



# the campaign for *fairer gambling*

USA NATIONAL 2024

STATE SPECIFIC: OHIO 2024

Online Gambling Marketplace

MONITORING, DATA & ANALYSIS BY



# The Campaign for Fairer Gambling: Introduction

## INTRODUCTION

Two new bills to legalize iGaming (online slot and casino games) were introduced recently in Ohio, with proponents initially speaking privately to legislators, and then a Senate public hearing for proponents with an opponent hearing to be held separately.

The Campaign for Fairer Gambling (CFG) continues to commission Yield Sec to collaborate on research to educate and inform the public, media and politicians about online gambling, including illegal online gambling. This new Ohio report is a state-specific supplement to the [CFG 2024 USA National report](#).

This report takes US Census data for the population of Ohio and the whole US. This creates the basis for an amount lost per capita for each. It then takes the US Census income per capita which enables calculation of the amount lost as a percentage of average income. This technique gives a comparative between Ohio and the whole US.

**It shows that for the US as a whole, the loss is 0.62% of average income, whilst for Ohio that amount is 1.33%: More than twice the US rate.**

It should be noted that the Census data includes all ages and non-gamblers, so is not indicative of actual amount lost per gambler, in either dollar or percentage terms. However, by taking the income variable into account, it offers the best illustration of the impact on income for Ohio relative to the USA.

Proponents of online gambling expansion never appear to offer an explanation of the source of gambler funds that will provide the forecast losses and tax revenues. They therefore never forecast the impact on the wider state economy. Notably, they also never forecast the amount of harm and the socio-economic cost of those harms.

They always forecast that legalization will result in a reduction in the illegal gambling sector. The [CFG 2024 USA National report](#) demonstrates this to be false: nationally, the illegal online gambling sector is growing faster than the legal online sector. Illegals grew at 64% year-on-year (2023-2024), compared to legals growing at 36%. Ohio state is close to the highest percentage level of loss (GGR) to income. It would be illogical to legalize iGaming until concrete steps have been taken to reduce and remove crime and impact the illegal online gambling sector through effective monitoring and policing actions.

# Yield Sec FACTSHEET: USA Online Gambling Marketplace 2024

## LEGAL GAMBLING OPERATORS

**95**

**LEGAL SPORTS BETTING  
AND CASINO OPERATORS  
ACTIVELY TARGETED USA**

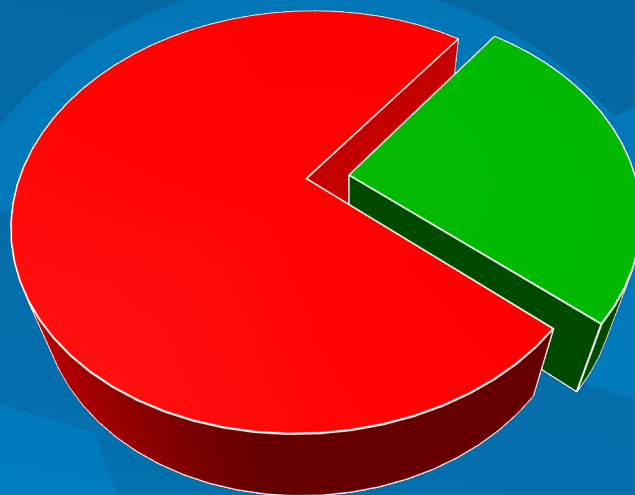
## AFFILIATES PROMOTING LEGALS

**106**

**AFFILIATES  
PROMOTE ONLY LEGALS  
THAT ACTIVELY TARGETED USA**

**GROSS GAMBLING REVENUE 2024  
TOTAL: \$90.1 billion**

**ILLEGAL 74%  
\$67.1 billion**



**LEGAL 26%  
\$23.0 billion**

## USA

### 2024: ONLINE GAMBLING MARKETPLACE

For Americans, illegal gambling brands have become the homes of choice and convenience, and existed far in advance of legal online betting and gaming options. This legacy effect, and the current choice and convenience of illegals having all products, at better prices and with cross-sell promotions, compared to legal rivals, means the average consumer sees little to no downside in choosing an illegal provider . . . if they even realize they're illegal.

