30/30 dreams
- Replacing solid Aoki for Giants, fantasy
- Beltre return adjusts Rangers' depth
- Real Fantasy All-Stars: Let the stats talk

MUST-WATCH VIDEOS



Aaron Judge

Eric Karabell goes prospecting and discusses Yankees outfielder Aaron Judge.

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Baseball Challenge
Sign up today!

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640,485 people like TSN.



Facebook social plugin

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SPORTSCENTER VIDEOS



Getty Images

DFS Hoops Advice

The NBA regular season and traditional fantasy hoops season is over, but daily fantasy basketball keeps going during the NBA playoffs, and we'll be here to help you. [DFS lineup advice »](#)

FANTASY HOOPS CONTENT

Latest content

DFS blog: Lineup advice, injury news
Weekly Dish: Top 130 ranks - Brian McKitish
Prognosis on Durant's foot - Stephania Bell
Forecaster: April 6-15 - Jim McCormick
Crossover: Resting stars - Joe Kaiser

FANTASY BASKETBALL COLUMNISTS

BLOG



Check out TrueHoop, our daily NBA blog

- Emmanuel Mudiay's big game against Stephon Marbury
- Child's play for Justise Winslow
- Justise Winslow's dad agrees with Adam Silver

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BASKETBALL



ESPN Fantasy Basketball
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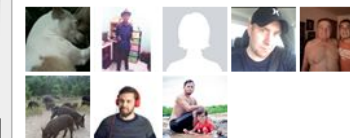
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ESPN » Free Fantasy Football » ESPN Mock Draft Lobby

MOCK DRAFT LOBBY

PRACTICE YOUR RUN TO FANTASY GLORY

MOCK DRAFT ROOM STATUS

Drafting Rooms: **55** Full Rooms: **32**

Mock Draft

★ Live Draft ★

Click on a room below to join a Fantasy Football mock draft now!

Create Your Fantasy Football League

Play the most customizable game with all the scoring, roster, and league setting options you want, for FREE.

Create a League

ROOMS DRAFTING SOON

ROOM NAME	DRAFT TYPE	PLAYERS	DRAFT TIME	MEMBERS
Seattle Mock 136787	Snake	All NFL Players	10:00 AM ET	9/10
Miami Mock Auction 137627	Auction	All NFL Players	10:00 AM ET	3/10
Kansas City 8-Team Mock 103029	Snake	All NFL Players	10:00 AM ET	3/8
New York Mock 85398	Snake	All NFL Players	10:00 AM ET	3/10
12-Team Mock Auction 138503	Auction	All NFL Players	10:00 AM ET	0/12
Cincinnati 12-Team Mock 88108	Snake	All NFL Players	10:00 AM ET	0/12
12-Team Mock Auction 104709	Auction	All NFL Players	10:00 AM ET	0/12
12-Team Mock Auction 106610	Auction	All NFL Players	10:00 AM ET	0/12
Washington 12-Team Mock 104313	Snake	All NFL Players	10:00 AM ET	0/12
Tampa Bay 12-Team Mock 104225	Snake	All NFL Players	10:00 AM ET	0/12

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THE ACTION

GET IN ON
THE ACTION



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If you lose your first contest and don't love FanDuel, contact us for a refund (max \$100).

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\$10	\$25	\$100	\$200	Custom
FREE \$3 30% deposit bonus*	FREE \$11.25 45% deposit bonus*	FREE \$60 60% deposit bonus*	FREE \$150 75% deposit bonus*	<input type="text"/>
Entry to the weekly freeroll	Entry to the weekly freeroll	Entry to the weekly freeroll	Entry to the weekly freeroll	Enter your own dollar amount.
Select	Select	Select	Select	Select

* Your deposit bonus unlocks as you play over time. [How it works.](#)

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Payment FAQ's

• [Am I paying for something?](#)

✓ Hi lyn, you're successfully logged in



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FRIDAY PRIMETIME

BRIGHT LIGHTS. LOW ENTRIES.

FANTASY BASEBALL CHAMPIONSHIP 2015

\$4,000,000 IN CASH PRIZES

FANTASY BASEBALL CHICAGO CHAMPIONSHIP 2014

\$180,000 IN CASH PRIZES

HAPPY HOUR

EVERY MON-FRI BETWEEN 4-6PM

WEEKLY FDP FREEROLLS

THIS WEEK'S PRIZES: \$25,000!

Check Out Daily Fantasy Live on CBSSports.com, Weekdays at 6PM ET!
FanDuel INSIDE

Lobby

Next contest starts in: 7:51:44

Create Contest

Search all contests...

