

SENATE BILL 850

State Lottery - Ticket Purchase and Delivery by Third-Party Entity – Authorization (Sen. Zucker)

Testimony of Jackpot.com and Jackpocket in Support

Millions in Immediate Revenue

Lottery Couriers add millions in incremental sales simply by marketing and facilitating the digital ordering of the state lottery's existing games. There's no need for a state procurement or complicated government tech rollout – couriers can start selling games within weeks of the state's approval at no cost to the state.

Other states consistently see an increase of 15-20% in lottery sales following the introduction of lottery couriers. Research shows that couriers are drawing in new, wealthier, younger players – *not* cannibalizing existing retail lottery sales.



No Expansion of Gaming, No Impediment to Other Options

- Maryland legislators continue to consider whether to implement a state-sponsored iLottery program, internet-based casino gaming, and more.
- Because they only offer games that are already available, courier services are not an expansion of gaming.
- Couriers are a solution that can coexist with these programs or serve as an intermediate single step.

High Tech Guardrails

Couriers employ digital safeguards to protect consumers and ensure compliance with Maryland law

- Third-party digital age and ID verification
- Third-party digital geolocation to ensure in-state order
- Responsible gambling protocols including maximum deposit and spend limits and self-exclusion.
- Anti-Money Laundering program that undergoes annual third-party audit

How Does It Work?

- Customer places order for a game – Mega Millions, Powerball, or other lottery offerings – using a courier's app or website.
- Courier fulfills order in person at a fully licensed, compliant retail location in the state.
- Courier shares a digital copy of the ticket through the site or app, securely stores the physical ticket pending drawing.
- If the customer wins, the winnings are deposited in the customer's account.¹
- Couriers are paid upon funding the account; no fees placed on product orders or winnings.

¹ Winnings in excess of \$600 are claimed by the customer obtaining the actual physical ticket and claiming in-person at the state lottery office. This ensures compliance with child support enforcement rules.