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The Impact of Sports Wagering on Collegiate Sports Viewership

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Abstract

Fan viewership was examined after the legalization of sports wagering. The methods of placing bets were analyzed as well as the in person and broadcasting viewership of NCAA competitions. Fan broadcast and in person viewership has increased since the legalization of sports wagering. The world of sports betting has adapted to new technology to better enhance the user's accessibility. Mobile apps have become the preferred method of sports bettors, due to the capabilities and ease of access the apps provide. Broadcasting networks have played a large role in increasing the appeal of sports betting, through advertisements and deals being offered. The changes that have been made since the legalization of sports wagering have increased the fan interaction levels of NCAA competitions. The projected trajectory of sports betting participants implies an escalation in fan interaction among the collegiate level.

Keywords: wagering, viewership, broadcast, mobile apps, legalization

The Impact of Sports Wagering on Collegiate Sports Viewership

Sports wagering isn't a relatively new concept for humans. Humans have been willing to bet and gamble their money on popular events for most of history, however the exact events in which they are gambling their money on has adjusted. The concept has changed and developed throughout the years in order to become the phenomenon that it is today. As time has gone on, betting has only become more popular. Its popularity has skyrocketed in recent years due to states now legalizing citizens' abilities to place sports bets. In order to understand just how large sports wagering has become, taking a look at its impact on other services is required. The ancient Greeks were some of the oldest known humans to have been involved in sports betting. Sporting events during this time consisted of boxing and the sports that were a part of the olympic games (Kiko, 2023). At the time, it didn't have the popularity that it does now, because you had to be at the event in order to bet on it. With today's technology, that has completely changed.

The push for sports betting to become legal existed before the deciding case of *Marbury v. National Collegiate Athletic Association* (Holden et al., 2023, p.1386). The commissioners of multiple major professional sports leagues requested that it be done years earlier, however it was never granted. There are plenty of arguments for why sports betting wasn't legalized up until recent years. One of the main arguments is that in legalizing it, the chances of sports corruption and match fixing increase (Holden et al., 2023, p.1386). This can be done multiple ways, the most popular is through having a player in a certain game perform based on what will win them or someone that they know, money. Another reason it wasn't legal for so long was for the protection of athletes. When money is on the line, extra pressure is added towards the athletes that are competing (NCAA, 2024). The stress and pressure that fans and bettors place upon these athletes was one of the main reasons the United States was against gambling for so long.

The ability to place a bet on a sporting event isn't legal across the entire United States. On a state-by-state basis, the government has chosen whether its citizens or visitors should be allowed to gamble. Of the 50, 12 states have decided that sports betting should remain illegal (Pempus, 2024). This leaves 38 states as well as the District of Columbia, having already legalized sports wagering, with rules and restrictions on which sportsbooks can be used to place these bets. In the state of Indiana, 12 different sportsbooks have been legalized for use which is more than the average state has allowed up to this point (Pempus, 2024).

Many factors can play a role in an individual getting into sports betting. Sports betting provides a sense of risk taking, which some individuals desire. It also can provide a distraction from the other worries in life, however betting often becomes another stressor for those who partake (Labuda et al., 2020) . As mentioned earlier, some sports bettors do it for the chance of financial gain. Making a significant financial gain from gambling is a rare sight. Even though the chances are not in the bettors' favor, there is still that tiny chance that they can win big and be financially set for life. Sportsbooks and betting apps thrive on individuals who think like this. When a bettor wins a bet, their chances of placing another bet in the near future are very high because they have seen that money can be won (Epstein, 2023, p.97). The other reason why people get into sports wagering is because of the excitement and entertainment that it brings. Games become more thrilling and intriguing whenever a financial investment has been made on it. This financial investment leads to the emotional investment that is created for most gamblers.

