

Gaming

December Sports Betting/iGaming: Sports betting growth reaccelerates to end 2023

Industry Overview

Digital gross gaming revenue up +41% Y/Y

December digital gross gaming revenue (GGR) is tracking to \$1.87B, up +41% Y/Y, improving from +23% in November, and Q4 growth of +34% is ahead of +30% in Q3. Online Sports Betting (OSB) GGR grew +52% Y/Y in Dec. vs.+24% in Nov., and Q4's 43% growth is ahead our Q4 estimate of +35%. iGaming GGR growth of +21% in Dec. was steady from +22% in Nov. and Q4 growth of 20% is ahead of our est. of +12%.

Back on track after unfavorable sports outcomes in Nov.

OSB handle (volume) grew +44% Y/Y, a modest deceleration from +53% in Nov. but Q4 handle growth of 46% is ahead of +44% in Q3. December OSB hold of 9.9% is up +230bps M/M and up +20bps Y/Y, As we highlighted in our Q4 Gaming preview (see report), we think the strong digital trends in December made up for the unfavorable sports outcomes in November. We think there is 11%/18% upside risk to our Q4 DraftKings net gaming revenue / EBITDA estimates. Based on weekly New York data, strong trends are continuing in Jan. with a month-to-date hold rate of 11.1% and GGR up +71% Y/Y. Maintain Buy on DraftKings.

Market share and promotional activity

In Q4, we estimate OSB share at 43% for FanDuel, 36% for DraftKings, 6% for BetMGM, and 5% for PENN. Since PENN's launch of ESPN Bet midway through the quarter, we think they reached ~10% share on a run-rate basis in November, and their share moderated to ~7% in December. In iGaming FanDuel's share is up +3pts Q/Q to 26%, and DraftKings share is up +1pp Q/Q to 27%. FanDuel and DraftKings are gaining iGaming share from BetMGM, whose share is down 3pps Q/Q to 21%. Overall, we think the OSB promotional environment is healthy and better than expected. Excluding ESPN Bet, promo as a % of handle is down 1pt Y/Y to 3.0% in MI.

FanDuel, DraftKings lead app downloads

January app downloads are showing continued strength for FanDuel and DraftKings, with 24%/20% share in OSB and 37%/31% share in iGaming. For the newer players, Hard Rock garnered 12% OSB download share, and ESPN Bet download share is 10% in January. For ESPN Bet, we think the next catalyst is further integrations with the ESPN media app including Bet Mode, which we expect to launch before the Super Bowl in February.

Exhibit 1: Online Digital Gaming HeatmapOSB GGR grew +52% Y/Y, while iGaming GGR was up +21% Y/Y

Y/Y Growth	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Digital GGR	53%	59%	47%	41%	47%	38%	25%	28%	38%	23%	41%
OSB GGR	88%	85%	71%	54%	76%	54%	27%	26%	50%	24%	52%
iGaming GGR	21%	27%	21%	22%	24%	23%	24%	32%	18%	22%	21%
OSB GGR Share											
DraftKings	29%	30%	31%	31%	33%	33%	37%	38%	37%	36%	35%
FanDuel	48%	42%	45%	45%	43%	41%	36%	40%	44%	42%	42%
BetMGM	8%	9%	8%	8%	9%	8%	8%	8%	7%	7%	6%
Caesars	4%	5%	5%	5%	5%	5%	5%	4%	4%	4%	4%
Penn	2%	3%	2%	2%	2%	2%	2%	1%	2%	7%	7%

Source: BofA Global Research, State Gaming Control Boards

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Refer to important disclosures on page 6 to 9. Analyst Certification on page 5. Price

Objective Basis/Risk on page 5.