## ILLEGAL GAMBLING OPERATORS

**917**

**ILLEGAL SPORTS BETTING  
AND CASINO OPERATORS  
ACTIVELY TARGETED USA**

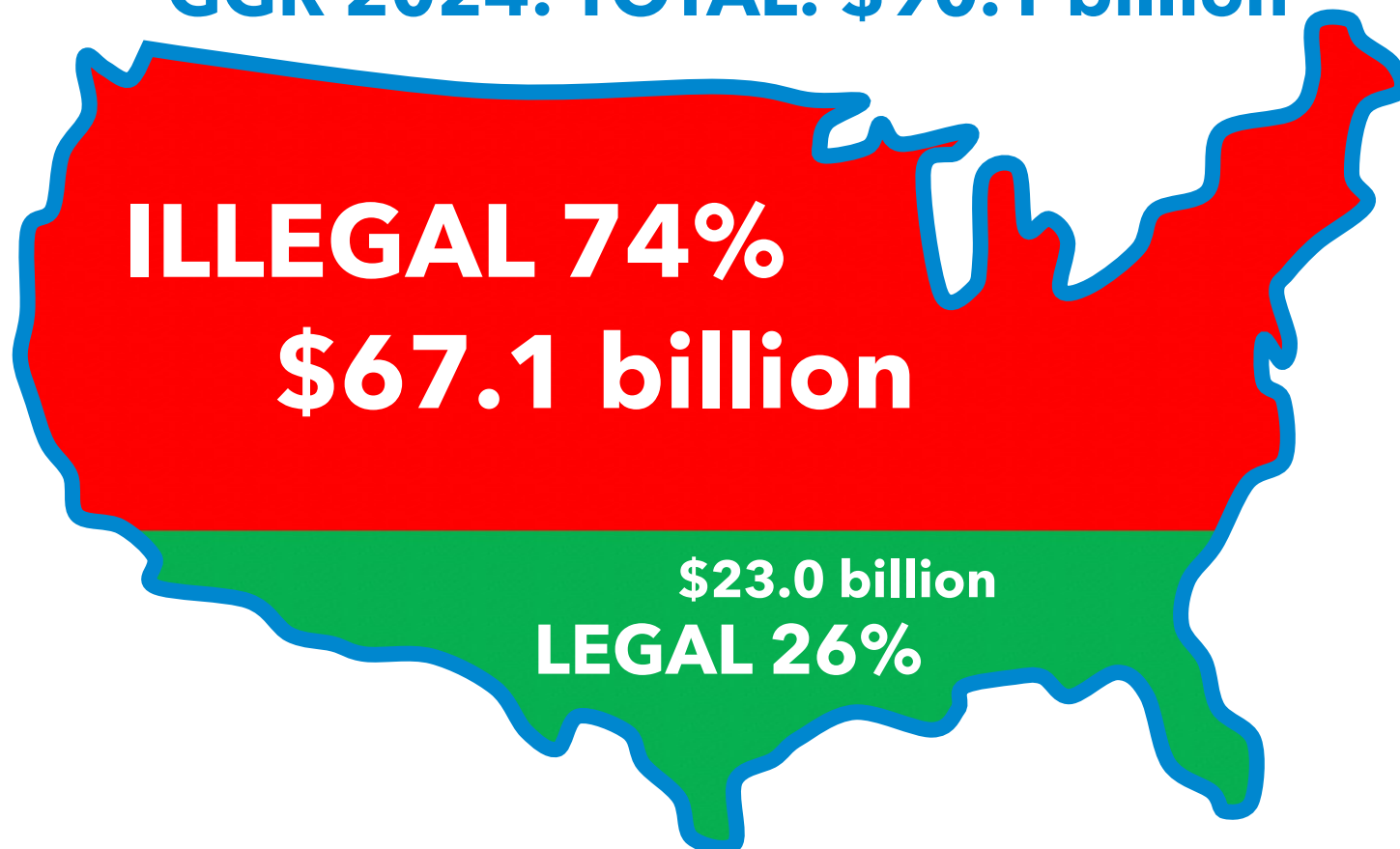
## AFFILIATES PROMOTING ILLEGALS

**668**

**AFFILIATES  
PROMOTE ILLEGALS  
THAT ACTIVELY TARGETED USA**

# USA National: Online Gambling Marketplace Stats 2024

**GGR 2024: TOTAL: \$90.1 billion**



## GGR PER CAPITA 2024: BY SECTOR AND TOTAL

TOTAL LEGAL GGR PER CAPITA	TOTAL ILLEGAL GGR PER CAPITA	TOTAL GGR PER CAPITA
<b>\$69</b>	<b>\$200</b>	<b>\$269</b>

**\$269**

**USA TOTAL ONLINE MARKETPLACE - SPORTS  
BETTING AND CASINO GGR PER CAPITA\***

**AS A PERCENTAGE OF AVERAGE US INCOME\*:**

**\$269 / \$43,289 =**

**0.62%**

# Yield Sec FACTSHEET: Ohio Online Gambling Marketplace 2024

## LEGAL GAMBLING OPERATORS

**19**

**LEGAL SPORTS BETTING OPERATORS  
ACTIVELY TARGETED OHIO**

