

# Sportsbooks win big on Super Bowl 59: 'One of the best single-game results in company history'



By Ben Fawkes Feb 10, 2025

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Ahead of Super Bowl LIX, the Kansas City Chiefs closed as 1-point favorites with relatively even betting action at sportsbooks. Then, the Philadelphia Eagles dominated the Chiefs, leading 24-0 at halftime en route to a 40-22 blowout victory. So, how did the Eagles' massive win and a high-scoring game impact the betting ecosystem?

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“Super Bowl LIX was the single biggest betting event in the history of BetMGM — it took the most bets and was one of the best single-game results in company history,” said Senior Trading Manager at BetMGM Christian Cipollini. “Super Bowl bettors cashed in on Eagles moneyline and Jalen Hurts’ Super Bowl MVP, but both defenses slowing down Saquon Barkley and Travis Kelce netted a great result for us.”

Philadelphia’s win was, in fact, a “great result” for most sportsbooks. Even though the majority of reported six-figure wagers were on the Eagles — including an \$800,000 wager on the Philadelphia moneyline (+110) at BetMGM — there were plenty of bettors on the Chiefs, including a \$750,000 wager on the Chiefs moneyline (-120) and \$750,000 on Chiefs -1.5 at BetMGM. At DraftKings Sportsbook, 52 percent of wagers and 42 percent of the money was on Kansas City to cover, while 43 percent of the bets and 49 percent of the handle (total amount of money wagered by all bettors) was on the Chiefs moneyline. When it comes to the total, the majority of wagers (70 percent) and money (64 percent) were on the game to go over the total of 48.5, which it did.

The Super Bowl brings out all types of bettors, from the hardcore to the casual. People not only wager on the spread, total and moneyline, but also live bet and place wagers on all types of props and teasers. The sportsbooks did well in all three categories when the dust settled, and the confetti was on the floor.

It was a “great result for us,” Joe Brennan, CEO of Prime Sports, told *The Athletic* late on Sunday night. “With the exception of the game going over, Philly winning in a blowout is what we needed, and we got it.” Brennan also said that Prime did well on in-game (live) betting — despite the house losing money on the Chiefs’ final touchdown due to bets on Kansas City at +18 — because a lot of early first-half money came in on the Chiefs (and thus went to the house).

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When it comes to prop bets specifically, we wrote about how bettors were [all-in on Saquon Barkley](#) in this space last week. In addition to Barkley, people were also wagering a ton on Travis Kelce props. Taylor Swift effect, anyone? Overall, Barkley and Kelce both stayed under the rushing and receiving yards totals, respectively, and Barkley didn't score a touchdown. Barkley's anytime touchdown had twice as many wagers on it than any other player prop at Caesars Sportsbook, and Barkley rushing for over 110.5 yards was the most-bet prop at BetMGM by total tickets. Because Barkley finished with 57 yards on 25 carries, sportsbooks everywhere benefited.

Another popular player prop bet was for Eagles tight end Dallas Goedert to have over 48.5 total yards receiving; he finished with two catches for 27 yards. Another win for the house.

"Obviously, those Saquon & Kelce props going under was big for us," Cipollini added.

Carl Johnson, sportsbook director at Beau Rivage Resort and Casino, was happy with a "double-digit hold on a very high handle." The hold is the profit the sportsbook keeps after paying out winning bets, so Beau Rivage retained 10 percent or more of all money wagered on Super Bowl 59 (high handle = a lot of money) as profit. Xavier Worthy's late 50-yard touchdown helped matters for sportsbooks because of its impact on bettors who teased the Eagles.

A teaser is a bet that requires two legs, and bettors generally tease the side (Eagles or Chiefs) and total points scored (over/under). A 6-point teaser requires the line to move six points and has odds of -125 or -130. So an Eagles teaser would move the spread from +1 to +7 on the line and an under of 48.5 to 54.5. Without Worthy's score, bettors who placed teaser bets on the Eagles would have won because the Eagles had to lose by 7 points or less, and the total score had to land under 54.5. Before Worthy's touchdown, the Eagles were winning, so that side of the teaser had been secured, and the game score total was 54. After the late touchdown, that part of the teaser leg lost, meaning the latter side of the teaser failed, helping sportsbooks.

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One player's teaser was particularly important to Beau Rivage because of the amount of money wagered. This bettor put \$1 million on the Super Bowl, spread out over three bets:

\$500,000 on Eagles ML (even)

\$300,000 on Under 48.5 (-105)

\$200,000 on a teaser of Eagles +7.5 and Under 54.5 (at -130 odds)

The bettor ended up exactly even after the late Worthy touchdown, so Beau Rivage lost nothing.

Executive Director of Westgate Las Vegas SuperBook John Murray also noted Worthy's late touchdown: "We did very well. We needed the Eagles. The garbage-time TDs late putting the game over and cashing a lot of props prevented us from having a home run day, but we did well on the game."

While "most" sportsbooks enjoyed a great result, one in particular got hit, mostly due to its location. Thomas Gable, sportsbook director at The Borgata in Atlantic City, deep in the heart of Eagles territory, told *The Athletic* that he's had better Super Bowls.

It was not a "catastrophe," Gable said Monday morning, "but it certainly wasn't a good result for us. Barkley was one of the few good outcomes for us, but the volume on Hurts' props was just as high as the volume on Barkley." Gable noted that the Borgata would have won if Barkley had been named MVP but actually had liability with Hurts' crowning of the game's biggest award.

The Borgata did get some back from a bettor who wagered \$70,000 at -700 odds (to win \$10,000) on a successful fourth-down conversion. Both teams went 0-1 on fourth down, and said bettor is probably reliving, in perpetuity, A.J. Brown's offensive pass interference call in the first quarter.

Another tough loss was reported from DraftKings when a bettor wagered \$2,200 on Chiefs kicker Harrison Butker to make at least one extra point at -2200 odds (to win \$100). Kansas City scored three touchdowns and attempted a two-point conversion each time.

Super Bowl 59 may have been a success for sportsbooks, but the house moves on fast. The Eagles opened as the favorites (+650) to win Super Bowl 60 at BetMGM, with the Baltimore Ravens (+700), Buffalo Bills (+750) and Chiefs (+750) with the next-best odds.

 BAL	 <b>+700</b>
 BUF	 <b>+750</b>
 KC	 <b>+750</b>

(Photo of Saquon Barkley: Patrick Smith / Getty Images)



**Ben Fawkes** is a veteran of the sports betting industry, beginning in 2010 at ESPN. He was at ESPN for a decade, and helped to create ESPN Chalk, the first sports betting vertical at a major media company. He aided in the growth of sports betting content and education across all platforms at the company and was most recently the Vice President of Digital Content at VSIN, The Vegas Stats & Information Network. He has also written for USA Today, CBS Sports and Forbes.

COMMENTS

G Gary M. · 17h 58m ago

Great. Glad the casinos made so much money. I'm sure they will reinvest it back into the community.

G Go D. · 17h 7m ago

Oh thank God. About time things went well for the sportsbooks.

A Anonymous U. · 16h 12m ago

Read this as if narrated by Ray Liota and it was much more enjoyable

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