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Equity United States Gaming

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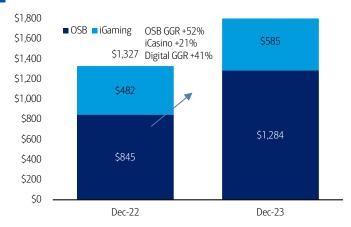
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PA: Pennsylvania

MI: Michigan

Exhibit 2: Oct. monthly total digital gross gaming revenue (GGR) (\$M)

Overall GGR including online sports betting and iGaming is tracking up +41% Y/Y for December



Source: BofA Global Research, State Gaming Control Boards

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Exhibit 4: Digital (Online sports betting +iCasino) GGR Growth Y/Y

Digital GGR market wide is tracking up +34% Q4TD, but in-line with our DKNG model before accounting for share gains

60%

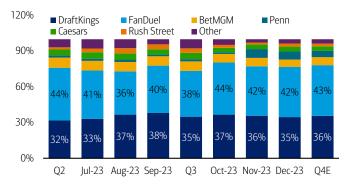


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 6: Online sports betting market share by operator

DraftKings is tracking to 36% share in Q4

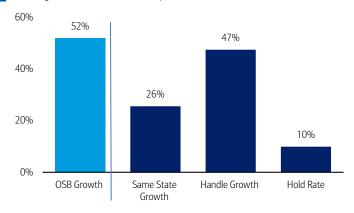


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 3: Online sports betting (OSB) growth summary

OSB growth of +52% was supported by 26% same-state growth, +47% handle growth and hold rates 20bps better than Dec-22

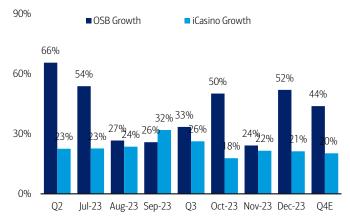


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 5: Online sports betting vs. iCasino Growth Y/Y

Q4E OSB growth is +44% vs. 33% in Q3 and iGaming growth is +20% vs. +26% in Q3 $\,$

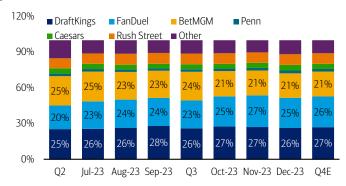


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 7: iGaming market share by operator

DKNG Q4 iGaming share is 27%, up from 26% in Q3



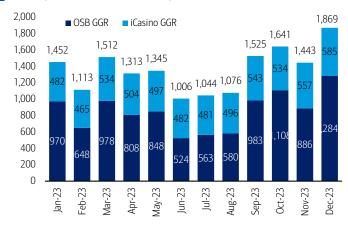
Source: BofA Global Research, State Gaming Control Boards

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Exhibit 8: Online sports betting and iCasino GGR (in \$M)

Total digital GGR reached a record high of 1.87B in December, up 41% Y/Y

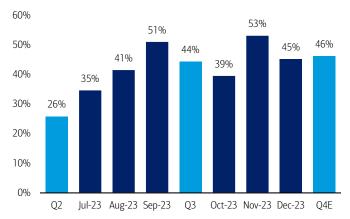


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 10: OSB Handle Growth

Q4E handle growth of 46% accelerated slightly from +44% in Q3

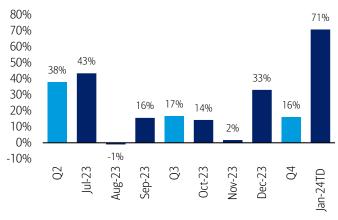


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 12: Jan New York OSB Gross Gaming Revenue Y/Y Growth

January-to-date GGR is up +71% in New York, driven by favorable game outcomes in the first week of NFL Playoffs.

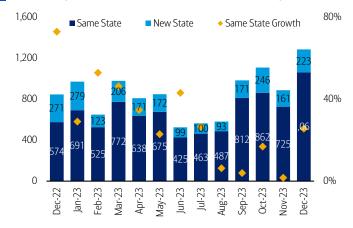


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 9: Online sports betting new vs. same state growth (in \$M)

Same state growth of +26% accelerated Nov Oct. same state growth of +2%

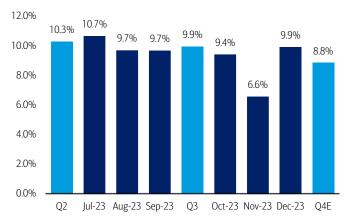


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 11: OSB Hold rate

OSB hold is 9.91% in December is in-line the Q3 run-rate and up slightly Y/Y

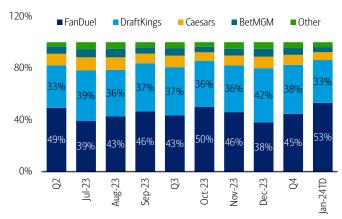


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 13: New York GGR Market Share by Operator