(LEGAL ONLINE GAMBLING IN OHIO  
CURRENTLY ONLY INCLUDES SPORTS BETTING)

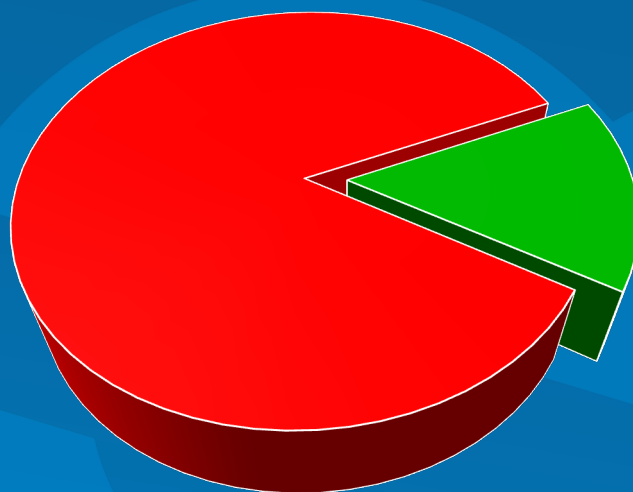
## AFFILIATES PROMOTING LEGALS

**98**

**AFFILIATES  
PROMOTE ONLY LEGALS  
THAT ACTIVELY TARGETED OHIO**

**GROSS GAMBLING REVENUE 2024  
TOTAL: TOTAL: \$6.2 billion**

**ILLEGAL 85%  
\$5.3 billion**



**LEGAL 15%  
\$900 million**

## OHIO

### 2024: ONLINE GAMBLING MARKETPLACE

For Ohioans, illegal gambling brands have become the homes of choice and convenience, and existed far in advance of legal online betting and gaming options. This legacy effect, and the current choice and convenience of illegals having all products, at better prices and with cross-sell promotions, compared to legal rivals, means the average consumer sees little to no downside in choosing an illegal provider . . . if they even realize they're illegal.

