



the campaign for *fairer gambling*

RELEASED JANUARY 2026

UNITED STATES OF AMERICA

USA NATIONAL
2025 FIRST HALF SPECIAL BRIEFING

Online Gambling Marketplace

MONITORING, DATA & ANALYSIS BY

 **YIELD SEC™**

About Yield Sec

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 unregulated gambling.

Yield Sec was acquired by Gaming Compliance International (GCI) in November 2025.

AS SEEN IN:

Bloomberg Forbes

www.bloomberg.com

www.forbes.com

**FINANCIAL
TIMES**

www.ft.com

**The
New York
Times**

www.nytimes.com

FOLHA

www.folha.com

The Campaign for Fairer Gambling: Introduction

INTRODUCTION

Financially motivated interests promote the expansion of internet gambling legalization.

The proponents of iGambling are a bundle of contradictions. On one hand they argue: "Legalize us, and we will reduce the black market." Yet once iGambling is legalized, they warn: "Don't tax us too much or regulate us too much or the black market will grow!" They therefore undermine their own claim that legalization displaces illegal gambling.

Despite these inconsistencies, legislators often accept estimates suggesting the legal sector is three times larger than the illegal one. However, the best source of intelligence, Yield Sec reporting for the Campaign for Fairer Gambling, reveals the opposite. The illegal sector is in fact three times larger than the legal one. How, then, can lawmakers justify this nine-fold discrepancy?

Proponents portray iGambling as a stable source of tax revenue. Yet disposable income already generates tax when spent elsewhere, without the social costs of gambling-related harm. Moreover, other consumer sectors typically support broader supply chains and create more employment.

Before legalization, iBetting advocates claim gamblers want to bet on their favorite team to win. Then after legalization, gamblers are pushed to parlays, in-play and proposition bets which are the most harmful forms of betting. The true motive - maximizing engagement and losses through gamified betting.

This all leads to an inevitable conclusion: the proponents of iGambling cannot be taken at face value. Legalizing iGambling before eliminating the black market and the illegal sector is a very bad idea, that risks severe and lasting consequences.

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

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

Yield Sec: USA National 2025 First Half Special Briefing

– Executive Summary

When audiences want to find sports betting and gaming online – content that they demand and wish to engage with – they should find fair, sustainable and safe online betting and gaming in every marketplace across America.

Today, not every betting app or website is legal. This impacts local commerce and community in every jurisdiction: in-state jobs, supply chain, oversight and control, and the fundamental societal quid pro quo: the receipt of regulated revenue and taxation. This financial commitment to provide for in-state commerce, community and consumer safety is what society requires for activities like gambling to be present and sustainable. Its removal by illegal operators is not a “grey market”, a “black market”, “loss” or “leakage”.

It is theft.

This theft means one thing for America today: The market promise has not materialized for legal, licensed online betting and gaming brands in America.

The American Gambling Gold Rush promised by state-based legalization has instead turned into the Great Illegal Gambling Robbery, as illegal brands exploit price, product and promotion at every opportunity to offer consumers what they demand: the one-stop gambling shop, online.

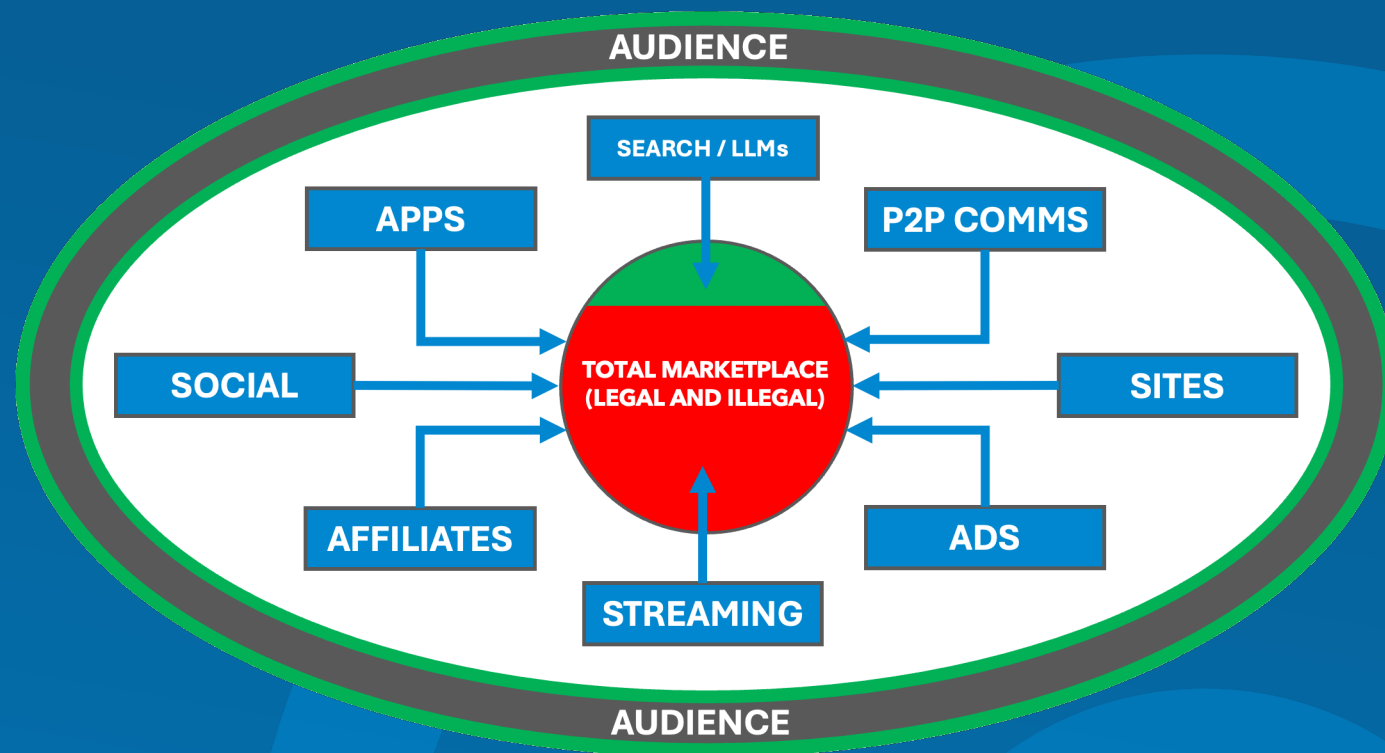
America has been suffering theft from its online gambling marketplace for three decades. The last seven years – during which state-based legalization has been possible – has seen 30 states (plus Washington D.C.) legalize and regulate online sports betting, 7 of which have also legalized and regulated online casino.