All sports

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MLB

NBA

NHL

CBB

CFB

All contest types

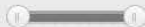
Head-to-head

Leagues

50/50s

Tournaments

Entry: Free - \$50K



ADVANCED

Contest	Entries	Size	Entry	Prizes	Starts (ET)	
\$150K Mon MLB Grand Slam	M G 2882	6896	\$25	\$150,000	7:05 pm	Enter
\$125K Mon MLB Monster	M G 182	463	\$300	\$125,000	7:05 pm	Enter
\$180K Chicago Fantasy Baseball Championship Qualifier #14 (\$25)	M G 163	865	\$25	\$18,200 in Cash & Prizes	7:05 pm	Enter
Satellite to \$1 Million MLB MEGA Monster on 6/30 (10 Seats)	M G 105	137	\$25	10 seats (\$3000 value)	7:05 pm	Enter
LAST CHANCE: SuperSatellite to \$1 Million MLB MEGA Monster on 6/30 (25 Seats)	M G 74	344	\$25	25 seats (\$7500 value)	7:05 pm	Enter
\$4 Million World Fantasy Baseball Championship Qualifier #53	M G 41	167	\$500	\$70,667 Cash & Prizes	7:05 pm	Enter
\$50K Mon MLB Slugger	M G 14	50	\$1,065	\$50,000	7:05 pm	Enter
\$15K Mon MLB Sac Fly	M G 16103	17241	\$1	\$15,000	7:05 pm	Enter
\$50K Mon MLB Squeeze	M G 15146	28735	\$2	\$50,000	7:05 pm	Enter
\$100K Mon MLB Rally	M G 8990	22988	\$5	\$100,000	7:05 pm	Enter
\$20K Mon MLB BIG Double Up (\$2)	M G 4929	11363	\$2	\$20,000	7:05 pm	Enter
\$9K Mon MLB Bunt	G 3186	10344	\$1	\$9,000	7:05 pm	Enter
\$20K Mon MLB BIG Double Up (\$5)	M G 1902	4545	\$5	\$20,000	7:05 pm	Enter
\$5K Mon MLB BIG Quintuple Up - 5X (\$2)	M G 1342	2873	\$2	\$5,000	7:05 pm	Enter
\$25K Mon MLB Line Drive	M G 899	2873	\$10	\$25,000	7:05 pm	Enter

Indicators: M Multi-entry G Guaranteed prize pool



\$180,000. WHO WILL RULE THE WINDY CITY?

The champion of the Chicago Fantasy Baseball Championship will win \$50,000 and the undisputed right to call himself the king of Chi-Town.

Enter now

\$50,000
To The Champ.

Live Finals in Chicago
VIP Trip: July 11-12

\$180,000
Total Cash Prizes

TOTAL PRIZE BREAKDOWN

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Love it after your first league or your money back!

FOX SPORTS

"THE NUMBERS OF THOSE
PARTICIPATING ARE EXPLODING"

THE WALL STREET JOURNAL

"A NORMAL WEEK ON FANDUEL... HAS
\$2* MILLION UP FOR GRABS"
*Now \$10 million

TECHCRUNCH

"THINK OF IT AS 'ONE-NIGHT STAND'
FANTASY SPORTS"

FANDUEL'S BEEN FEATURED IN

The New York Times

THE WALL STREET JOURNAL

Sports Illustrated



Chris Prince from
Detroit has won over

\$724,938!

"Playing a game in one
day and getting paid the
same day is awesome"



696,435 people like FanDuel.





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Daily Fantasy Sports for Cash

FREE ENTRY TO A FANTASY CONTEST – WIN REAL CASH!

PLUS, deposit now and we'll double your cash!

PLAY NOW

Enter Promo Code

The New York Times

WALL STREET JOURNAL

The Boston Globe

MORE THAN \$1 BILLION GUARANTEED IN 2015!

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EXPERIENCE**

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**MINI
\$200,000
STRIKEOUT**

Strikeout
Series

\$20,000 TOP PRIZE
4-Day Survivor Tournament

JUNE 29TH

\$5 ENTRY • MLB

Survivor Strikeout Series
Top Prize is \$20K!

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Sport

ALL

ADVANCED FILTER
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Tip: Check out different contest types by clicking on the tabs below.

Search contest names...



ALL

GUARANTEED

QUALIFIERS

HEAD-TO-HEAD

50/50

LEAGUES

MULTIPLIERS

STEPS

BEGINNER

SPORT CONTEST

ENTRIES

ENTRY FEE

TOTAL PRIZES

LIVE IN

NEXT CONTEST LIVE IN:

07:34:03



MLB \$200K Mini Strikeout [\$20K to 1st, 4-Day Survivor]

12.9K/46K

\$5

\$200,000

07:34:03

[ENTER >>](#)

\$4M FBWC Survivor Qualifier [2 Tickets, 4-Day Survivor]

124/575

\$300

\$150,000

07:34:03

[ENTER >>](#)

PGA \$3M Millionaire Maker [The Open Championship]

9970/171.7K

\$20

\$3,000,000

7/16 1:00a

[ENTER >>](#)

PGA \$250K Drive the Green [\$100K to 1st!]

8729/95.8K

\$3

\$250,000

Thu 6:00a

[ENTER >>](#)

NAS \$250K Pedal to the Metal [\$100K to 1st!]

3768/95.8K

\$3

\$250,000

Sun 7:45p

[ENTER >>](#)

MLB \$120K Payoff Pitch [\$120,000 Guaranteed]

1457/5070

\$27

\$120,000

07:34:03

[ENTER >>](#)

MLB \$100K Perfect Game [\$20,000 to 1st]

87/370

\$300

\$100,000

07:34:03

[ENTER >>](#)

MLB \$40K Hot Corner [\$40,000 Guaranteed]

1693/5111

\$9

\$40,000

07:34:03

[ENTER >>](#)

MLB \$40K High Heat [\$40,000 Guaranteed]

98/444

\$100

\$40,000

07:34:03

[ENTER >>](#)

MLB \$50K Gold Glove [\$15,000 to 1st!]

