



# the campaign for *fairer gambling*

PREPARED JUNE 2025  
**UNITED STATES OF AMERICA**

**USA NATIONAL 2024**

**Illegal Streaming of Sports Events and Illegal Gambling**

**Online Streaming and Online Gambling  
Marketplaces**

MONITORING, DATA & ANALYSIS BY

 **YIELD SEC™**

# The Campaign for Fairer Gambling: Introduction

## INTRODUCTION

**Illegal sports streaming is used to promote illegal online gambling - this special briefing will focus upon the nexus between the illegal streaming of sports events and the illegal gambling sector in the USA.**

**For more about our work across online gambling please see our recent [CFG 2024 USA National report](#) and [USA State Supplement #1](#).**

**Financially motivated interests promote the expansion of internet gambling legalization.**

**Whether sports betting or casino, they perpetuate a false narrative of assertions that:**

- Illegal will be significantly reduced by cross-over to legal
- Legal is safer so it will reduce gambling harm
- There are economic and fiscal benefits

**The evidence to counter the legalization narrative is that:**

- The illegal sector is still increasing
- Increasing the total market consumption increases the total harm
- Cross-over from other disposable spend activity hurts the wider economy

**Fiscal consequences are complex:**

- Tax level to compensate for the cost of social harms 15%
- Tax level to compensate for the economic detriments 15%
- **Minimum tax level to achieve positive fiscal impact. 30%**

***Compiled by Derek Webb, founder and funder of the Campaign for Fairer Gambling.***

**Protecting Online Borders. Defending the Economy. Minimizing the Harm.**

# Yield Sec: Executive Summary – 1 of 2

## THE GREAT ILLEGAL STREAMING ROBBERY

Illegal streaming brands operating around the world have exerted powerful influence over global audiences for decades and particularly since the pandemic. Whilst many reasons can be suggested for interaction with illegal streaming, including costs of living crises and rising prices for the content that audiences demand and wish to watch, the victimization effect across the ecosystem has rarely been noted.

Yield Sec monitoring and surveillance of audience and their activity across online marketplaces, including streaming and gambling, demonstrates The Great Online Revenue Robbery taking place across online industries in all territories – and especially in the USA – today.

Illegal streaming is not about getting something for nothing – it's about the serious risks users unknowingly expose themselves to. Users believe that they get premium entertainment content for "free" but in fact settle their "bill" through the unknowing provision of their data, devices and device processing power to illegal streamers and the often-criminal groups that back them. It's common sense in the internet-era to assume that *anytime audiences get "something" for "nothing", then they are the product.*

### What's Behind the Illegal Stream? The Dual Purpose of Illegal Streaming

Behind 84% of illegal streaming sports events viewed in the USA during 2024 were malware, spyware, keystroke loggers, and other ID and data theft mechanics aimed at producing content for crime from the audience.

The key question audiences need to start asking themselves when they become victims of online crime, be that romance scams, social media account takeovers, bank fraud and more, is this: "When did I last illegally stream?". Because illegal streaming is clearly setting the audience up to become a victim of crime – that's the whole reason why premium sports and entertainment content is stolen and offered to the audience "for free". If it seems too good to be true, that's because it is – in fact, its intention is not good at all. In fact, its intention is theft.

## HIDDEN COSTS OF ILLEGAL STREAMING

This and other hidden costs for consumers are severe, and the illegal activity of stolen streaming content also harms the athletes, sports teams and leagues, promoters, broadcasters, streaming platforms, influencers, and content creators who make their living from the planning, production and promotion of professional sports and entertainment content. The normalization of illegal streaming, especially during the pandemic, has exacerbated this issue, and affects the entire business model and content-monetization curve across sports and entertainment, leading to significant revenue losses for legitimate content owners, creators and distributors. All of that comes before the provision of the entertainment and events that audiences demand and wish to watch, the future sustainability for which is at risk if illegal streaming is allowed to survive and prosper without safeguards and enforcement against it.