## ILLEGAL GAMBLING OPERATORS

**917**

**ILLEGAL SPORTS BETTING  
AND CASINO OPERATORS  
ACTIVELY TARGETED OHIO**

## AFFILIATES PROMOTING ILLEGALS

**668**

**AFFILIATES  
PROMOTE ILLEGALS  
THAT ACTIVELY TARGETED OHIO**

# Ohio: Online Gambling Marketplace Stats 2024

**GGR 2024  
TOTAL:  
\$6.2 billion**



## GGR PER CAPITA 2024: BY SECTOR AND TOTAL

TOTAL LEGAL GGR PER CAPITA	TOTAL ILLEGAL GGR PER CAPITA	TOTAL GGR PER CAPITA
\$76	\$447	\$523

**\$523**

**OHIO TOTAL ONLINE MARKETPLACE - SPORTS BETTING AND  
CASINO GGR PER CAPITA\***

**AS A PERCENTAGE OF AVERAGE STATE INCOME\*: \$523 /  
\$39,445 =**

**1.33%**

**USA NATIONAL AVERAGE 2024: 0.62%  
OHIO IS +115% OVER THE USA NATIONAL AVERAGE**

## Key Facts About Online Gambling in Ohio:

### OHIO: ONLINE SPORTS BETTING LEGALIZATION TIMELINE

## 2021

Online sports betting in Ohio was legalized in late December 2021.

## 2022

While legal online sports betting is announced, no actual legal, licensed options are available to the audience during this year.

## 2023

Legal sports gaming officially launched in Ohio on January 1, 2023.

With online sports betting being legalized in 2021, but no actual legal online gambling options becoming available to consumers until the start of 2023, 2022 is the year where crime built its fortress in the changing online gambling landscape in Ohio.

Illegals used the 2022 “cooling off” period – where legal operators weren’t allowed to begin operation until 2023 – to fully entrench themselves with consumers and steal the Ohio audience away from licensed operators before they even started business.



# Ohio: Current Licensed Online Sports Betting Providers



## Sports Gaming Proprietors and Services Providers

Type-A Sports Gaming Proprietor	1st Mobile Management Services Provider	2nd Mobile Management Services Provider	License Status	Currently Operating
Cavaliers Operating Company, LLC			Active	No
Central Ohio Gaming Ventures, LLC (Hollywood Casino Columbus)	Penn Sports Interactive, LLC (ESPN Bet)		Active	Yes
Cincinnati Bengals, Inc.			Active	No
Cleveland Browns Football Company, LLC	Bally's Interactive, LLC		Active	Yes
Cleveland Guardians Baseball Company, LLC	Hillside Ohio, LLC (bet365)		Active	Yes
COLHOC Limited Partnership (Columbus Blue Jackets)	FBG Enterprises Opco, LLC (Fanatics)		Active	Yes
Crew SC Stadium Company, LLC			Active	No
Dayton Real Estate Ventures, LLC (Hollywood Gaming Dayton Raceway)	RSI Ohio, LLC (BetRivers)		Active	Yes
FC Cincinnati Holdings, LLC	SBOpco, LLC (SuperBook)		Active	No
Geneva Sports, LLC (SPIRE Institute)	Out the Gate Inc. (Prime Sportsbook)		Active	Yes
Hard Rock Casino Cincinnati, LLC	Seminole Hard Rock Digital, LLC		Active	Yes
HOF Village Newco, LLC (Pro Football Hall of Fame Village)	Betr Holdings, Inc. (Betr)		Active	Yes
JACK Cleveland Casino, LLC (betJACK)			Active	Yes
JACK Thistledown Racino, LLC			Active	No
Miami Valley Gaming and Racing, LLC	Gamewise, Inc. (Betly)		Active	Yes
MVGC Subsidiary, Inc. (Muirfield Village Golf Club)			Active	No
Northfield Park Associates, LLC (MGM Northfield Park)	BetMGM, LLC		Active	Yes
PNK (Ohio), Inc. (Belterra Park)	Betfair Interactive US, LLC (FanDuel)		Active	Yes
Robert L. Stark Enterprises, Inc. (Stark Enterprises)			Withdrawn	No
Scioto Downs, Inc.	American Wagering, Inc. (Caesars Sportsbook)		Active	Yes
The Cincinnati Reds, LLC	Underdog Sports Wagering, LLC		Active	No
Toledo Gaming Ventures, LLC (Hollywood Casino Toledo)	Crown Ohio Gaming, LLC (DraftKings)		Active	Yes
Youngstown Real Estate Ventures, LLC (Hollywood Gaming at Mahoning Valley)			Active	No