15/50

\$1,060

\$50,000

07:34:03

[ENTER >>](#)

2015 World Series of Poker Main Event Satellite

202/591

\$27

\$14,000

07:34:03

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Balance: \$0.00[DEPOSIT >>](#)

\$3 MILLION
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Turn \$20 into \$1 MILLION!

July 16TH • \$20 ENTRY • The Open Championship

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PRIZES

1st Place

\$1,000,000

2nd Place

\$100,000

3rd Place

\$50,000

4th Place

\$30,000

5th Place

\$20,000


DETAILS

- Draft six golfers playing in The Open Championship on 7/16 at St. Andrews GC
- Golfers may be added to the player pool if they are added late to the field
- Win an entry for as little as \$0.25 or buy in directly for \$20!
- Satellites run through July 12th
- 500 entries allowed per person!


[\\$0.25](#)[\\$3](#)[\\$5](#)


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 **WIN CASH** & prizes

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The FantasyHub Impact



4906

meals served to children



481

lunches for homeless



5144

trees planted



4878

gallons of safe water

Over **\$1,000**

paid out to charities weekly

Over **\$73,000**

raised for charity

Over **\$10,000**

paid out to players weekly

Ask us anything or share your feedback.



**100% Matching Bonus**

Make your first deposit and we will match you with up to \$500 in Bonus Balance!

DEPOSIT NOW

**Challenge Your Friends**

Invite & compete against your friends in private H2H games

CHALLENGE A FRIEND



\$72

4906 meals
served to children481 lun
for home

CHOOSE A SPORT:

☒ All ☐ MLB ☐ PGA

PERCENT TO CHARITY:

☒ Any ☐ 1% ☐ 10% ☐ 50% ☐ 100%

CHOOSE ENTRY:

☒ Any ☐ \$0-\$10

GAME TYPES

All

Guaranteed

Daily Double

Head 2 Head

Winner Take All

Free

5,000 Friend Freeroll Promotion » When we reach 5000 friend invites, we'll launch a \$500 freeroll

5051

Contests		Charity ?	Entries	Size	Entry	Payouts	Start Time
① MLB - The High-Five (Late)	✓	100%	69	200	FREE	Prize	Today, 7:05PM
🏌️ PGA - The Tee It Up Freeroll (Multi Day)	✓	10%	28	∞	FREE	\$11	Thursday, 1:00AM
① MLB - Make an Impact Freeroll (Late)	✓	5%	1	100	FREE	\$100	Saturday, 7:15PM
① MLB - Sharing is Caring Freeroll (Late)	✓	5%	34	100	FREE	\$50	Saturday, 7:15PM
① MLB - The Charity Star	✓	5%	63	110	\$25	\$2520	Jul 10th '15, 7:05PM
🏌️ PGA - The Open Charity Championship (Mu...)	✓	5%	5	75	\$20	\$1435	Jul 16th '15, 1:00AM
① MLB - \$100 Daily Double (Late)	✓	10%	0	10	\$10	\$100	Today, 7:05PM
① MLB - \$11 Winner Take All (Late)	✓	10%	1	6	\$2	\$11	Today, 7:05PM
① MLB - \$115 Standard 5-Man (Late)	✓	5%	0	5	\$25	\$115	Today, 7:05PM
① MLB - \$18 Daily Double (Late)	✓	10%	5	10	\$2	\$18	Today, 7:05PM
① MLB - \$22 Winner Take All (Late)	✓	10%	0	6	\$4	\$22	Today, 7:05PM
① MLB - \$23 Standard 5-Man (Late)	✓	10%	0	5	\$5	\$23	Today, 7:05PM
① MLB - \$250 Daily Double (Late)	✓	5%	0	10	\$25	\$250	Today, 7:05PM



Hi giljeff,

I would like to welcome you to FantasyHub.

If you have ANY questions about how to play, how to draft, or just want to chat about Daily Fantasy Sports, we are always available in this chat!

Just reach out whenever you need and we will answer quickly.

Hope to connect soon,

Steven

Co-Founder of FantasyHub



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5051/5000

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Contests		Charity	Entries	Size	Entry	Payouts	Start Time		
MLB - The High-Five (Late)	▼	100%	69	200	FREE	Prize	Today, 7:05PM	G	ENTER
MLB - Make an Impact Freeroll (Late)	▼	5%	1	100	FREE	\$100	Saturday, 7:15PM	G	RESERVE
MLB - Sharing is Caring Freeroll (Late)	▼	5%	34	100	FREE	\$50	Saturday, 7:15PM	G	RESERVE
MLB - The Charity Star	▼	5%	63	110	\$25	\$2520	Jul 10th '15, 7:05PM	M G	RESERVE
MLB - \$100 Daily Double (Late)	▼	10%	0	10	\$10	\$100	Today, 7:05PM	M	ENTER
MLB - \$11 Winner Take All (Late)	▼	10%	1	6	\$2	\$11	Today, 7:05PM	M	ENTER
MLB - \$115 Standard 5-Man (Late)	▼	5%	0	5	\$25	\$115	Today, 7:05PM		ENTER