This underscores a deep concern across the normalization of interaction with illegal streaming by the global audience – potential customers simply do not understand the core factors that make illegal streaming “bad” for them to engage with.

### The Three Cs of Legal Online Streaming

Legal online streaming brands contribute to three essential factors across their activity.

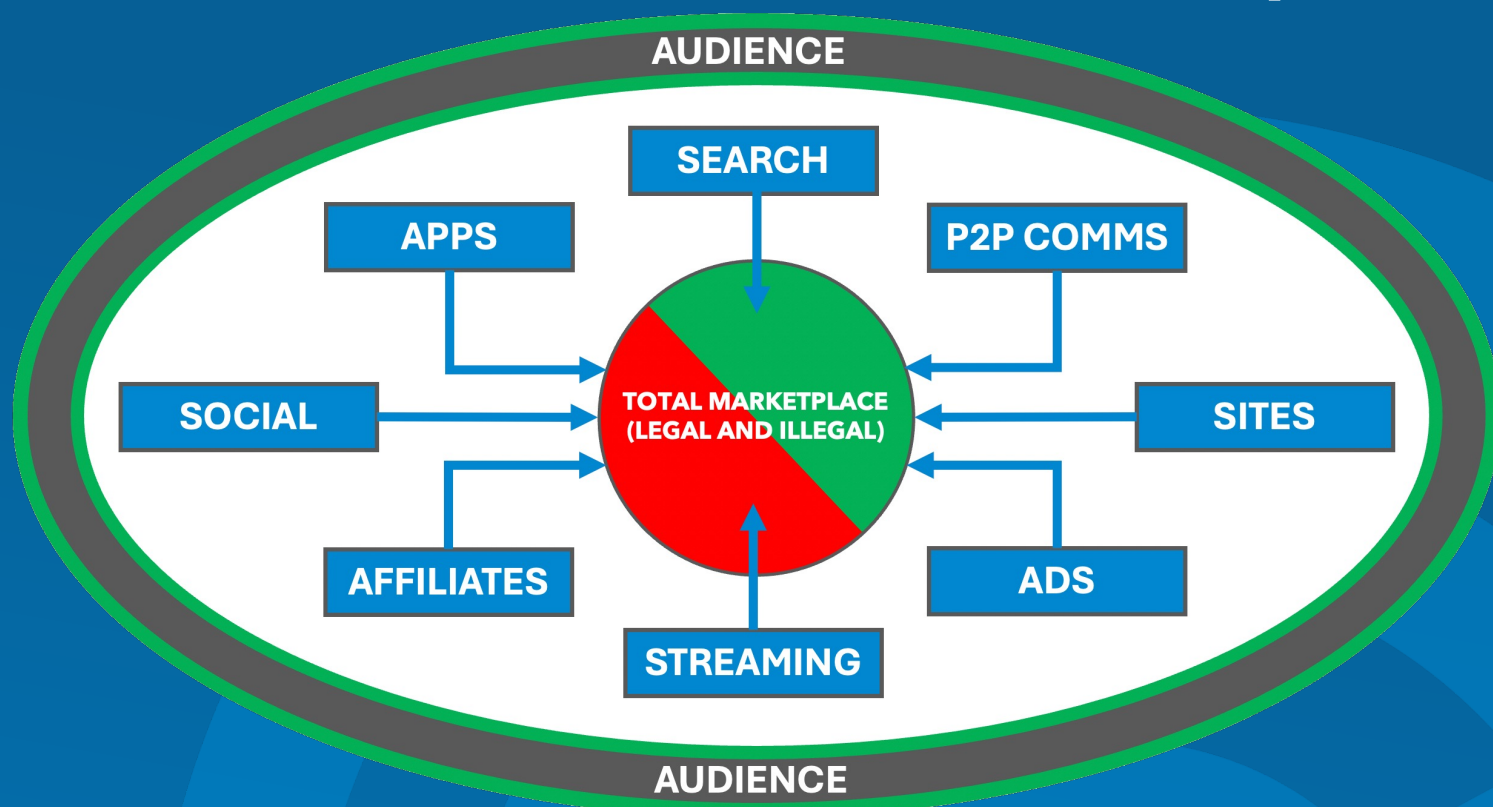
- 1) Commerce:** They provide for local commerce through onshore jobs, marketing, sponsorship, services and supply chain activity and the payment of taxation
- 2) Content:** They innovate and produce the content which audiences demand and desire, with premium production values to deliver to a range of audience devices
- 3) Consumers:** They provide for consumer accessibility, protection and safety through compliance with local laws and regulation and do not illicitly data harvest and use this data to compromise and make their audience and customers victims of crime