Since 2021, almost 4 million more people have watched a live sporting event (Stoll, 2023). This makes for almost forty-eight percent of the United States population having viewed a sporting event while it was originally aired (Stoll,2023). Live sporting events often bring an emotional and financial investment for its viewers. Viewers become emotionally attached to certain teams and players therefore watching their games more often. This ultimately leads to a belief that these teams and players can win them money, therefore creating a financial investment through a bet being placed on them. When it comes to popularity for live sporting

events, the NCAA's March Madness and the NFL's Super Bowl are some of the most viewed programs every year. Being two of the most popular sporting events for all of television, they also bring in plenty of bets being placed on them. In 2023, \$15.5 billion was bet on the March Madness tournament (Statista Research Department, 2023). This is about a \$7 billion dollar increase from the year of 2019 (Statista Research Department, 2023). Popular sporting events bring people together for fun times, but with this comes betting.

Betting mobile apps have surfaced as some of the most popular applications downloaded to phones in recent years (Kiko, 2023). They have provided users with the ability to quickly and easily place a bet on almost any game or player that they want. Rather than having to drive to a sports book before watching or going to a game, a user can now stay on the couch and place as many bets as their bank account allows them to. The apps available are more versatile than they are first perceived as. They are capable of providing live stats and updates during games to keep the user informed (Kiko, 2023). Not only are these betting apps more convenient, they are also providing incentives for becoming a frequent user as well as introducing the app to future users. Apps such as DraftKings and FanDuel both offer their users rewards once they place a certain amount of bets (Kiko, 2023). This keeps the bettor engaged and willing to continue betting even if they are in a financial hole.

Although the in-person attendance data has yet to be provided, I propose that viewership and mobile attendance of sporting events has increased since the legalization of sports gambling. Having the ability to do it over the phone as well as in person provides ample opportunity for individuals to place bets and dedicate their attention to sporting events (Kiko, 2023).

Many sports betting apps have come to an agreement with broadcasting networks that air live sports. These agreements feature an advertisement being played on their channel, during breaks or timeouts of the sporting event (Labuda et al., 2020). They know that those who are currently watching the games are their apps' targeted audience. Live sports have become

some of the most profitable content for television and streaming media companies (Labuda et al., 2020). Those who are currently sports fans are often the ones that later become sports bettors. While this is the common transition to becoming a sports bettor, individuals that aren't sports fans are also intrigued to try sports betting for multiple reasons. The attempt to make a quick profit, or the desire to root for a specific person to do well often attracts this category of people (Kiko, 2023).

The world of sports broadcasting has had to adapt to the change in legality of sports wagering. Sports broadcasting networks as well as their broadcasters have now incorporated betting odds and analysis into their shows which can play a large role in getting a viewer to place a bet (Labuda et al, 2020). When listening to analysts discuss how they feel about certain spreads or odds on a game, a casual viewer can become very intrigued in placing a bet. Multiple broadcasters are retired professional athletes that are now giving their insight about a game and its odds to the entire world. This creates a very convincing point of the show for bettors, because they feel as though they are listening to someone who knows more about the game than they do, or someone who has played in games similar to ones that they are betting on (Labuda et al., 2020). Not only can it be very convincing to bettors, but it can also help bettors learn about what bets can be placed. ESPN as well as other broadcasting networks now place the odds of games on a replaying ticker that is shown over the entire course of a show. In doing this, they are not making viewers work any harder to see what the odds are on a certain game, therefore allowing viewers to be more informed on what bets can be placed (ESPN Internet Ventures, 2024). This is a new concept that has only become popular in recent years due to the emergence and popularity of sports wagering. Eight years ago before sports gambling was legalized, the ticker that is located on the bottom of ESPN broadcasts only mentioned injury reports as well as scheduled game times and teams. That has all changed as now it displays the over/under of games, prop bets, as well as game spreads for almost every sport that is viewable on TV (ESPN Internet Ventures, 2024).

In what ways has legalized sports betting affected the rest of the world? Sportsbooks and betting apps aren't the only businesses that have boomed since sports wagering has become available in more states. Television broadcasts such as ESPN, ABC, TNT and others, have all been affected by states legalizing citizens to place bets on sporting events (Freas, 2023). Bettors are very likely to watch games that they bet on. In choosing a certain team to win by a certain amount of points, these bettors want to feel engaged in the game to see if they are going to make a profit. This drives viewership up on broadcasting services, even on a random weeknight with a not so popular game on TV (Freas, 2023).