[https://dam.assets.ohio.gov/image/upload/v1745509283/casinocontrol.ohio.gov/licensing/sports\\_gaming/Sports\\_Gaming\\_Proprietor\\_and\\_Services\\_Provider\\_Applicants\\_List.pdf](https://dam.assets.ohio.gov/image/upload/v1745509283/casinocontrol.ohio.gov/licensing/sports_gaming/Sports_Gaming_Proprietor_and_Services_Provider_Applicants_List.pdf)

Last Updated 4/24/2025

In 2024, Ohio had 19 licensed online sports betting operators; by the end of 2024, there were only 14 operators.

## Ohio: Affiliates

**EXAMPLE 1**

Online casinos Sweepstakes casinos Games Free games Bonuses Payment methods Resources

Intro Top OH casinos Casinos to avoid Best casinos in detail Casino finder Legal gambling in OH Popular games Bonuses Local casinos Response

Home US Online Casinos > Ohio Online Casinos

**The best online casinos in Ohio 2025**

Alexander Korsager Chief Gaming Officer

As of 2025, the Buckeye State does not permit real money casinos. However, you can still legally play at social or sweepstakes Ohio online casinos. Use our shortlist to find safe, secure, and trusted Ohio online gambling sites. Plus, find the latest gambling news from around the state.

**EXAMPLE 2**

LEARN HOW TO PLAY ONLINE POKER PLAYER DATABASE POKER TOURNAMENTS ONLINE CASINOS POKER ODDS CALCULATOR CARD PLAYER MAGAZINE

Best Online Poker Bonuses

ACR Poker 100% up to \$2,000

Coin Poker 150% up to \$2,000

Boyd Poker 100% up to \$500

Global Poker Social Poker

Ignition Casino 100% up to \$3,000

Black Chip Poker 100% up to \$2,000

BetOnline 100% up to \$1,000

**BEST CASINO BONUSES**

Ignition Casino 100% up to \$3,000

BetOnline 100% up to \$1,000

Coin Poker 150% up to \$2,000

Home : Online Casinos

**Best Live Casinos Online in the USA**

Written By Alex Hoffman | Reviewed By Ciaran McEneaney |

Updated on 05 May, 2025

A live casino online combines the accessibility of an online casino with all the thrills of a real casino, including professional dealers, interactive gameplay, and fast payouts.

We've reviewed the top live dealer casino sites to ensure they deliver smooth streaming, high-quality gameplay, and generous bonuses. See our handpicked online live casinos below.

**Our Recommended Live Online Casino Sites**

All No KYC Casinos Crypto Casinos

Welcome Deposit Bonus of 250%

WAGER 30x MIN DEPOSIT 20 USD PAYOUT 3-5 days

EXCLUSIVE CONTENT & SPECIAL OFFERS

Subscribe To Our Newsletter By Clicking Here

**EXAMPLE 2**

Most Viewed Articles

This Week This Month

1 High Roller Busts First Hand Of \$500k Event

2 WSOP Paradise Triton Millions Champion To Earn \$12M

3 WSOP Main Event Champ Wins EPT High Roller

4 Lococo Wins WSOP Paradise Triton Million For \$12M

5 Wynn Series Opening Event Draws 3,000 Players

## AFFILIATES

What is an affiliate: Anyone promoting online gambling for a fee or share of revenue.

An example of one marketplace - Ohio's - with two different approaches, in this case for the promotion of online casinos (illegal in Ohio) by affiliates.

- Example 1:** An international affiliate group based in the USA, clearly understand the rules and only promote (currently) legal in Ohio social and sweepstakes casinos
- Example 2:** An American media group with extensive affiliate relationships based in Nevada openly promote illegal online casinos in Ohio and the USA



# Contacts & Questions



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## FOR MORE INFORMATION:

[CFG USA National  
2024: Press Page](#)

[CFG USA National  
2024: Report](#)

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