Only legal streaming operators contribute to The Three Cs.

Illegal, and often criminal, streaming operators do not contribute at all, and actively abuse and harm their consumers.

As such, monitoring, policing and enforcing against the availability and presence of illegal streaming must become a leading strategy for all legal stakeholders, including streaming platforms, sports teams and leagues, athletes and sports management agents, sports sponsors, affiliates, payments providers, media platforms, ISPs, law enforcement and state and national treasury teams. Each stakeholder has their own part to play in the the battle for control over the global online streaming marketplace, and jurisdictional instances of the same on a geo-IP basis. This is not simply a problem for law enforcement. It is a problem for all legal marketplace participants, including streaming platforms, content creators, producers, distributors, and, fundamentally, for the audience and consumers. Only when everyone understands their online marketplace, and their status within it, clearly and effectively, and accepts the fact that the marketplace is being stolen from by crime, can the legal stakeholder community each act in their own best self-interest to do their part to move the needle against crime and towards satisfying The Three Cs across the online streaming ecosystem.

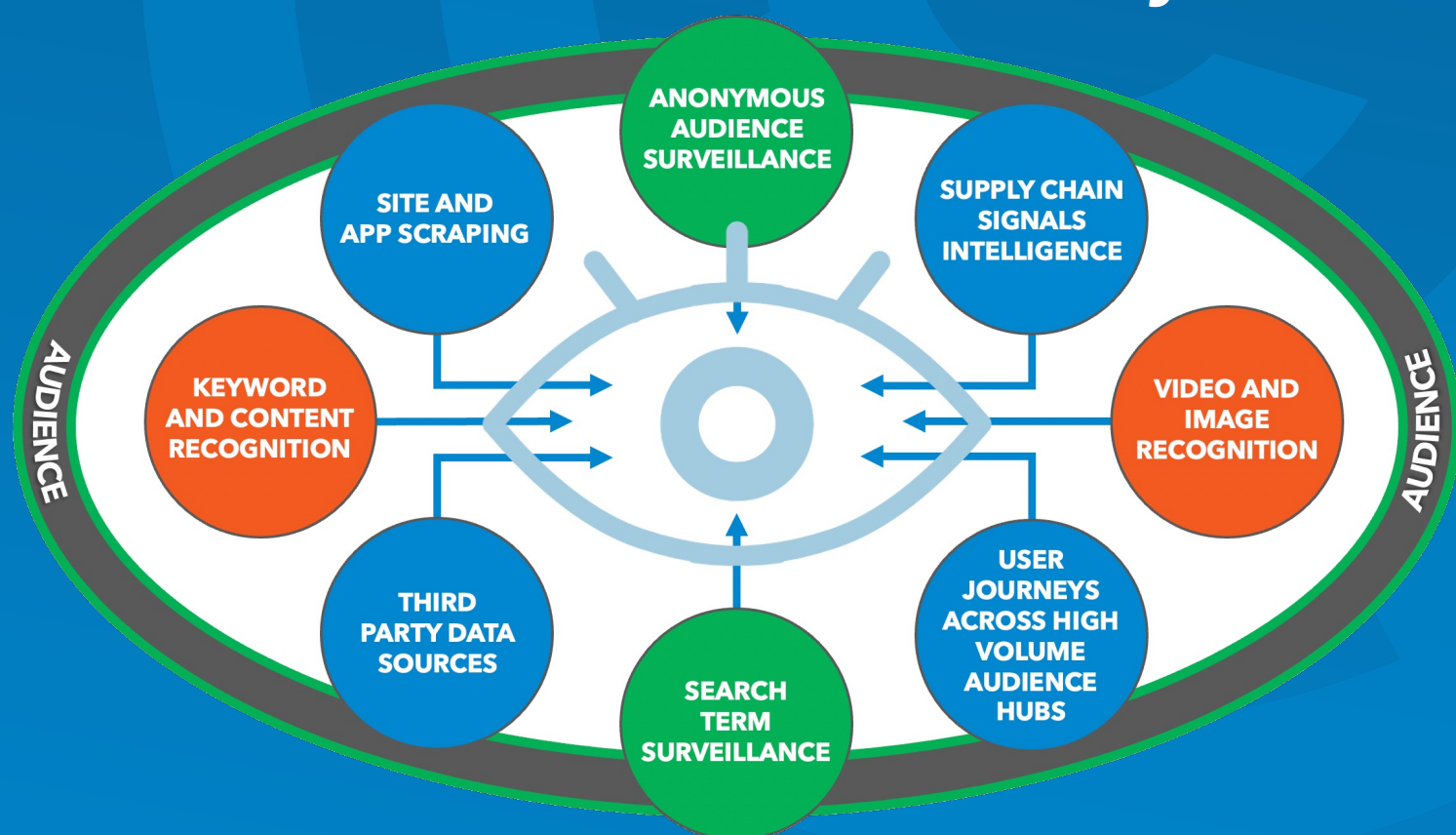