In order to understand the impact that legalizing sports betting has had across the country, taking a look at the viewership numbers can provide plentiful information. The recent COVID-19 pandemic has misconstrued the in-person attendance for most sporting events over the last couple of years. The mobile or television viewership numbers will give a clear picture as to how much sports betting has increased the number of individuals watching sporting events (Freas, 2023). When the data is analyzed, it will provide a clear explanation of the impact that sports betting has on live sports viewership across all levels of competition.

How have mobile betting apps enhanced the appeal towards sports viewers?

Mobile betting apps have provided a convenient alternative to individuals looking to place a bet. Instead of traveling to the nearest sports book, they now have the same capabilities in the palm of their hand. Smartphones have "accounted for a major proportion of the overall growth in online wagering" (Hing et al., 2022, p.10), and are projected to continue to be the most popular form of placing sports bets. The downloadable apps provide quick and up-to-date information about games, players and teams which captures the attention of gamblers. Having easily accessible information can lead to a more confident sports bettor (Jackson, 2023). A more confident sports bettor ultimately results in an increase of bets being placed which is what keeps sports betting apps in business.

Since the boom of sports betting apps, there has been an increase in bet sharing across social media (Jackson, 2023). This occurs when a prominent social media presence shares what bets they will be placing to attempt to get their followers to also place the same bets. This helps the betting app businesses, but can also help sports bettors who aren't confident in their own bets that they place (Jackson, 2023). The appeal that these social media accounts provide to sports bettors comes from also displaying the success that they have had in the business. When a sports bettor sees that someone who is relatively successful is placing a bet on a certain team or player, they are likely to follow in that person's footsteps in hope of also being successful (Rogers, 2023).

The demographic of the common sports bettor could also play a role in why mobile betting apps have had success in the gambling industry. "Sports bettors are more likely to be men, under the age of 35, and white or high-income earners" (Jackson, 2023), which also happens to be a similar demographic of mobile phone users. Rather than appealing to the older generations, betting apps have realized that their target audience is the generation that spends much more time on their phones. While around 40% of the legal American population attempted to place a bet in 2023, over half of those who did were between the ages of 21 and 37 (American Gaming Association, 2023). These bets could have taken place at a casino, on a website, or on a smartphone, however a large percentage of the bets placed in this age group took place over a smartphone (American Gaming Association, 2023).

When it comes to mobile betting apps, with ease comes addiction. Having the ability to use digital money, more privacy features, as well as high speed transactions makes betting apps very enticing (Hing et al., 2017, p. 1053). These capabilities have provided users with features that are conducive to a gambling addiction. Although sports wagering apps (ex: DraftKings and FanDuel) provide a statement regarding how serious a gambling addiction is, they still use this addictiveness to their own power. Betting services profit off of people becoming addicted to placing bets, so therefore why would they put forth too much effort in stopping it?

Instead of attempting to keep bettors from becoming addicted, these mobile apps often provide bonus bets and other forms of rewards towards its users to use for their next bets (Hing et al., 2017, p.1053). These rewards provide users another foot into the door to get back into gambling. The apps operate on a system that can check how much money has been placed into an account balance, and continue to provide more rewards to the users who have a lower account balance than others (Hing et al., 2017, 1054). According to a survey, 63% of sports bettors claimed that they prefer to use mobile betting apps because of the rewards and promotions that are provided by the company (Rogers, 2023). This statistic provides an insight as to just how beneficial those rewards and promotions can prove to be for both the users as well as the company providing them. Mobile sports betting apps have made their business easier to use, by promoting themselves to such a large crowd. The populations of 30 American states as well as Washington, D.C. and Puerto Rico are all provided with the legal ability to place a mobile bet (Waters, 2024). These mobile bets can be placed either through smartphone application or website, however smartphone application is far and away more common than the website method (Waters, 2024).