This patchwork quilt of legality across the existence of online gambling and the legal product offering – which products are legally available – is today being leveraged by two groups:

- a) Legal Challengers & Innovators: Predictors, sweepstakes and social casino seek to introduce the online gambling which consumers know and love via the “back-door”, whilst creating challenges for legal sports betting and casino. These legal innovators also have their own challenges – from crime and illegals replicating their products.
- b) Illegal Operators: Long-term legacy illegals and new entrant illegals see the imperfect legal distribution of online gambling products across America as one thing – an opportunity to make a huge amount of money by stealing from American commerce, community and consumers.

Please note: In this report, online sweepstakes and social casinos are not included in any data set. Only online sports betting, online casino and online poker are. Within online sports betting, legal and illegal predictors on sports events are included.

Data: Yield Sec Follows The Audience



YIELD SEC™
EIGHT ECOSYSTEM ESSENTIALS:
DATA SOURCES WE ASSESS

Yield Sec Methodology: How We Do It

OUR PROCESSES - USING HUMAN SPECIALISTS, MACHINE LEARNING, AND ARTIFICIAL INTELLIGENCE - ARE FOCUSED UPON LEGAL MONETIZATION AND RESULTS.

**ALL OF
THE AUDIENCE**



COUNT
UNIQUE USERS AND
DESTINATIONS

**ALL OF
THEIR ACTIVITY**



CLOCK
DWELL TIME AND ACTIVITY

**ALL OF
THE TIME**



CONFIRM
HUMAN USERS ONLY.
NO CRAWLERS, SPIDERS, BOTS

YIELD SEC IS RETAINED ON A CONFIDENTIAL BASIS BY LEGAL STAKEHOLDERS ACROSS THE ONLINE GAMBLING ECOSYSTEM - OPERATORS, GOVERNMENTS, LAW ENFORCEMENT, REGULATORS AND MORE.