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SPORT	CONTEST	ENTRIES		ENTRY FEE	TOTAL PRIZES	LIVE IN		NEXT CONTEST LIVE IN 01:50:40		
	★ Summer Gm1: PGA \$250K Drive the Green [\$100K to 1st]	49.3K/95.8K		\$3	\$250,000	17:30:40		ENTER »		
	★ PGA \$2.5M Millionaire Maker [U.S. Open, \$1M to 1st]	19.9K/143.1K		\$20	\$2,500,000	6/18 6:00a		ENTER »		
	★ Summer Gm5: \$250K Swing for the Fences [\$100K to 1st]	2256/95.8K		\$3	\$250,000	Fri 7:05p		ENTER »		
	★ Summer Gm6: MLB \$4M Special FBWC Qual [\$27 Entry]	54/2625		\$27	\$60,000	Fri 7:05p		ENTER »		



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MONTANA FANTASY SPORTS



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Testimonials

Read a few testimonials from our happy users and previous winners - you could be next!

"I have played fantasy sports for years. The most hyped day of the season is draft day. Now you can get that same adrenaline rush weekly at Skyllzone. You beat the computers you win and do real good get more money globally. I did just that and won 100 bucks for beating computers. This is the next big thing and glad I found it. Boomshock"

- Tim D.

"Skylzone is the wave of the future for fantasy. Drafts can be done when you want and completed in minutes. Drafts can be done at your pace as well, get halfway through and something comes up, it waits for you to return. There is no pressure, it's fantasy your way. I have had a blast with it, their product is excellent and it's free."

- R. C.

"Skylzone is the REAL DEAL. I have requested and received a check from Skyllzone for winning my league. The check cashed and I continue to take advantage of the chance to win free money will participating in a stress free draft against computer opponents. Stop looking a gift horse in the mouth and play this game!"

- Jeff W.

"Quick, Easy, and best of all FREE! The next best thing in fantasy sports! Nothing makes me feel more intelligent than beating a computer!"

- Patrick G.

Some hypocrisy?



Cincinnati Reds great Pete Rose is still revered by many fans, but Major League Baseball as a whole keeps its distance because of Rose's ties to gambling. However, it endorses fantasy leagues.

The Fantasy

MARKETPLACE

» CLASSIC FANTASY SPORTS INDUSTRY

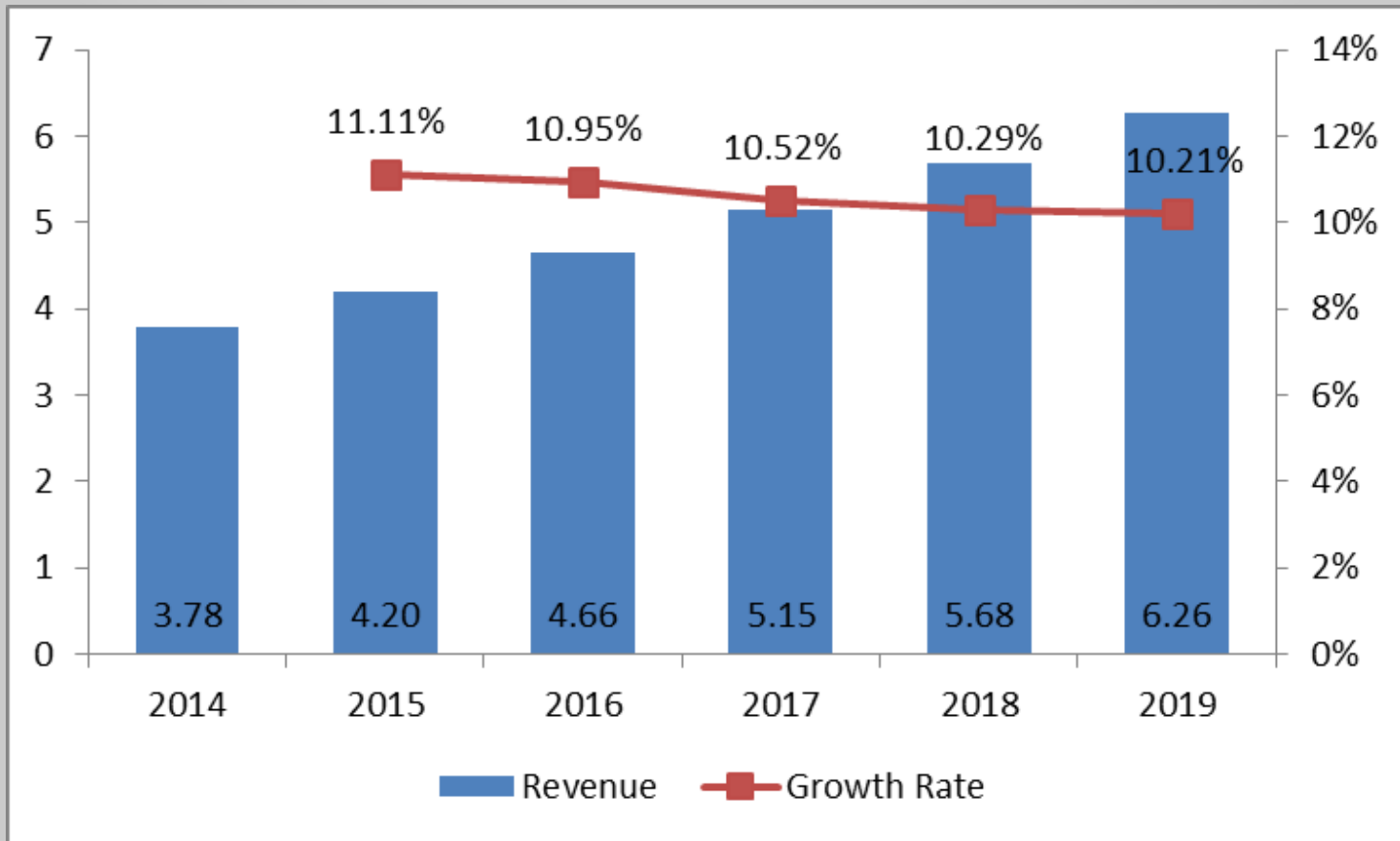
Year	Estimated Number of Players
1988	500,000
1991-1994	1 - 3 Million
2003	15.2 Million
2004	13.5 Million
2005	12.6 Million
2006	18 Million
2007	19.4 Million
2008	29.9 Million
2009	28.4 Million
2010	32 Million
2011	35.9 Million
2014	41.5 Million