# We monitor the total marketplace



YIELD SEC™  
ECOSYSTEM ESSENTIALS

## To help you take back control

## We monitor audience anonymously



YIELD SEC™  
SURVEILLANCE STANDARDS

## For the total marketplace view



# The Great Illegal Streaming Robbery: Sports Events in the USA



Illegal stream views  
of 90+ seconds  
across the Top 10  
sports in the USA  
during 2024.

**ILLEGALS OFFER UNRESTRICTED CONTENT AT REDUCED OR "FREE" PRICE POINTS. IT IS NOT JUST "COPYRIGHT THEFT" OR "PIRACY". IT IS THEFT, PERIOD. ILLEGAL STREAMING EXPLOITS THE AUDIENCE TO MAKE THEM VICTIMS OF CRIME - FOR ILLEGAL STREAMERS, THE AUDIENCE IS THE PRODUCT.**

## Illegal Streaming of Sports in the USA: Top 10

AMERICAN FOOTBALL (NFL + COLLEGE)

GOLF (PGA + LIV)

BASEBALL (MLB)

ICE HOCKEY (NHL)

BASKETBALL (NBA + COLLEGE)

MOTORSPORTS (F1, NASCAR)

COMBAT SPORTS (BOXING, MMA, UFC)

SOCCER (MLS)

WRESTLING (WWE)

TENNIS

**LEGAL STREAMING OFFERS CONSUMERS CHOICE & CONVENIENCE  
WITHIN CONTENT & COMMERCIAL CONSTRAINTS.**



SOURCE: Yield Sec - Proprietary data  
[www.YieldSec.com](http://www.YieldSec.com) [Info@YieldSec.com](mailto:Info@YieldSec.com)

NOTE: Across the Top 10 US Sports by Streaming in 2024 there were approximately 8,000 live sports events



# Advertising Upon Illegal Streaming of Sports Events in the USA

## TOP 4 INDUSTRIES - ADVERTISING ON ILLEGAL STREAMING

(USA ONLY, BY VOLUME OF ADVERTISING UPON ILLEGAL STREAMING OF SPORTS EVENTS)