YIELD SEC™

USA



Yield Sec FACTSHEET: USA Online Gambling Marketplace 2024

LEGAL GAMBLING OPERATORS

95

**LEGAL SPORTS BETTING
AND CASINO OPERATORS
LICENSED WITHIN THE USA**

ILLEGAL GAMBLING OPERATORS

917

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

AFFILIATES PROMOTING LEGALS

106

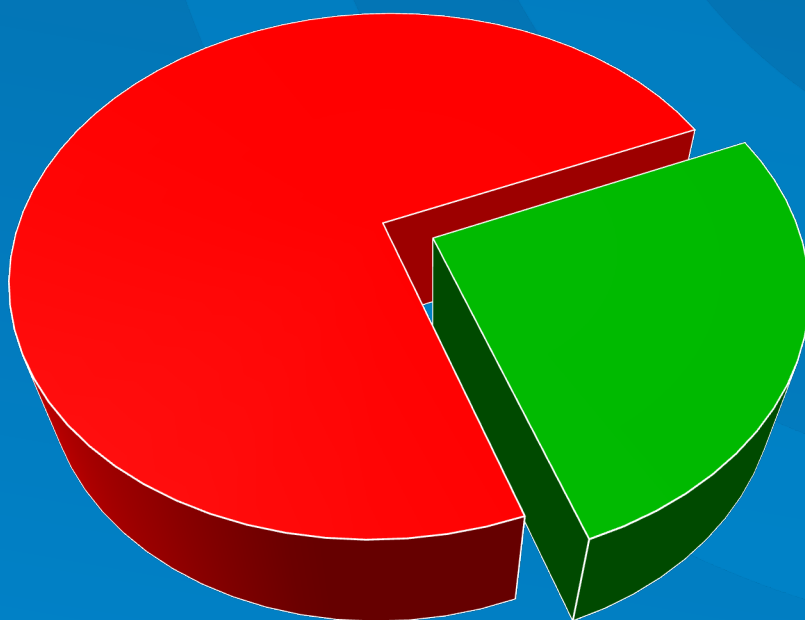
**AFFILIATES
PROMOTE ONLY LEGALS
THAT ACTIVELY TARGET USA**

AFFILIATES PROMOTING ILLEGALS

668

**AFFILIATES
PROMOTE ILLEGALS
THAT ACTIVELY TARGET USA**

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



**LEGAL 26%
\$23.0 billion**

**ILLEGAL 74%
\$67.1 billion**



Yield Sec FACTSHEET: USA Online Gambling Marketplace 2025 First Half

LEGAL GAMBLING OPERATORS

57

LEGAL SPORTS BETTING
AND CASINO OPERATORS
LICENSED WITHIN THE USA

ILLEGAL GAMBLING OPERATORS

843

ILLEGAL SPORTS BETTING
AND CASINO OPERATORS
ACTIVELY TARGET USA

AFFILIATES PROMOTING LEGALS

113

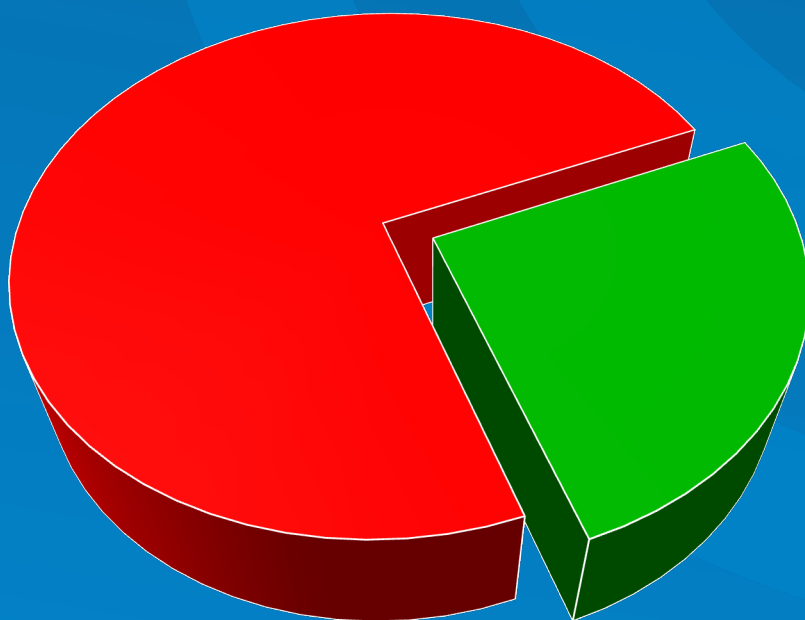
AFFILIATES
PROMOTE ONLY LEGALS
THAT ACTIVELY TARGET USA

AFFILIATES PROMOTING ILLEGALS

497

AFFILIATES
PROMOTE ILLEGALS
THAT ACTIVELY TARGET USA

GROSS GAMBLING REVENUE 2025 FIRST HALF TOTAL: \$52 BILLION



LEGAL 26%
\$13.3 billion

ILLEGAL 74%
\$38.7 billion

USA 2024: State Tracker – Total Online GGR Per Capita as a % of Income

LA 1.33%	OH 1.33%	MI 1.28%	NJ 1.23%	KY 1.23%
PA 1.12%	WV 1.11%	IA 1.06%	IN 1.05%	TN 1.04%
NV 0.98%	KS 0.94%	IL 0.92%	VA 0.82%	NY 0.76%
CO 0.75%	AZ 0.72%	NC 0.70%	WY 0.68%	CT 0.65%
MA 0.64%	MD 0.62%	NH 0.54%	VT 0.45%	FL 0.43%
RI 0.40%	TX 0.37%	DE 0.37%	MS 0.34%	UT 0.34%
GA 0.33%	AL 0.32%	OK 0.31%	NM 0.30%	CA 0.29%
AR 0.29%	ID 0.28%	SC 0.27%	MO 0.27%	SD 0.27%
MT 0.26%	NE 0.25%	WI 0.25%	ME 0.24%	ND 0.24%
AK 0.24%	OR 0.23%	HI 0.23%	MN 0.22%	WA 0.20%

**USA TOTAL
AVERAGE
0.62%**

**AVERAGE
1.12%**

**AVERAGE
0.77%**

**AVERAGE
0.31%**

KEY:

