



February 23, 2024

Senate Budget and Tax Committee  
House Ways and Means Committee  
Maryland General Assembly  
Maryland State House  
Annapolis, Maryland

RE: **SB 1066/HB1291**

Dear Members:

Please allow me to comment on the monitoring requirements for sports betting licensees presented in this legislation. This legislation is a step in the right direction.

The explosive growth of sports betting requires that States review the adequacy of existing laws and policies to ensure that consumer protections are in place as well as effective safeguards to ensure that advertising or other forms of marketing do not prey upon those vulnerable to addictive problem gambling.

Most sports betting regulatory agencies are required to review associated advertising as a safeguard against campaigns making inaccurate claims or using language that can prey upon those vulnerable. But that protection is incomplete in today's evolving marketplace where there has been a trend by some operators to enter into sports programming as a way to "advertise" opportunities to bet. This proposal would require that be monitored as well.

There is another reason why the monitoring is beneficial. Consumers should be able to rely upon the accuracy of information being disseminated by licensees. While everyone can have an opinion about what they think might happen in an upcoming event, we have seen examples where someone's widely disseminated "opinion" was not reflective of how they personally wagered, raising concerns that they were "touting" a particular outcome to manipulate more people to wager on a team they believed would lose. This market manipulation can limit the financial exposure of a licensee if they can convince the public to make losing wagers.

This is another reason why monitoring is needed. If we can be of any help in assisting your review of sports betting regulation, please do not hesitate to contact me.

Respectfully,

A handwritten signature in black ink, appearing to read "Edward J. Martin".

Edward J. Martin, President