1

**ILLEGAL GAMBLING**  
Present upon 82% of  
illegal streams

2

**ILLEGAL CRYPTO**  
Present upon 9% of  
illegal streams

3

**ADULT ENTERTAINMENT**  
Present upon 5% of  
illegal streams

4

**GAMES**  
Present upon 4% of  
illegal streams

# The “Convertibility Factor”

**LEGAL STREAMING ISN'T MAKING THE MONEY IT SHOULD.**



**THERE IS AN “ILLEGAL STREAMING AND ILLEGAL GAMBLING NEXUS”, TAKING AUDIENCES INTO ILLEGAL STREAMING AND FUNNELING THEM TOWARDS ILLEGAL GAMBLING.**



**THE QUESTION: IF YOU COULD CONVERT ILLEGAL STREAM VIEWS INTO LEGAL ONES, HOW MUCH MORE MONEY WOULD GO TO LEGAL SPORTS STREAMING AND LEGAL GAMBLING?**



# Three Stages of Illegal Streaming of Sports Events

## YIELD SEC MONITORING DETECTS A CLEAR PATTERN TO ILLEGAL STREAMING

### SEEDING:

Illegal streamers seed URLs, search and social with locations and links for the placement of the to-be-stolen content, building their relevance and authority next to obvious event and athlete identifiers

### SPAWNING:

A few raw locations become many in the hours leading up to the event start time and then massively multiply with many new locations, spread via social, messaging, user forums, video platforms, etc

### STREAMING:

During the live sports event, mirrors and redirects are added to balance and consolidate audience and prevent churn from broken feeds and buffering

WEEKS & DAYS BEFORE EVENT

HOURS BEFORE & DURING EVENT

DURING THE EVENT

## High Level Opportunities for Disruption

AUDIENCE  
IMPACT

STREAMING

SPAWNING

SEEDING

### ACTIONS AND OPPORTUNITIES

#### 1) SEEDING

-“Watch \_\_\_\_\_ Free” drives a dominant majority of Social & Search engagement leading to illegal streaming.

#### 2) SPAWNING

-Who hosts the content and enables the mirrors and redirects?

#### 3) STREAMING

-Enforcement Education: What’s behind the Stream? Malware, spyware, keystroke loggers. When content is “free” it’s because YOU are the product. When the audience become victims of crime they should ask themselves, “When did I last illegally stream?”

YIELD SEC MONITORING, DATA AND ANALYSIS INFORMS HIGH LEVEL ACTIONS FOR ILLEGAL STREAMING DISRUPTION.