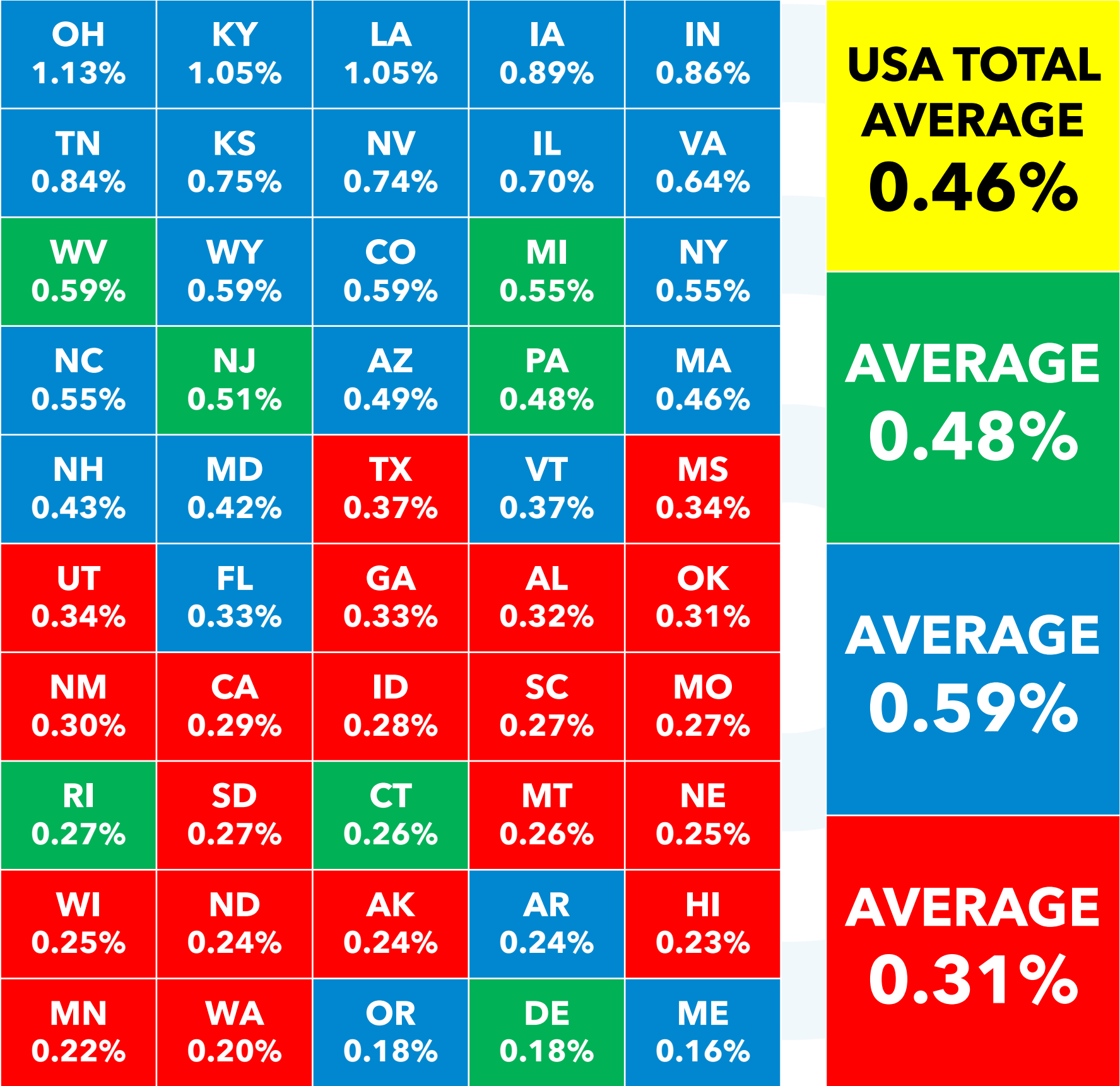
STATES WITH LEGAL ONLINE
SPORTS BETTING ONLY

STATES WITH LEGAL ONLINE
SPORTS BETTING AND CASINO

STATES WITH NO LEGAL ONLINE
SPORTS BETTING AND CASINO

USA 2024: State Tracker – Total **Illegal** Online GGR Per Capita as a % of Income

This is a confidential document and may not be distributed or reproduced without prior consent of Gaming Compliance International (GCI). COPYRIGHT ©2026 – GCI



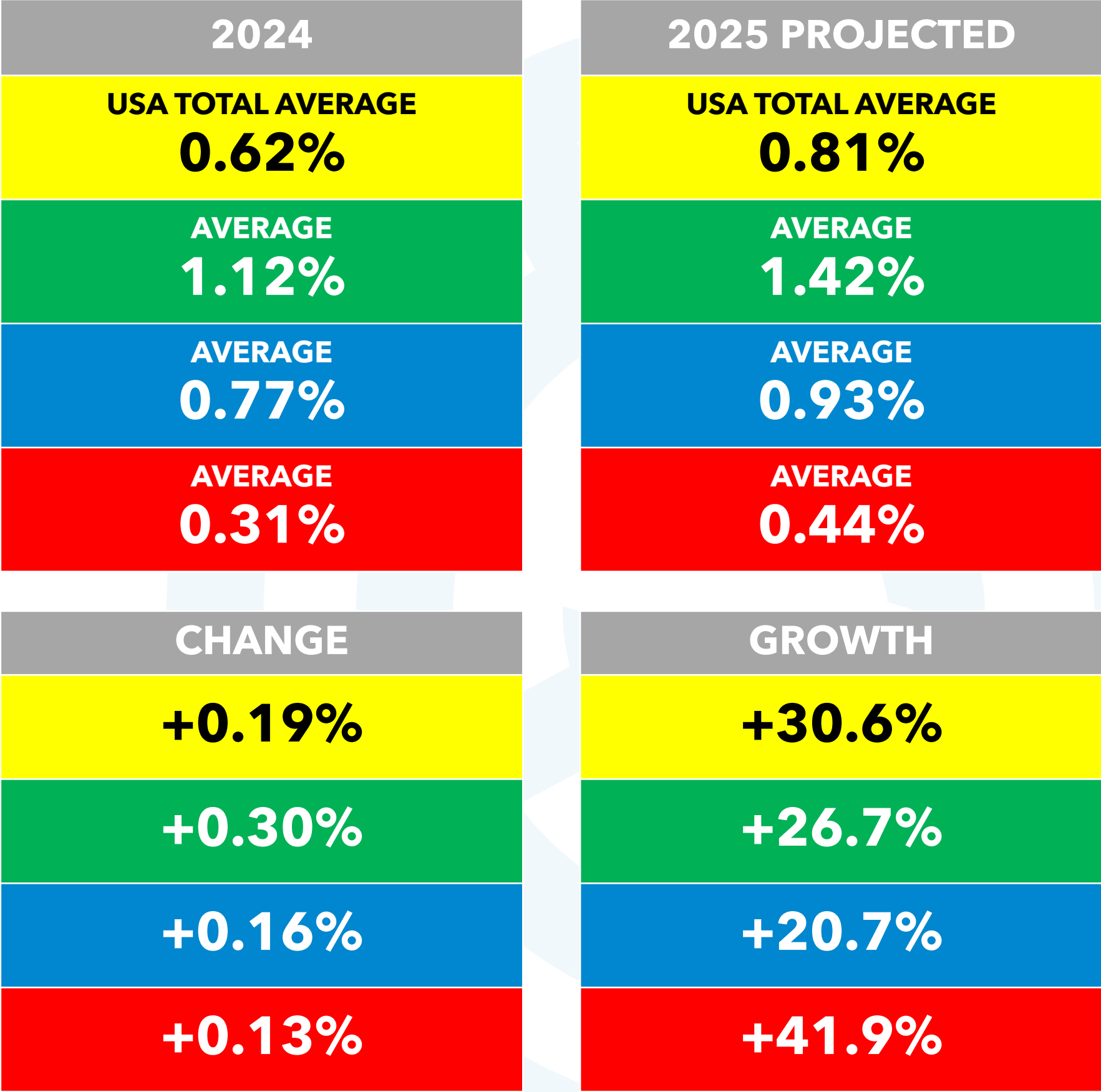
KEY:

STATES WITH LEGAL ONLINE SPORTS BETTING ONLY

STATES WITH LEGAL ONLINE SPORTS BETTING AND CASINO

STATES WITH NO LEGAL ONLINE SPORTS BETTING AND CASINO

USA 2024 and 2025 Projected - Total Online GGR Per Capita as a % of Income



KEY:

STATES WITH LEGAL ONLINE SPORTS BETTING ONLY

STATES WITH LEGAL ONLINE SPORTS BETTING AND CASINO

STATES WITH NO LEGAL ONLINE SPORTS BETTING AND CASINO

USA National and Top 10 States: 2024

STATE	TOTAL ONLINE MARKET SHARE OF USA GGR	TOTAL ONLINE MARKET SHARE OF LEGAL USA GGR	TOTAL ONLINE MARKET SHARE OF ILLEGAL USA GGR	TOTAL ONLINE GGR	TOTAL LEGAL ONLINE GGR	TOTAL ILLEGAL ONLINE GGR
USA TOTAL	100.00%	100.00%	100.00%	\$90,111,899,768	\$23,032,621,425	\$67,079,278,343
New York	8.21%	9.11%	7.90%	\$7,397,066,021	\$2,099,143,426	\$5,297,922,595
Pennsylvania	6.97%	15.56%	4.02%	\$6,282,989,325	\$3,584,903,704	\$2,698,085,621
Ohio	6.84%	3.91%	7.85%	\$6,162,728,001	\$899,684,607	\$5,263,043,394
New Jersey	6.74%	15.42%	3.76%	\$6,073,728,418	\$3,551,612,512	\$2,522,115,907
California	6.09%	0.00%	8.18%	\$5,488,135,924	No Legal Online Gambling	\$5,488,135,924
Illinois	5.77%	5.40%	5.90%	\$5,198,124,888	\$1,243,383,784	\$3,954,741,104
Michigan	5.65%	12.64%	3.25%	\$5,091,624,898	\$2,911,468,491	\$2,180,156,407
Texas	5.00%	0.00%	6.71%	\$4,503,405,254	No Legal Online Gambling	\$4,503,405,254
Florida	4.42%	3.83%	4.63%	\$3,985,065,960	\$881,569,438	\$3,103,496,522
Virginia	3.43%	2.90%	3.61%	\$3,089,498,829	\$668,906,515	\$2,420,592,314

USA National and Top 10 States: 2025 First Half

STATE	TOTAL ONLINE MARKET SHARE OF USA GGR	TOTAL ONLINE MARKET SHARE OF LEGAL USA GGR	TOTAL ONLINE MARKET SHARE OF ILLEGAL USA GGR	TOTAL ONLINE GGR	TOTAL LEGAL ONLINE GGR	TOTAL ILLEGAL ONLINE GGR
USA TOTAL	100.00%	100.00%	100.00%	\$51,980,943,853	\$13,286,340,696	\$38,694,603,157
New York	8.15%	9.35%	7.74%	\$4,235,962,465	\$1,241,809,966	\$2,994,152,499
Pennsylvania	6.94%	15.49%	4.00%	\$3,606,049,061	\$2,057,514,022	\$1,548,535,039
New Jersey	6.55%	14.47%	3.83%	\$3,403,024,600	\$1,922,431,131	\$1,480,593,469
California	6.41%	0.00%	8.61%	\$3,331,898,779	No Legal Online Gambling	\$3,331,898,779
Ohio	6.00%	3.43%	6.89%	\$3,120,868,184	\$455,609,442	\$2,665,258,742
Michigan	5.91%	13.22%	3.40%	\$3,071,066,899	\$1,756,082,722	\$1,314,984,177
Illinois	5.90%	5.15%	6.16%	\$3,068,785,240	\$684,909,182	\$2,383,876,058
Texas	5.40%	0.00%	7.25%	\$2,806,502,619	No Legal Online Gambling	\$2,806,502,619
Florida	4.55%	4.21%	4.67%	\$2,366,155,489	\$559,568,586	\$1,806,586,903
Virginia	3.31%	3.00%	3.42%	\$1,722,911,041	\$399,160,006	\$1,323,751,035