DraftKings and FanDuel have proven to be the leaders in mobile betting apps, and are preferred by more than half of all sports betting app users (Rogers, 2023). Many users that have tried other apps claim that they provide more rewards and easier access than the other apps (Rogers, 2023). Before taking over the sports betting world, both DraftKings and FanDuel were used for fantasy sports (Waters, 2024). They provided users with the ability to draft players of multiple different sports and assemble teams after drafting them. These teams would be compared to other teams within a “league” that could be played for money (Waters, 2024). Fantasy sports betting leagues fed into the future gambling craze that came about here in the United States. The attraction that was created due to these fantasy sports leagues became “tempting for most of the professional leagues” (Brandt, 2017, 282). The leagues were able to see just how beneficial allowing people to bet on their games could become. If people are willing

to spend a ridiculous amount of money on a drafted team, it would make sense for them to be willing to throw that money towards everyday games as well (Brandt, 2017, 282). This thought process is what led to the success of most sports betting apps in years to come. In order to understand how bettings apps have evolved, it is important to realize the effect that DFS (daily fantasy sports) apps had on sports gamblers (Brandt, 2017, 281). DFS apps allowed users to become a “manager” of their teams to help their chances of winning. The reason this wasn’t considered true gambling at the time was because the apps claimed that there was plenty of skill involved in drafting your team and choosing your players (Brandt, 2017, 283).

There are some downsides that sports bettors have noticed when it comes to mobile betting apps. “Around 25% of sports bettors claim that they prefer to place their bets in person rather than online or through a mobile betting app” (Rogers, 2023), due to multiple reasons. One of the main reasons is the loss of social experience that comes with placing a bet at a sportsbook in person. Being able to discuss bets as well as sports in general with both fellow bettors as well as casino and sportsbook staff is preferred instead of the remote option (Jackson, 2023). Another main reason for bettors preferring the in person method is because of the financial situation that comes with it. Bettors feel that they are “more disciplined” with their money when doing transactions face to face rather than over the phone (Jackson, 2023). The feeling of being more in control of their money is more appealing to some instead of over the phone where spending limits will be easier to surpass.

How do broadcasting networks play a role in the increased usage of betting apps?

Broadcasting networks have had to adapt to the betting world as well. Before the legalization of sports betting, sports broadcasting networks wouldn’t mention the numbers and lines that are projected for each game. “However, a growing trend in several countries is the embedding of promotions for sports betting into televised sports broadcasts, resulting from the increased sponsorship and the purchasing of advertising rights by wagering operators” (Hing et al., 2017, p.1052). Once it became legal, the landscape completely changed as now almost

every broadcasting network displays some kind of numerical data on almost every game in every sport that the NCAA can offer. Gambling and betting businesses can use this to their advantage, as now anyone who is watching a televised broadcasting network is being presented with potential bets that they can place (Hing et al., 2017, p.1053). Additionally, these businesses are able to promote their business to millions of people at once by displaying an advertisement during these broadcasts. These betting services can now run anywhere from 15 seconds to minute long advertisements promoting everything that they can offer. While most of these advertisements are paid for, some are double sided promotions due to an agreement between a broadcasting network and a betting service. In other words, if the network plays a 30 second advertisement for DraftKings, DraftKings can return the favor by promoting that sports broadcasting network on their app in an attempt to increase their viewership (Hing et al, 2017, p.1054).

As mentioned earlier, sports broadcasting networks are now capable of placing betting odds all throughout their broadcasts. ESPN is a very popular sports broadcasting network, that throughout the day when games aren't on, they will discuss sports. This channel attracts a lot of sports lovers, but also a lot of sports gamblers (Spiegler, 1996). The reason for this is because of the discussion and presentation of betting odds for games that are coming up. At the bottom of the screen when viewing an ESPN broadcast, there is a "ticker line" that shows exactly what games will be played that day, as well as what time they will be played. After displaying this information, the next information shown are the odds on the game that was just shown. These odds could be on the over/under of a team, the over/under of a player, as well as the spread for each game (ESPN Internet Ventures, 2024).