Sulsky (2015)

MARKET FACTS

- \$2B Industry with a \$5B Economic Impact
- 41.5M Fantasy Players in North America (13% of online)
- The Average Fantasy Player Spends \$467 each year on Fantasy Sports
- Almost 50% of major sports sites' traffic comes from Fantasy Sports Players looking at scores, stats and reading articles/blogs: 46% CBS, 47% Yahoo!

» GLOBAL FANTASY MARKET FORECAST



- The Global Fantasy Sports market was valued at \$3.78 billion in 2014
- Expected to reach \$6.26 billion by 2019
- Growing at a rate of 10.62 percent during the forecast period.

» THE NEW BOOM: DAILY FANTASY SPORTS (DFS)

- Fanduel & Draft Kings raised a combined \$111M in 2014
- Draft Kings raised \$250M (\$900m valuation) in April '15
- Only <5% of total Fantasy Players active in DFS...so far

DFS Active Player Spending:

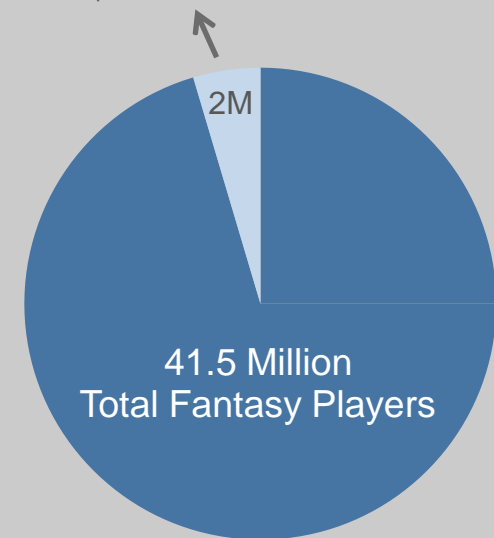
- 50% Spend \$500+ per year *
- 70% spend \$300+ per year *

Other:

- Online Poker Player: \$765+ per year **
- Sports Gambling: \$80B - \$360B per year ***

Fantasy Sports in 2014

DFS = \$91M



Source: Company reports, Eilers Research, LLC

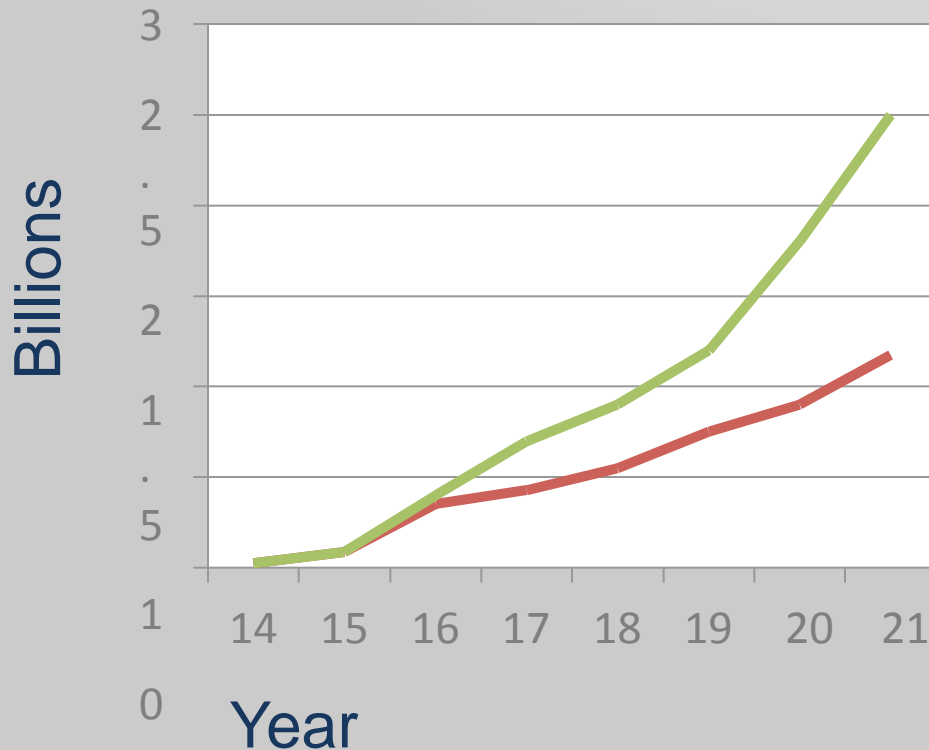
As DFS awareness spreads to the season-long fantasy player & sports enthusiast, DFS revenues will climb.