KEY:

STATES WITH LEGAL ONLINE SPORTS BETTING ONLY

STATES WITH LEGAL ONLINE SPORTS BETTING AND CASINO

STATES WITH NO LEGAL ONLINE SPORTS BETTING AND CASINO



SOURCE: Yield Sec - Proprietary data
 SOURCE: State Regulators
 NOTE: Products covered by the data in this report: online sports betting (including predictors) and online casino (including poker).
 Products not included: daily fantasy sports, sweepstakes, social casinos, prize draw contests, lotteries.
 NOTE: Weighted averages are used.



Top 10 USA States 2024

State	Legal Sector	Illegal Sector	Total Marketplace	Legal %	Illegal %
New York 2024	\$2,099,143,426	\$5,297,922,595	\$7,397,066,021	28%	72%
Pennsylvania 2024	\$3,584,903,704	\$2,698,085,621	\$6,282,989,325	57%	43%
Ohio 2024	\$899,684,607	\$5,263,043,394	\$6,162,728,001	15%	85%
New Jersey 2024	\$3,551,612,512	\$2,522,115,907	\$6,073,728,419	58%	42%
California 2024	No Legal Online Gambling	\$5,488,135,924	\$5,488,135,924	0%	100%
Illinois 2024	\$1,243,383,784	\$3,954,741,104	\$5,198,124,888	24%	76%
Michigan 2024	\$2,911,468,491	\$2,180,156,407	\$5,091,624,898	57%	43%
Texas 2024	No Legal Online Gambling	\$4,503,405,254	\$4,503,405,254	0%	100%
Florida 2024	\$881,569,438	\$3,103,496,522	\$3,985,065,960	22%	78%
Virginia 2024	\$668,906,515	\$2,420,592,314	\$3,089,498,829	22%	78%

Top 10 USA States 2025 First Half

State	Legal Sector	Illegal Sector	Total Marketplace	Legal %	Illegal %
New York	\$1,241,809,966	\$2,994,152,499	\$4,235,962,465	29%	71%
Pennsylvania	\$2,057,514,022	\$1,548,535,039	\$3,606,049,061	57%	43%
New Jersey	\$1,922,431,131	\$1,480,593,469	\$3,403,024,600	56%	44%
California	No Legal Online Gambling	\$3,331,898,779	\$3,331,898,779	0%	100%
Ohio	\$455,609,442	\$2,665,258,742	\$3,120,868,184	15%	85%
Michigan	\$1,756,082,722	\$1,314,984,177	\$3,071,066,899	57%	43%
Illinois	\$684,909,182	\$2,383,876,058	\$3,068,785,240	22%	78%
Texas	No Legal Online Gambling	\$2,806,502,619	\$2,806,502,619	0%	100%
Florida	\$559,568,586	\$1,806,586,903	\$2,366,155,489	24%	76%
Virginia	\$399,160,006	\$1,323,751,035	\$1,722,911,041	23%	77%

KEY:

STATES WITH LEGAL ONLINE
SPORTS BETTING ONLY

STATES WITH LEGAL ONLINE
SPORTS BETTING AND CASINO

STATES WITH NO LEGAL ONLINE
SPORTS BETTING AND CASINO



YIELD SEC™

MARKETPLACE DYNAMICS

A Perfect Storm?