FanDuel's market share is 53% Jan-TD, followed by DKNG at 33%



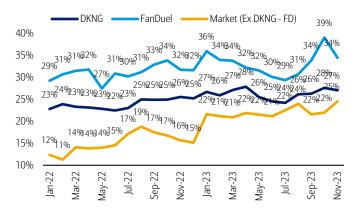
Source: BofA Global Research, State Gaming Control Boards

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Exhibit 14: Nov. Illinois Parlay Mix (Dec. data not yet available)

Following a spike in October, FanDuel's parlay mix moderated to 34% in November

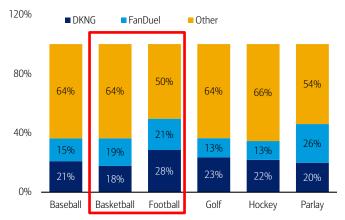


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 16: DKNG vs. FanDuel Illinois handle share by sport (TTM)

DraftKings has a higher handle share than FanDuel in every sport except basketball and FanDuel has higher parlay share

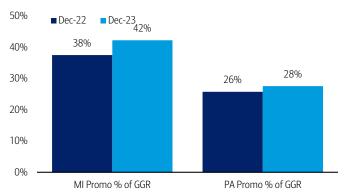


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 18: Pennsylvania and Michigan Promo as % of GGR

Aggregated promo as % of GGR was 33% in December, up Y/Y primarily driven by ESPN Bet

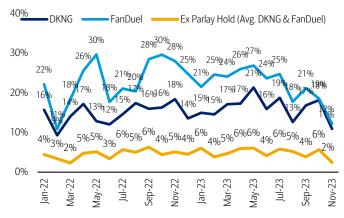


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 15: Nov. IL Parlay vs. Overall hold (win) rates

Given the unfavorable game outcomes, hold rates deteriorated in November

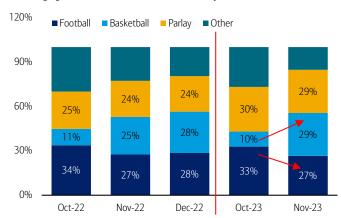


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 17: Monthly Handle Share by Sport

Throughout 4Q, the sport mix becomes more favorable to FanDuel relative to DraftKings given the shift to basketball and away from football

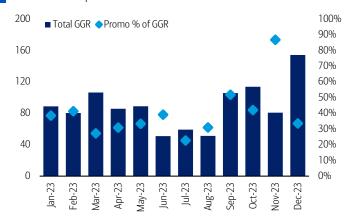


Source: BofA Global Research, State Gaming Control Boards

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Exhibit 19: PA and MI Promo and GGR

GGR was down up +35% in PA and MI in December



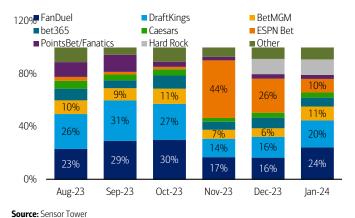
Source: BofA Global Research, State Gaming Control Boards

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Exhibit 20: Online sports betting app downloads

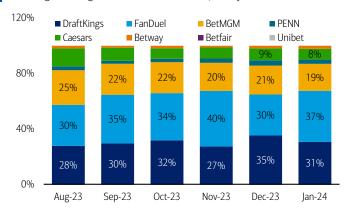
FanDuel has 24% of downloads in January followed by DraftKings at 20%



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Exhibit 21: iGaming app downloads

DraftKings iGaming download share is 31% in January



Source: Sensor Tower

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Price objective basis & risk

DraftKings, Inc. (DKNG, C-1-9, \$37.94)

Our \$45 PO is based on approx. 25x 2025E Adj. EBITDA, a premium to other "proven" best of breed disruptors. We believe this premium multiple is justified given the early stage enthusiasm for the vertical and the scarcity value associated with DKNG, as well as its revenue trajectory and inflection to positive Adj. EBITDA

Upside risks to our PO are higher-than-expected growth, faster-than-anticipated state legalizations and quicker and higher profitability than we model.