*Source: Source: Company reports, Eilers Research, LLC

**Source: Academicon, October 16, 2013

***Source: Washington Post, Feb 27, 2015: Sports gambling in U.S.: Too prevalent to remain illegal?

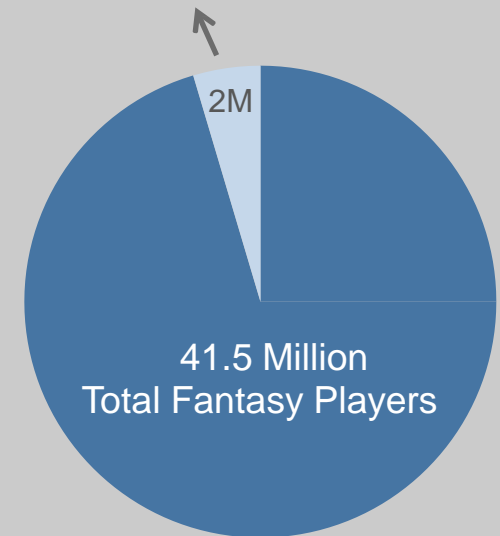
» THE NEW BOOM: DAILY FANTASY SPORTS (DFS)



DFS revenues estimated to increase by \$1.69B over the next 5 years
Rate of growth of 36%-46% vs. Overall Fantasy Industry of 10.62%

Fantasy sports in 2014

DFS = \$91M



DFS is the GROWTH Opportunity in Social, Mobile & Gaming

» FANTASY SPORTS MARKET OPPORTUNITY

Demographics		Behavior		Buying Habits		
#	Description	%	Description	Fantasy Player	Category	US Sports Fan
13%	N Americans (41.5M)	40%	Paying - will pay more	72%	Beer	49%
21%	All 18-34 age group	10%	Used Offshore Site	69%	Alcohol	53%
18%	All College Degrees	22%	Wagered - Horse-track	93%	Fast Food	86%
19%	Among Males	42%	Wagered at a Casino	95%	Soda	88%
80%	Male	22%	Placed Vegas Bet	90%	Athletic Shoes	81%
49.9%	Married	12%	Placed On-Line Bet	58%	Video Consoles	42%
79%	Owns own home	42%	Cell - Fantasy	93%	Cell Phone	89%
\$94,566	Avg HHI	96%	E-mail for Fantasy	63%	Reads Sports Mags	49%

Source: Ipsos Public Affairs and University of Mississippi Studies

- 60+% of Fantasy players have wagered at a casino or racetrack
- DFS has only converted <5% of 41m+ total players

Sports Wagering Distribution

NFL Football	77%
MLB Baseball	33%
NASCAR	21%
NBA Basketball	20%
College Football	20%
NHL Hockey	18%
Golf	15%
Pro Soccer	12%

» FANTASY PLAYER DYNAMICS

Classic Fantasy Player

- Season-long engagement
- Plays with groups/friends
- Much more social
- “GM” mentality
- 50+% have gambled at a casino/racetrack

Daily Fantasy Player

- 1 day at a time gaming
- Plays alone
- Spends time every day
- Gambler mentality

Why Fantasy Sports?

- Long history in U.S. Began in the late 1950s, 1960s.
- Really took off in the 1990s with the saturation of high speed internet usage ; Watershed moment in 1997 Commissioner.com and RotoNews.com; 2008 Montana State Lottery starts its own fantasy sports.
- Today: Fantasy Sports is becoming a MAINSTREAM SOCIAL ACTIVITY with large corporations Investing hundreds of millions to increase playing.

Why Fantasy Sports?

- “Someone has been convinced that daily fantasy is the panacea, discovery of the Golden Fleece, solving the riddle of the Gordian Knot, free passes to Willy Wonka’s Chocolate Factory and who knows what else.” (Mickey Charles, The Sports Network, June 2015)
- Disney intended to invest \$250 million in Draft Kings (on proviso they would invest \$500 million in advertising on ESPN); other leading investors MLB, NBA, NFL, Comcast.
- Can play for little money or significant amounts of money.

Fantasy Sports: A Socially Acceptable Activity

- It's not going away but will only get bigger & bigger.” (Nic Sulsky, Sportech, 2015)
- Business to Business Model (60% of Fantasy Sports players also gamble in a casino).

A Classification Scheme (Farquhar & Meeds; 2007) N=42

Casual Players	13% \$0-20 annually- primarily engaged in for entertainment & maintain interest.
Skilled Players	21% highly involved; 4-5 hrs per week \$12-50 annually - Maintain interest, distraction from daily routines, money enhances the “fantasy experience”.
Isolationist Thrill Seeker	9.5% - average age 20, Spends about \$20 per year-not very serious players, signs of addictive behaviors-rely upon hope that victory is just around the corner; concern about keeping up with their buddies.