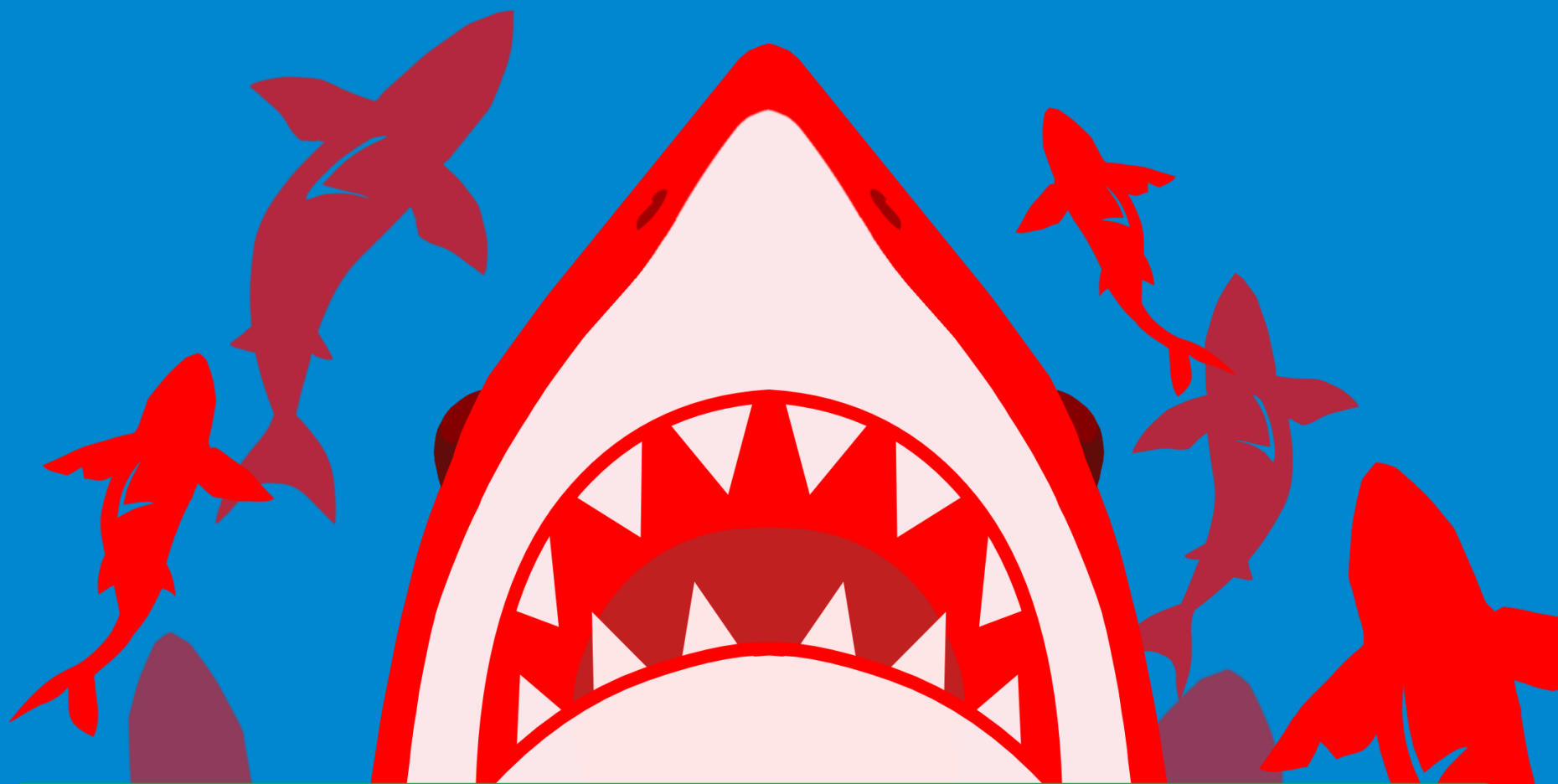
# What's Behind the Illegal Stream?



# 84%

Behind 84% of illegal stream views on sports in the USA during 2024 were malware, spyware, keystroke loggers, and other ID and data theft mechanics aimed at producing content for crime from the audience.

For the criminals behind illegal streaming, media platforms are the prey ... and the audience are the product.



# Yield Sec Methodology: Core Processes

**Illegal stream views do not equal "the number of viewers."  
This is because:**

**a)** Views will be duplicated: it is in the nature of illegal streaming to force viewers to refresh feeds to serve more advertising.

**b)** Illegal stream views can be watched by many people simultaneously in real-life contexts, i.e. in bars and restaurants.

## ALL OF THE AUDIENCE:

Our platform scours the internet to find all instances of commercial and referral streaming content, traffic, audience, search, advertising popularity and more.



**STREAM LOCATIONS AND  
CONNECTED VIEWS**

## ALL OF THEIR ACTIVITY:

Content is analysed, categorized and classified into legal and illegal groups, at the top level, and into splits by sports, movies, TV, events and more.



**STREAM VIEW DURATION  
AND DWELL TIME**

## ALL OF THE TIME:

The Yield Sec Matrix prioritizes threats to revenue, market share, audience protection, content monetization, and consumer lifecycle, based upon the event calendar and content cycle.