2025 FIRST HALF

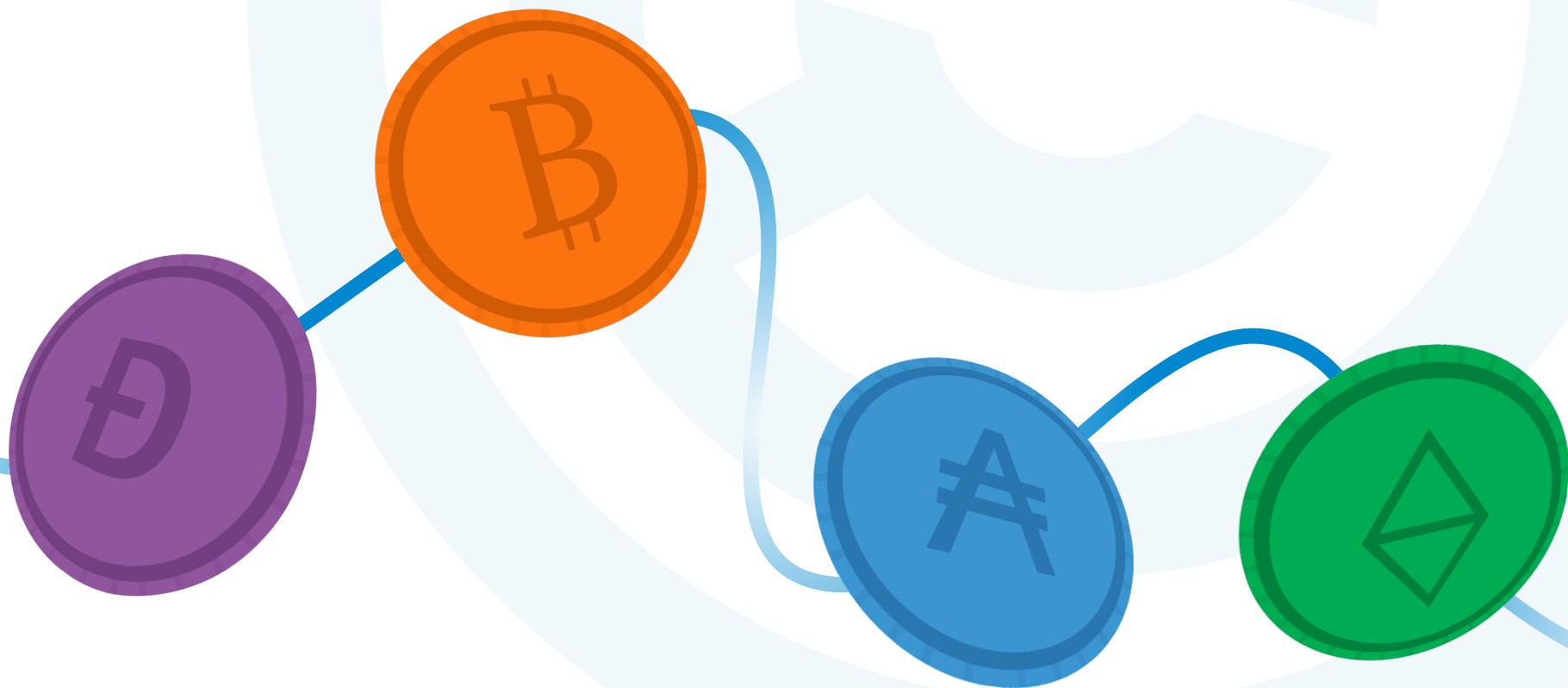
Every USA state is facing a perfect storm involving regulated, unregulated and innovator online gaming and gambling products.

What is Crypto Gambling?

The easy answer – it's much more than you think it is.

Crypto gambling is any gambling service that defines itself as “crypto” related. This includes using crypto currency for deposits and withdrawals, as well as using fiat currency on a gambling operator site/app, and where that fiat currency is converted for the customer into a “crypto balance”.

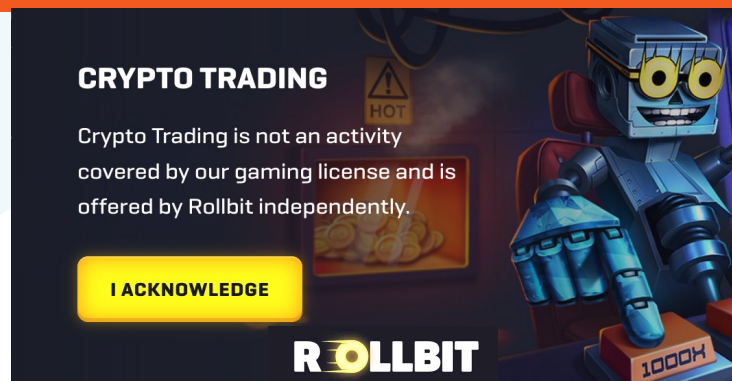
Crypto gambling also includes products that do not define themselves as “crypto gambling” but leverage the crypto label to convince audiences they are somehow distinct and different from gambling, when all they actually are is gambling. This includes fake financial products, fake trading products and fake investment products.



Crypto Gambling: Take and Tell

The Yield Sec definition on crypto gambling is broader than operators just accepting cryptocurrency – it's about what they **TAKE** and what they **TELL**.

TAKE: They TAKE crypto.




We offer a number of quick and safe payment options at Coolbet. In order to check which payment options are available in your country, please log in to your Coolbet account and click on "Deposit" or "Payout".

Deposit


PAYMENT PROVIDER	TYPE	FEE	MINIMUM	DURATION
Apple Pay	E-wallet	Free*	10 CAD	Instant
Bitcoin	Crypto wallet	Free*	10 CAD	Instant

TELL: They TELL the audience that they are crypto casinos and sportsbooks.

 Gamdom
https://gamdom.com


Gamdom - Top Bitcoin & Crypto Casino!

Get a fun Bitcoin casino experience with Gamdom! Are you looking for a fun, convenient and safe way to gamble with crypto? Look no further than Gamdom, the ...

 BC.GAME
https://bc.game · ಬೃಹದಾ ಪೆಸಾ ಸಿಠು

BC.GAME

Best Crypto Casino. Biggest crypto crash game. Provably fair & Live dealer. 10000 slot games. Unique bonus & free lucky spins. BTC, ETH, DOGE, TRX, XRP, UNI, defi ...

 Bitcoin Forum - Index
https://bitcointalk.org › ... › Marketplace › Gambling

 EPICBET  The last Sportsbook you will ever need  ...

Oct 2, 2025 — Hello Bitcointalk, We are proud to introduce you Epicbet.com, a premier crypto Sportsbook and Casino built to last.

USA: The Impact of Crypto Gambling – 2025 First Half

USA 2025 FIRST HALF: CRYPTO GAMBLING GGR

**\$14.4
BILLION**



CRYPTO GAMBLING IN THE USA IS:

- **28% of TOTAL MARKETPLACE
2025 FIRST HALF GGR**
- **37% of ILLEGAL ONLY 2025
FIRST HALF GGR**

USA 2025 First Half: Audience Exposure

AUDIENCE EXPOSURE

LEGAL

18%

ILLEGAL

AUDIENCE EXPOSURE

82%

43% OF THE TOTAL
MARKETPLACE EXPOSURE
IS FOR CRYPTO GAMBLING

Yield Sec 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.