A Classification Scheme (Farquhar & Meeds; 2007) N=42

Trash Talkers

9.5% 1-2hrs per week, <20.5 years old, “bragging rights” ; escape, a form of healthy distraction, love of winning.

Formatives

5% average age 20.5; played because its harmless good fun.

**Is Fantasy Sports wagering for
money legal?**

Fantasy Sports and Gambling: The Line is Blurred

- Many operators and proponents seem to believe that the UIGEA creates a safe harbor for all Fantasy Sports. FanDuel declared: Fantasy Sports is considered a game of skill and received a special exemption from the 2006 Unlawful Internet Gambling enforcement Act, FanDuel uses exactly the same rules as any other season-long Fantasy Sports format, the only difference is that our games last only one day or one week” (www.fanduel.com/Legal) 2015.
- Draft Kings states on its website the business is in a “game of skill” and is “100% legal in Canada and the U.S.”

Fantasy Sports and Gambling: The Line is Blurred

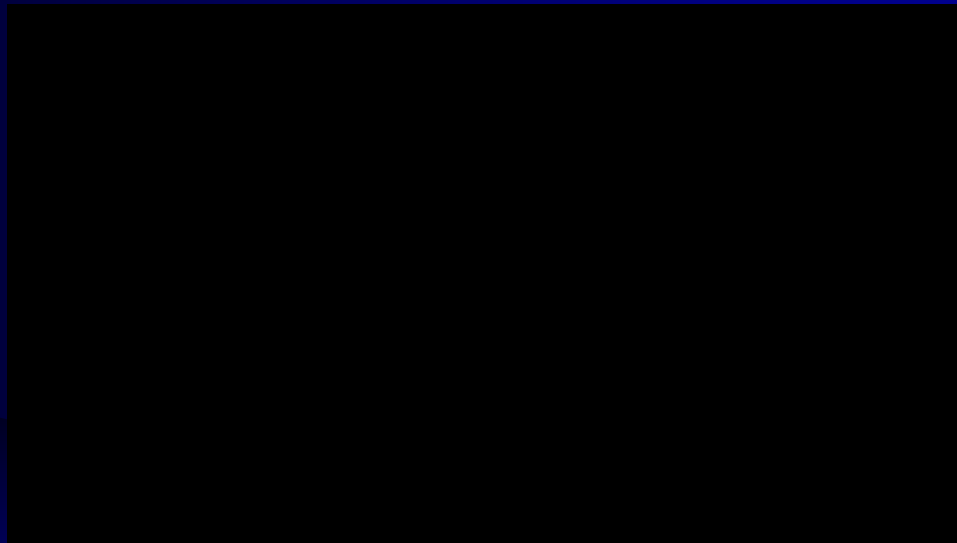
- Former Rep. Jim Leach, author of the 2006 UIGEA, said “no one ever conceived of it [fantasy sports] becoming a large scale activity or that it could transition into one-day contests.” (Pempus, May, 2015).
- No current court opinions on whether daily fantasy games has sufficient skill elements to keep it out of the category of sports wagering. (Rose, 2015).
- “Fantasy Sports currently operate in a murky legal environment.” (Gemignani & Gaynor, June, 2015)

Fantasy Sports and Gambling: The Line is Blurred

- Fantasy Sports laws are complex & intricate. (Light, Rutledge & Singleton, 2011)
- On a given day an injury, a hailstorm or a ball bouncing strangely could affect the result. In this regard, playing daily fantasy seems very similar to placing a bet with a bookmaker. (Ryan Rodenberg, Professor of Sports Law, Florida state University, CNBC, March, 2013).

**Should we be concerned? Does it
really matter?**

Fantasy Sports Betting: The Good, The Bad & The Ugly



Motivating Factors

Nesbit & King (2010) MLB & NFL ESPN Poll

- Fantasy Sports participation leads to increased interest in and number of games watched.
- Participants engaged in Fantasy Sports showed a 75% increase in viewing MLB games; 35% NFL games.

Davis & Duncan (2006)

- Fantasy Sports was used as a “means of reaffirming masculinity.”

Stafford, Stafford & Schikade (2004)

- 3 reasons for engaging in Fantasy Sports:
 - content
 - entertainment/escape
 - social interaction

Motivating Factors

Suh, Lim Kwak & Pedersen (2010)

- N=334 UG students in Midwest US
- 161 play FS (48%)
- 90.1% males; 9.9% Females
- Need for winning money
- Competition
- Achievement
- Fantasy (e.g., being a general manager)
- Constraints (time, accessibility)
- Mobile devices breaking barriers

Motivating Factors

Lee, Kwak, Lim, Pedersen & Miloch (2011) N=244

- Impulsivity influenced behavioral intentions.
- Fantasy Sports players indicated higher degrees of novelty seeking and desire for “complex experiences”.

Is there a relationship between fantasy sports and problem gambling?