Betting odds aren't only shown before games occur. During a broadcast of a game, announcers will often discuss how many points away a player is from reaching their over/under. They also mention the spread throughout the game to keep sports bettors informed (ESPN Internet Ventures, 2024). Because odds can be shown during a game, as well as change during

a game, bettors will stay more up to date on possible bets. Sport broadcasting networks show a plethora of different statistics throughout the game. Anything from rebounds, touchdowns, even missed shots can be displayed on the screen next to an entire team or even a specific player (ESPN Internet Ventures, 2024). In doing this, a viewer is able to get a good idea on how a game or player is playing out. This creates an urge to place a bet because of knowledge that the viewer believes they have received (Jackson, 2023). While this information might be useful, there are still some downsides of placing betting advertisements as well as reporter analysis into a broadcast. Most of the problems are mental health problems because they are ultimately what helps lead into a gambling addiction as discussed later (Chóliz, 2023, p.6). A study showed that 38% of sports bettors would prefer that announcers or reporters don't mention the odds during a live broadcast (Epstein, 2023, p.101). The reasons for this differed, however one of the main reasons was for the anxiousness that was added to a sports bettor when the announcer would hint at a bet not going their way (Epstein, 2023, p.101). Not only do some sports bettors not want odds to be mentioned by an announcer or reporter, but they would also like the advertisement numbers to be lower. In the same survey, 34% of sports bettors claimed that they would prefer a smaller amount of betting commercials shown during a live sports broadcast (Epstein, 2023, p.101).

The show Daily Wager is a sports talk show that discusses betting odds and matchups across the world of sports for every episode (ESPN Internet Ventures, 2024). The boom in sports betting caused the creation of the show, which is broadcasted on ESPN networks. The show has a simple agenda for every episode. The hosts on the show look over the competitions that are taking place that day and discuss how they feel about the odds for each game (ESPN Internet Ventures, 2024). The hosts discuss their personal opinions backed with statistical data that they have acquired, to hopefully encourage the viewers to place bets that agree with what they are mentioning. With less of a focus on strictly current odds for competitions, Daily Wager provides up to date odds on future competitions as well (ESPN Internet Ventures, 2024). This

includes a graphic depicting the odds of certain teams to win the NCAA men's basketball championship, even though the regular season hasn't come to a close yet. It is odds like these that are discussed by the hosts as well as special guests in hopes of entertaining its viewers. Viewers seem to be very pleased with Daily Wager with a rating of 6.9/10 (ESPN Internet Ventures, 2024). It is likely that other broadcasting networks other than ESPN will soon develop a show of their own doing a very similar thing to Daily Wager here in the next couple of years.

While displaying betting odds has enhanced viewer engagement for the mainstream sports, it has also helped in the coverage of non-major sports (Stoll, 2023). Sports bettors are often eager to place their next bet. Broadcasting networks are very aware of this, as sometimes it doesn't matter what sport is being discussed or shown, bettors are willing to place money on it. This has led to an increase in viewership of non-major NCAA sports due to the fact that viewers are now able to place a bet on sports that they usually wouldn't (Stoll, 2023). During the COVID-19 pandemic, many NCAA sports were either postponed or canceled for a season. Most of the sports that were canceled included sports that are most commonly bet on like football, baseball, and basketball. With these competitions not taking place, sports bettors had to expand their horizons and bet on different sports than they were used to. This trend has continued after the pandemic, with more bets being placed on nonmajor NCAA sports than ever before (Stoll, 2023). The advertisement and presentation done by broadcasting networks is believed to have played a role in this increase in viewership.

How has legalized sports betting affected the rest of the world?

As the legalization of sports betting continues to develop, its impact expands throughout other areas outside of the sports world. One of the largest impacts that the "boom" of sports betting has created is in the economy. The world of sports betting has created thousands of jobs for individuals all across the world (American Gaming Association, 2023). Each of these sportsbook businesses have stimulated job growth in departments such as sportsbook operations, data analysis, and even marketing (American Gaming Association, 2023). Allowing more individuals

the chance to have a job in the United States is a great way to advance the economic state of the country. Legalized betting also has a bonus for those who don't participate. The betting can generate tax revenue for governments to use to help make advancements in public services or projects (Jackson, 2023). The government receiving this money can assist in bettering society, without every individual having to lose money in the process. Now that sports betting is legal in most states, it also decreases the amount of illegal gambling that takes place which can negatively affect the economy (Jackson, 2023). Decreasing the amount of prevalence of illegal gambling can also help the economic well being of the NCAA by limiting match-fixing and other gambling related criminal activities (Jackson, 2023).