**HUMAN USERS - NO  
CRAWLERS, SPIDERS, BOTS**

**Why does Yield Sec present the 90 seconds+ measure? It denotes a "committed view" of the content and removes a large element of forced pop-ups triggering short duration stream views.**

# The Campaign for Fairer Gambling: Conclusion

## CONCLUSION

The USA exercises a form of “soft power”, globally, through international affection for US sports. American geo-political interests are well served by the protection of this soft power. Illegal streaming of US sports events undermines the economics and effective reality of US sports when no-one is making the money they should from the business of sports in the USA, and in particular, from the streaming of those events. Illegal streaming, like illegal gambling, is a transnational techno crime with many consequences, not least of which is the impact upon the USA’s reputation, law enforcement, asset value and protection, and the global resonance of US sports as a form of soft power.

The loss brought by crime to the streaming industry has consequences for a lengthy US supply chain of commerce across broadcasters, sports teams and leagues, athletes, agents and managers, media platforms, payment providers, production companies, and many, many more. Community is then further impacted by the lack of profitability leading to lower tax receipts. Consumers of illegal streaming are being made into victims of crime, both immediate and future, without realizing it.

At the nexus of this ongoing crime is illegal gambling, which has learned much from the illegal streaming sector and is now its main provider of immediate income and ongoing monetization.

Illegal online gambling is still dominant over legal and still growing even faster – 74% of the USA’s gross gaming revenue (GGR) across 2024 accrued to illegal online gambling. State legalization without a gameplan to counter illegal online gambling has been an unmitigated disaster. Our [CFG 2024 USA National report](#) showed an American online gambling marketplace worth \$90.1 billion in total GGR – \$67.1 billion of which is illegal and \$23.0 billion which is legal.

Any debate on sports streaming must involve an understanding of illegal sports streaming. With the proximity of sports betting to sports streaming, these debates should expand to include an understanding of legal and illegal online gambling.

***Compiled by Derek Webb, founder and funder of the Campaign for Fairer Gambling.***

**Protecting Online Borders. Defending the Economy. Minimizing the Harm.**

# Yield Sec: Notes on this Report

Yield Sec, short for *yield security*, is a technical intelligence platform monitoring all audience activity across gambling, streaming, crypto and consumer goods to see the total online marketplace – both legal and illegal. Yield Sec delivers analysis, actions and recommendations to ensure online stakeholders make the money they should – and are not stolen from by crime.

**The following key notes apply across Yield Sec data in this report:**

## **SIMPLE FINANCIAL DEFINITIONS**

“Handle” – relates to the value of bets placed by consumers with online gambling operators. “Hold” – relates to the value left behind with online gambling operators, after customer winnings have been repaid. “GGR” – relates to Gross Gaming Revenue, or Customer Bets MINUS Customer Winnings EQUALS Gross Gaming Revenue.

## **PRODUCTS COVERED BY THE DATA IN THIS REPORT: SPORTS BETTING (INCLUDING PREDICTORS) AND CASINO**

Throughout this report, sports betting includes both traditional sports betting and predictors. Within legal sports betting, all legal predictors are included. Within illegal sports betting, all illegal predictors are included.

## **TARGETING, ACCESSIBLE AND TRANSACTING (TAT)**

Only operators who actively target the jurisdictional marketplace through audience profiling, advertising and affiliate deals, who are accessible to the local audience, and who feature verified local resident payment abilities for transacting are classed and included as “illegal” or “unsanctioned” operators if they do not have local legal licensing for the jurisdiction they are taking revenue from.

## **MIRRORS AND REDIRECTS**

Websites and apps used to reach audiences and avoid destination blacklists and blocklists – effectively, “back doors” into illegal operator destinations that the audience will have no knowledge concerning.

## **AVAILABLE BUT NOT TARGETING OR TRANSACTING**

Operators who have an accessible website/app but without any active commercial ability to transact (place bets, spin slots and produce revenue) are not classed or included as “illegal” or “unsanctioned” operators. They’re effectively available by virtue of robust SEO, but do not feature commercial viability within the marketplace.