Past year Fantasy Sports participation among a sample of college students (N=1556)

	Total (N=1556)	Males (N=557)	Females (N=996)
Past year fantasy sports participation for no money	100 (6.5%)	85 (15.3%)	15 (1.5%)
Past year fantasy sports participation for money	78 (5.0%)	72 (12.9%)	6 (0.6%)

Fantasy Sports Participation: College Students DSM ≥ 1 (N=1556)

Fantasy Sports: Free play			Fantasy Sports: Money		
Total (N=100)	Males (N=85)	Females (N=15)	Total (N=78)	Males (N = 72)	Females (N=6)
14.9%	11.8%	26.7%	26.9%	27.8%	16.7%

Martin & Nelson (2014)

Fantasy Sports Participation

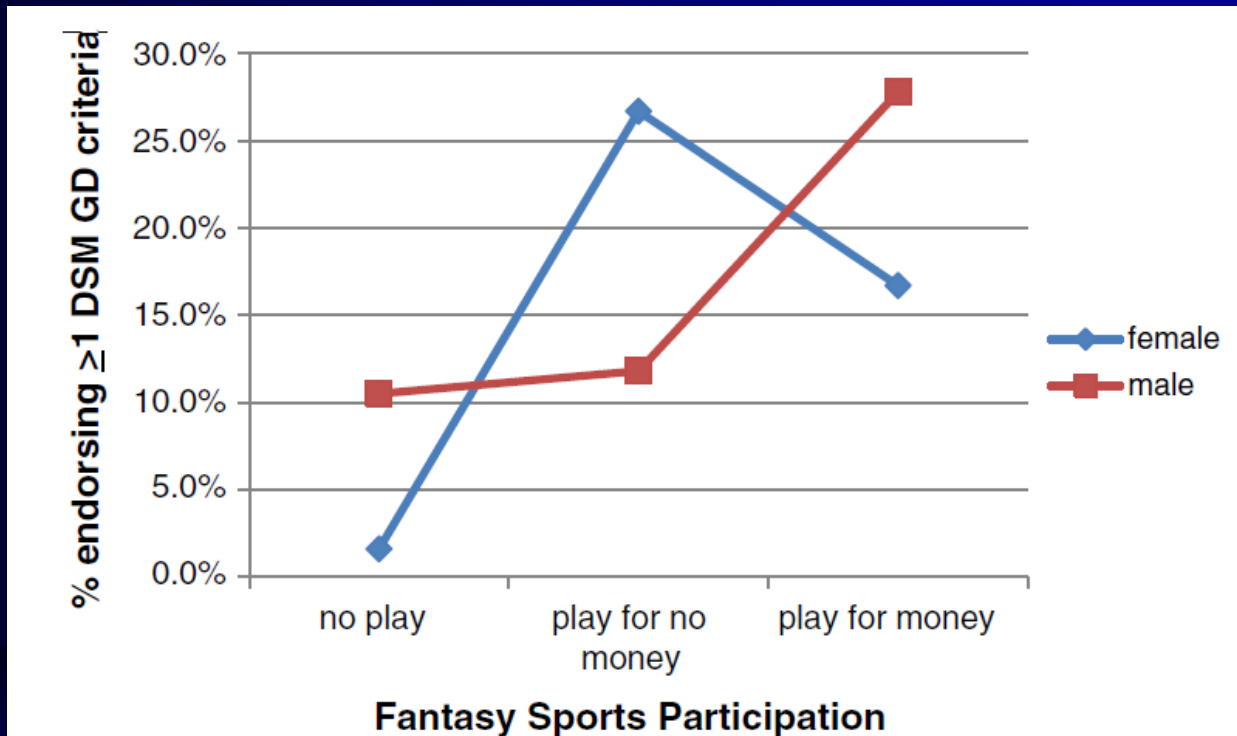


Fig. 1. Fantasy sports participation and gambling-related problems among males and females.

Participation in Fantasy Sports Among College Student-Athletes

Marchica & Derevensky (2015)

	Male			Female			Total		
	2004	2008	2012	2004	2008	2012	2004	2008	2012
Free fantasy league	37.6%	50%	50.7%	5.5%	8.4%	8.4%	43.1%	58.4%	59.1%
Fantasy league with entry fee and prize money	15.5%	17%	18.7%	2.7%	2.4%	1.8%	18.2%	19.4%	20.5%

2004 Total N=20,587 (Males 62%)

2008 Total N=19,942 (Males 62%)

2012 Total N=22,935 (Males 57%)

Participation in Fantasy Sports by Gambling Severity (2012)

	Male		Female	
	Social Gamblers	At-Risk/PPG	Social Gamblers	At-Risk/PPG
Free Fantasy Leagues	52.2%	65.4%	8.5%	44.4%
Fee-Based Fantasy Leagues	18.4%	48.1%	1.8%	25.0%

Marchica & Derevensky (2015)

Conclusions

- There have been no court challenges to the legality of daily fantasy sports wagering.
- Sports wagering internationally remains highly popular and will likely increase with legislative changes regarding sports wagering in general.
- Fantasy Sports wagering may just be one more form of gambling for social/recreational gamblers as well as problem gamblers.

Conclusions

- It is important to examine the relationship between problem gambling and fantasy sports gambling among diverse populations not just college students.
- Operators of fantasy sports wagering sites should provide age verification checks and include more responsible gambling features.
- Need to examine not only prevalence but the psychological factors placing some individuals at risk for problems.