Downside risks are lower enthusiasm for growth stocks, slower legalization of sports betting, increased competition, and a slower ramp to profitability.

Analyst Certification

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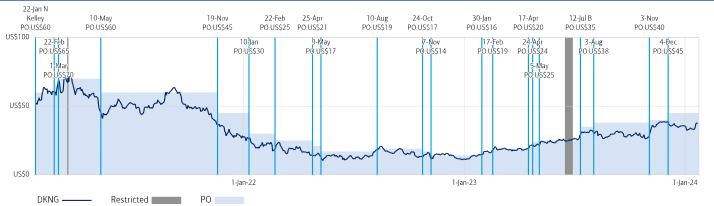
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	Choice Hotels International	CHH	CHH US	Dany Asad
	DraftKings, Inc.	DKNG	DKNG US	Shaun C. Kelley
	Hilton Worldwide	HLT	HLT US	Shaun C. Kelley
	Host Hotels & Resorts Inc.	HST	HST US	Shaun C. Kelley
	Hyatt Hotels	Н	H US	Shaun C. Kelley
	Marriott International Inc.	MAR	MAR US	Shaun C. Kelley
	Penn Entertainment	PENN	PENN US	Shaun C. Kelley
	Ryman Hospitality Properties	RHP	RHP US	Shaun C. Kelley
	Soho House & Co Inc	SHCO	SHCO US	Shaun C. Kelley
	Vail Resorts, Inc	MTN	MTN US	Shaun C. Kelley
	VICI Properties	VICI	VICI US	Shaun C. Kelley
	Wyndham Hotels & Resorts, Inc.	WH	WH US	Dany Asad
NEUTRAL	•			
	Apple Hospitality REIT Inc.	APLE	APLE US	Dany Asad
	Caesars Entertainment Inc	CZR	CZR US	Shaun C. Kelley
	Churchill Downs Incorporated	CHDN	CHDN US	Shaun C. Kelley
	Hilton Grand Vacations Inc	HGV	HGV US	Dany Asad
	Las Vegas Sands	LVS	LVS US	Shaun C. Kelley
	MGM Resorts International	MGM	MGM US	Shaun C. Kelley
	Park Hotels & Resorts Inc.	PK	PK US	Dany Asad
	Wynn Resorts Ltd	WYNN	WYNN US	Shaun C. Kelley
UNDERPERFORM				
	DiamondRock Hospitality	DRH	DRH US	Dany Asad
	Gaming & Leisure Properties, Inc.	GLPI	GLPI US	Shaun C. Kelley
	Marriott Vacations Worldwide	VAC	VAC US	Shaun C. Kelley
	Pebblebrook Hotel Trust	PEB	PEB US	Shaun C. Kelley
	Playa Hotels & Resorts	PLYA	PLYA US	Shaun C. Kelley
	Red Rock Resorts, Inc.	RRR	RRR US	Shaun C. Kelley
	RLJ Lodging Trust	RLJ	RLJ US	Dany Asad
	Sportradar Holding AG	SRAD	SRAD US	Shaun C. Kelley
	Summit Hotel Properties	INN	INN US	Dany Asad
	Sunstone Hotel Investors	SHO	SHO US	Dany Asad
	Travel + Leisure Co	TNL	TNL US	Dany Asad

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B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

The Investment Opinion System is contained at the end of the report under the heading 'Fundamental Equity Opinion Key'. Dark grey shading indicates the security is restricted with the opinion suspended. Medium grey shading indicates the security is under review with the opinion withdrawn. Light grey shading indicates the security is not covered. Chart is current as of a date no more than one trading day prior to the date of the report.



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Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	22	50.00%	Buy	10	45.45%
Hold	12	27.27%	Hold	6	50.00%
Sell	10	22.73%	Sell	3	30.00%

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Buy ≥ 10% ≤ 70% Neutral ≥ 0% ≤ 30% Underperform N/A ≥ 20%

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