In a study done by the American Gaming Association (2023), it was found that "71% of Americans say that the gaming industry has a positive impact on the overall U.S. economy." The United States population has come to realize that the legalization of sports betting can have a positive impact although it does bring some negative impacts. Because they are seeing this positive impact, they are more likely to get into sports betting themselves if they aren't already (Jackson, 2023). In 2021, sports betting generated a revenue of \$4.33 billion which was quadrupled from the year before (Jackson, 2023). This incredibly large number displays how large of an impact sports and sport organizations such as the NCAA can have in different areas of life.

As the sports betting world continues to make advancements, the United States population continues to become more intrigued into the industry. Every year since sports wagering became legal, the amount of Americans willing to participate has increased (Epstein, 2023, p.100). With the legalization, non-sports fans have also shown that they have become more interested in attending sporting events. A survey conducted in Ohio of legal adults proved that if sports betting became legal, they would attend ten or more sporting events than they did when it was illegal (Labuda et al., 2020). In the same survey, the data showed that the average Ohio resident would be more likely to follow more sports teams as well as leagues due to the

legalization of sports betting (Labuda et al., 2020). It is evident that the sports betting industry is attracting more American citizens everyday, while also increasing viewership and attendance among a variety of sports.

When it comes to the NCAA, although an increase in viewership and attendance is nice for their sporting events, there are some downsides to the increase in popularity of sports betting. Two of the main concerns for the organization is maintaining the integrity of the competitions and protecting the student-athletes (NCAA, 2024). In an attempt to overcome these concerns, the NCAA has created future plans to help the cause. These plans include social media initiatives, educational courses, monitoring, as well as collaboration with state and federal lawmakers (NCAA, 2024). It is vital that the NCAA is able to maintain the integrity of competitions. With how many viewers and bettors collegiate sports attract all across the country, there is often a lot riding on every competition. Employment is included in this heavy weight of a competition, as coaches, athletic directors, and other personnel are evaluated on the success of their team. When a game is match-fixed or misconstrued in a different way, it can affect thousands of people, that can have everything or absolutely nothing to do with the teams that are in the competition.

Organizations, like the NCAA, as well as businesses have come to the realization that sports betting is here to stay. It is up to them to make sure that it is done at a healthy rate for the mental health of both the NCAA student athletes as well as the bettors (Chóliz, 2023, p.5). Gambling is a very addictive activity, and can lead to some serious health issues if a user is not careful. While for some gambling can be a source of income, others however can lose significant amounts of money from gambling. Sports betting is different from most gambling products because of the role that the bettor plays (Chóliz, 2023, p.6). When placing a sports bet, a bettor is taking a chance based on their level of knowledge, similar to poker and blackjack, rather than the spin of an automated wheel (slot machines). Sports betting also provides bettors with an overestimate of their sports knowledge, leading them to become even more depressed

after losing money (Lopez et al., 2020, p.913). Feeling as though you might be more knowledgeable than the sportsbook making the odds, then not winning on a bet can take a large mental toll on a bettor.

As mentioned earlier, placing a bet on a sporting event is easier than it has ever been. With the availability of mobile betting apps, users are able to place bets faster as well as in any location that they desire. This availability is feeding into the gambling addiction problem that the United States population faces (Lopez et al., 2020, p.919). Individuals may also be more inclined to bet on their phones because of the financial aspect of it. When placing a bet through a mobile app, users don't have to hand a check or cash to a worker, and instead can spend the money by clicking a button. Because the level of difficulty and effort is decreasing in placing a bet, bettors are more likely to place more and more which ultimately can lead to an addiction ((Lopez et al., 2020, p.918).

The amount of United States citizens that are legally able to place a bet is higher than it has ever been (American Gaming Association, 2023). Ensuring that this large amount of people bet at a healthy rate is a hard job to accomplish. The reason maintaining a healthy betting rate is important is because the appeal towards betting has increased, with "reports that the number of Americans open to placing a sports bet has grown by 24 million people since 2019" (Epstein, 2023, p.97). As years pass, this number is expected to continue to grow, with a direct relationship to the amount of gambling addiction cases the United States encounters (Epstein, 2023, p.105). Dealing with gambling addictions is no easy task for health care providers. Gambling addictions often lead into or correlate with other addictions such as drugs or alcohol, which is why it is so important for businesses and organizations to help limit the amount of people becoming addicted (Chóliz, 2023, p.5).