**CONCLUSION
AND NOTES**

This is a confidential document and may not be distributed or reproduced without prior consent of Gaming Compliance International (GCI). COPYRIGHT ©2026 – GCI

The Campaign for Fairer Gambling: Conclusion

CONCLUSION

We previously created a metric that had not been used before in the sector. We looked at the GGR (amount lost) per state and then took into account population and income. This gave us the percentage of income lost per state as shown on Page 9. If legalization was replacing illegal online gambling, then the color distribution of the states in red with no legalization would be uniform throughout. They are not as they are in the lowest loss range.

The new information for 2024 on Page 10 features the same analysis but applied to the illegal sector only rather than the total marketplace. The color distribution of reds would be accented towards the highest range if there was crossover from legal to illegal. However, the converse is the case, substantiating that legalization normalizes the activity and helps grow the illegal sector.

For the total marketplace, there were 26 states with legalization, but higher loss levels than any state with illegal only. For the illegal-only sector, there are still 22 states with legalization, but where the illegal sector is greater than in any state that has not legalized.

Following analysis from 2025 first half year data, there are confident projections for the full year of 2025 on Page 11. These show a change for the whole USA from 2024 of 0.19% being a 31% growth from a 0.62% base. The highest growth percentage is 41.9% in the illegal only states, but this is the smallest change of 0.13% from the lowest base of 0.31%. The largest change is 0.30%, a growth of 27% from the highest base of 1.12% to 1.42% for states with both legal online betting and gaming.

The numbers are ominous. Any liberalization enacted in 2026 will result in expanding not just the total loss but also the illegal win.

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

The following key notes apply across Yield Sec data:

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: ONLINE ONLY - SPORTS BETTING (INCLUDING PREDICTORS) AND CASINO (INCLUDING POKER)

Throughout this report, online sports betting includes both traditional online sports betting and predictors. Within legal online sports betting, all legal predictors are included. Within illegal online sports betting, all illegal predictors are included. Crypto products are included within sports betting and casino, and their respective legal or illegal positions. Products not covered by the data in this report: daily fantasy sports, sweepstakes, social casinos, prize draw contests and lotteries.

ONLINE ONLY

Yield Sec covers the total online marketplace, including both legal and illegal online gambling. No retail or land-based data is included in our reporting.

TARGETING AND TRANSACTING

Only operators who actively target the jurisdictional marketplace through audience profiling, advertising, affiliate deals, audience accessibility (with and without a VPN) and featuring verified local resident payment abilities 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.

AVAILABLE BUT NOT TRANSACTING

Operators who have an accessible website/app but without any active commercial ability (to place bets, make transactions and affect revenue) are not classed or included as "illegal" or "regulated" operators.

ILLEGAL GAMBLING OPERATORS

Each individual, active, transacting website or app that targets a specific marketplace but does not feature licensing for that jurisdiction, is counted as an "illegal gambling operator" for that jurisdiction.

MIRRORS AND REDIRECTS

All active and transactable destinations for illegal gambling operators are included in the number of total destination domains – the count of illegal gambling operators. Each individual, active, transacting website or app that targets a specific marketplace with clear domain strategy redirects and mirrors – IllegalGambling.com, IllegalGambling123.com, IllegalGamblingABC.com, etc. – is included as a separate illegal gambling operator result for that jurisdiction.

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, however, that our platform provides by far the best analysis of online marketplaces possible.

Yield Sec: Glossary, 1 of 2

What is Illegal Online Streaming? Illegal online streaming refers to any streaming service that is not authorized, licensed, or otherwise permitted under the laws of a jurisdiction or by the relevant content rights holders, but which targets, is accessible to, and delivers content to consumers in that jurisdiction, whether provided “free of charge” or in exchange for payment, advertising, or other forms of commercial benefit.

What is Illegal Online Gambling? Illegal online gambling refers to any gambling service that is not authorized, licensed, or regulated under the laws of a jurisdiction, but which targets, is accessible to, and conducts transactions with consumers in that jurisdiction.

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 unregulated gambling 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 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 operators.

Yield Sec: Glossary, 2 of 2

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 online gambling operators in return for a fee or a share of customer revenue, 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/LLMs, 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.

Visitors: Unique human beings visiting pages across a site – no matter the pages they visit, they are still one unique user over the time period.

Visits: The pages unique human beings visit across a site, and the traffic created from this. One unique human will visit many pages on a site for different products, processes, bets, games, etc.

Mirrors and Redirects: Websites and apps used for audience accessibility and to avoid jurisdiction blacklists and blocklists. Mirrors and redirects are effectively “back doors” into online gambling operator destinations that the audience will have no knowledge concerning.

Contacts & Questions



Website
FairerGambling.com

General Contact
info@fairergambling.com

Press
info@fairergambling.com



Ismail Vali - President of GCI
ismail.vali@gamingcompliance.com

Website
gamingcompliance.com

General Contact
contact@gamingcompliance.com

FOR MORE INFORMATION:

[CFG GB National 2024 / First Half 2025: Report](#)

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

[CFG USA National 2024: Report](#)

[USA National 2024: Illegal Streaming](#)

[USA State Supplement #1](#)

[USA State Supplement #2](#)

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

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

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

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