

Department of Legislative Services
Maryland General Assembly
2024 Session

FISCAL AND POLICY NOTE
First Reader

House Bill 1291 (Delegate Attar)
Ways and Means

Sports Wagering - Independent Evaluation of Sports Wagering Content -
Required

This bill requires, instead of authorizes as specified in current law, a sports wagering licensee or sports wagering operator that advertises in the State to contract with a licensed independent evaluator to evaluate and rate the sports wagering licensee's sports wagering content, sports wagering experts, sports wagering influencers, and content partners. **The bill takes effect July 1, 2024.**

Fiscal Summary

State Effect: None. The bill is not anticipated to materially change the number of licensed independent evaluators, so the bill likely has no effect on the State Lottery and Gaming Control Commission (SLGCC).

Local Effect: None.

Small Business Effect: Potential meaningful.

Analysis

Current Law: Chapter 638 of 2023 requires SLGCC to license independent evaluators to evaluate and rate sports wagering content provided by sports wagering experts, sports wagering influencers, and content partners. In order to be licensed, an independent evaluator must meet specified criteria. A sports wagering licensee or sports wagering operator that advertises in the State may contract with a licensed independent evaluator. An independent evaluator and its principals and employees may not wager on a sporting event. An independent evaluator may not be compensated by a sports wagering licensee or

sports wagering operator that uses the evaluator's evaluation services solely for marketing materials but may be compensated for its evaluation and rating of sports wagering content. SLGCC must also adopt regulations relevant to these provisions.

Small Business Effect: Small businesses that are sports wagering licensees must contract with a licensed independent evaluator if they wish to continue advertising in the State.

Additional Information

Recent Prior Introductions: Similar legislation has not been introduced within the last three years.

Designated Cross File: SB 1066 (Senators Zucker and Ferguson) - Budget and Taxation.

Information Source(s): Maryland State Lottery and Gaming Control Agency;
Department of Legislative Services

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