Located on the bottom of every sports gambling advertisement is a fine print statement about the effects of gambling addiction as well as who to contact in case of suspicion of a problem (Chóliz, 2023, p.6). It is required by state and federal law that both advertisements as

well as online or mobile betting applications provide information on the severity of the problem (Chóliz, 2023, p.6). Next to the fine print is a number that is available for both text and call. This number offers those who are currently struggling with a gambling problem, someone to talk to or attempt to help them (Chóliz, 2023, p.6). While the intention of this fine print and phone number is to help with gambling problems, it doesn't prevent them from happening. The only way to prevent gambling addictions is to stop them before they occur. Apps having taken preventative measures to help this, by allowing users to set limits on how much money can be spent as well as how many bets can be placed in a certain time frame (Chóliz, 2023, p.7) These limits have to be set by the user which is another loophole for addicts to continue feeding their addiction. According to Chóliz (2023), in order to prevent gambling problems, we need to treat it like the COVID-19 virus in terms of "limiting availability (supply) and accessibility" (p.8). Another possible solution is to allow sportsbook businesses to set the limit for every user based on the data and information they have received. If a user is continuing to lose money at an incredibly fast rate, these businesses could step in and set a limit that prevents them from placing another bet. This would require all betting apps and sportsbooks to work together in order to stop the gambling addiction problem that is occurring. They would need to share information and data on users to best help their mental and physical health. There are many other negative effects of gambling besides the addiction problems, however this seems to be the most prevalent one because of the severity of each case.

Discovering the effects that sports wagering has caused on collegiate athletics allows collegiate sports organizations to tailor their marketing and engagement efforts to help maximize fan participation and support. In studying how legalized sports betting has changed collegiate sports, many pros and cons were noticed. In order to decide whether the pros outweigh the cons, it is important to analyze how many people and organizations are going to benefit from sports betting being legal, versus how many would face negative consequences due to it being

legal (Freas, 2023). There are many organizations that have benefited from sports betting, and that number will continue to grow as the industry does (Jackson, 2023).

The addition of mobile betting apps and more online betting websites has helped the sports betting industry significantly. Both methods offer users capabilities that can't be matched at in-person sportsbooks. While it seems that more and more sports bettors will continue to transition towards only using mobile betting apps, analyzing the reasons for which people place a bet slightly contradicts this (Rogers, 2023). Many sports bettors have already made the transition to mobile apps because of the ease and availability it provides. However, there are some sports bettors who would rather place bets in-person simply because of the social human interaction that comes along with it (Rogers, 2023).

Sporting events offer entertaining competition that often last several hours depending on the sport. A challenge for broadcasting networks is keeping fans entertained by competitions that aren't competitive or don't draw the attention that headlining games do (Bridge, 2023). NCAA sporting events offer competitions that often end up in blowouts or boring games. That is where the world of sports betting has helped the broadcasting networks. It was found that when an adult between the ages of 26-40 is watching a blowout of a competition, they are almost two times as likely to continue watching the event if they have a bet placed on it (Bridge, 2023). Having money on the event adds an extra risk factor for bettors, that keeps them entertained and drives up viewership numbers.

With today's sports betting capabilities, a bettor can now place a bet on women's sport almost as easily as they can a men's competition. The rise of female athletics viewers has started to multiply over the last couple of years (Freas, 2023). One of the main factors for this is the entertainment source that it provides for all ages, however betting has also helped the cause. Now that sports bettors are able to place a bet on a women's NCAA competition, they are bound to be more intrigued to watch the games (Freas, 2023). Bettors are provided with almost all of the same opportunities that are provided with men's competitions. They can place

spread bets, player bets, and even prop bets for some of the larger women's competitions that take place. Similarly to the blowout statistic, sports bettors are almost two times as likely to watch a women's NCAA competition when they have placed a bet on it (Bridge, 2023).

