



THE MARYLAND HOUSE OF DELEGATES
ANNAPOLIS, MARYLAND 21401

Sponsor Testimony - Request for Favorable Recommendation

Greetings Chair Vanessa Atterbeary, Vice Chair Jheanelle Wilkins, members of the Economic Matters Committee, and members of the Appropriations Committee

I am requesting your support for *HB 1087 – Institutions of Higher Education – Online Gambling – Prohibition* which uses geofencing technology to prevent access to online gambling apps within the campus boundaries of higher education institutions.

The Problem:

A 2023 NCAA survey among current and prior college athletes found that sports wagering is pervasive among 18 to 22 year olds, with 58% having engaged in at least one sports betting activity despite age or geographic restrictions on legal sports betting. Sports wagering is widespread on college campuses with 67% of students living on campus are bettors who bet at a higher frequency. Additionally, 41% of college students who bet on sports have placed a bet on their school's teams and 35% have used a student bookmaker. Survey respondents indicate that advertisements have a major influence on betting activity with 63% of on-campus students recall seeing betting ads and 58% of those students are more likely to bet after seeing the ads. This betting activity is a higher rate than that found in the general population.

The legal sportsbooks in Maryland include ESPN BET, FanDuel, Caesars, DraftKings, BetMGM, BetRivers, Betfred, Fanatics, Crab Sports, and SuperBook which attract customers between 18 to 34 year olds betting on sporting events. I refer you to a recent 60 Minutes clip about this problem among college students - <https://www.youtube.com/watch?v=vDsLu0CWcgk>.

The Technology:

Geofencing is a technology that is already used to restrict access to online gambling apps in states where online gambling is prohibited. Geofencing is a location-based service in which an app or other software program uses radio frequency identification (RFID), Wi-Fi, GPS, or cellular data to trigger a targeted marketing action (such as a text, email, social media advertisement, or app notification) when a mobile device or RFID tag enters or exits a virtual geographic boundary, known as a geofence. Per a NIH study, geofencing technology can provide just-in-time adaptive interventions for addictive adult

gamblers - Smartphone App Delivery of a Just-In-Time Adaptive Intervention for Adult Gamblers (Gambling Habit Hacker): Protocol for a Microrandomized Trial - PMC (nih.gov).

The Approach:

With the implementation of HB1087, students attempting to engage in online gambling on college campuses, especially during class hours, would receive a warning message indicating that the campus is a “no gambling zone”. This is a proactive measure to limit online gambling on college campuses in Maryland. I seek a favorable recommendation for this bill.

Cordially,

A handwritten signature in cursive script, appearing to read "Amanda L. Sheen".