## **ACCURACY**

Our analysis derives from data obtained from our online surveillance as well as from third party licensors. Our assessment of large complex online marketplaces is limited by the availability and completeness of data. We are confident that our platform provides by far the best analysis of online marketplaces possible.



# Yield Sec: Glossary

**What is Illegal Gambling?** Anything that is not legal and licensed, but which targets, is accessible, and is transacting in a jurisdiction, with consumers in that jurisdiction.

**What is Illegal Streaming?** Illegal streaming is the unauthorized transmission or viewing of copyrighted content – such as movies, TV shows, sports events, or music – over the internet without proper licensing, payment to or permission from the rights holders.

**Audience:** All potential, unique human beings in a specific jurisdiction using online services (including children).

**Activity:** All states of online behavior, everything from browsing (looking) through to buying (transacting).

**Total Online Gambling Marketplace:** There is only one marketplace in a jurisdiction. Unfortunately, it features two industries: one legal, one illegal. To get to total, you must consider and add legal plus illegal.

**Black Market:** The common name for illegal operators. Why don't we use it? It's misleading – there is no separate marketplace – and "black market" is the name crime gave itself to make it appear somehow distinct. It is not distinct: it is simply stealing money.

**Illegal:** Meaning you are not licensed in the jurisdiction you are targeting, accessible in, and transacting with.

**Interaction/Interacting:** Consumer engagement with an illegal operator. The consumer is doing more than simply "seeing" content: a consumer has *engaged* with it by clicking on ads, registering with websites, liking social posts, etcetera, anything that has amended their current and future experience online – due to the algorithms and cookies – in favor of greater future exposure with illegal operators.

**Affiliates:** For-profit groups across websites, apps and social media which engage audiences with content including reviews, comparisons, special offers, promotions, discounts, and news, to move that audience on to commercial opportunities with gambling operators in return for a fee or a share of customer transactions, and often both.

**Audience Exposure:** The impact of gambling and related content upon the audience across a blended view of the Eight Ecosystem Essentials (search, P2P comms, sites, ads, streaming, affiliates, social, apps). The audience exposure measure is a useful "early warning indicator" of where GGR market share split could flow in the future.

**Traffic Channelization:** All visits across the entire marketplace broken out by share of operator and legal or illegal.

**Unique Audience Share:** Unique audience member visits on an operator-specific basis, broken out by share.

**Traffic Volume:** The volume of visits made by the online audience to online opportunities.

**Uniques Volume:** The volume of unique human beings using specific online services.

**Mirrors and Redirects:** Websites and apps used to reach audiences and avoid destination blacklists and blocklists – effectively, "back doors" into illegal operator destinations that the audience will have no knowledge concerning.

# Contacts & Questions



Website  
[FairerGambling.com](https://FairerGambling.com)

General Contact  
[info@fairergambling.com](mailto:info@fairergambling.com)

Press  
[info@fairergambling.com](mailto:info@fairergambling.com)

For US Legislators  
[brianne@consultbds.com](mailto:brianne@consultbds.com)

Fairer Gambling is funded by Derek Webb LLC (CA 202356017711)

Derek Webb LLC  
Suite 800, 8383 Wilshire Blvd, Beverly Hills, CA, 90211, USA



Website  
[YieldSec.com](https://YieldSec.com)

General Contact  
[info@yieldsec.com](mailto:info@yieldsec.com)

Press  
[info@yieldsec.com](mailto:info@yieldsec.com)

Head of Press: Yasmine Scott  
[yasmine.scott@yieldsec.com](mailto:yasmine.scott@yieldsec.com)

Yield Sec is a technical marketplace intelligence platform from Yield Sec Global Inc.

Address: 2400 Herodian Way SE,  
#220 - Smyrna, GA 30080 - USA

## FOR MORE INFORMATION:

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

[CFG USA National 2024:  
Report](#)

[USA State Supplement #1](#)