Table 1

	2019	2020	2021	2022
Men's Sports	80%	76%	71%	67%
Women's Sports	20%	24%	29%	33%

Note. From Manfre, D. (2024, April 8). *3 sportsbooks say South Carolina-Iowa was most-bet women's event.* Sportico.com. Bets placed on men's sporting events versus women's sporting events yearly.

The 2023-2024 year of women's college sports has boomed like no other. It has brought record numbers of attendance and viewership for different sports and for teams all across the country. One of the most notable teams bringing in this attention was the Hawkeyes girls basketball team from The University of Iowa (Manfre, 2024). All season long, they were the most bet on female team in the country, and also brought in the most spectators in-person and on television (Manfre, 2024). Their season lasted as long as any other team in college basketball because they advanced to the national championship. This national championship also set record numbers when it comes to betting on women's sports. On the FanDuel app alone, the women's national championship saw a 155% increase in the amount of money bet on the game compared to the 2023 national championship (Manfre, 2024). Not only was more money being placed on the game this year, but a significantly larger amount of bets were placed on the game this year. This year's women's national championship saw a 205% increase in bet count compared to the year prior (Manfre, 2023).

Sports betting will continue to have an effect on the sports industry through multiple factors. The research behind it has proved that the "boom" in the sports betting industry has caused an increase in fan viewership. Bettors are watching more games than they normally do, as well as watching different sports than what they normally do. Broadcasting networks have

had an increase in viewers of both men and women NCAA competitions, and expect this to continue increasing in the coming years (Bridge, 2023). It was also found that these viewers, whether in person or using a television, were more likely to care about the outcome of the game rather than watching just for entertainment purposes (Bridge, 2023). Keeping viewers interested in games results in better viewing numbers for broadcasting networks. To keep them interested, they can promote mobile betting apps or sportsbooks in an attempt to convince viewers to place a bet on a game. When individuals place a bet on a game, they are over 65% more likely to continue watching the competition until their bet hits/misses or until the competition is over (Bridge, 2023).

Bettors often find a connection to players or teams when they place bets on them (Bridge, 2023). They find themselves in situations in which they are relying on certain individuals to do something in order for them to win money. This creates an emotional attachment, especially when the earnings are large. This connection leads to these betting individuals continuing to watch and support the teams and players that they have become attached to. In doing so, they are increasing viewership numbers when these teams and players compete, which helps the broadcasting networks or facilities that are showing their competitions either on television or in person (Bridge, 2023).

Live betting has also added an increased level of interest when it comes to the viewing experience. Placing a bet while watching a game allows bettors to feel confident in what they are betting on, therefore placing more money on this bet. With live bets being the most popular among all mobile betting apps, advertisement is to thank for it (Freas, 2023). The world of artificial intelligence is now playing a role, especially when it comes to live betting. AI (artificial intelligence) can provide accurate predictions as to how a player or team will perform due to multiple factors that might not be factored in by the human brain (Freas, 2023). As AI continues to advance, the sports betting world will have to adjust in order to ensure that people aren't winning on every bet placed. AI has the capabilities to factor in minutes played, averages, and

many other categories that humans might struggle to comprehend which can lead to an unfair advantage for bettors (Freas, 2023). The future of how sportsbooks and betting services will adjust to the advancements made by AI are unknown, but it is obvious that actions will need to be taken (Hing et al., 2022, p.13).

Knowing that betting has changed viewership numbers across all NCAA competitions, the sports betting industry can use this to their advantage like they are already doing. They can continue promoting sports betting apps and bonuses during broadcasts, in order to continue to grow the industry. The industry has brought a lot of advantages and disadvantages to the United States population (Chóliz, 2023, p.7). The economy has grown, the sports industry has grown, and sports organizations have gained popularity that will continue to excel (Freas, 2023). Many great things have come from the “boom”, but it has also brought along negative consequences. These include an increase in national gambling addiction problems, as well as a larger focus on maintaining the integrity of competitions due to match-fixing or point-shaving (Freas, 2023). Accepting the fact that sports wagering is here to stay in the United States and will only continue to grow, “there is no doubt that sports betting will continue to play an important role in shaping the future of sports, fan culture, and advertising” (Freas, 2023).

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