# NEW JERSEY IS THE INTELLECTUAL AND TECHNICAL CAPITAL OF THE SPORTS BETTING INDUSTRY

**NJ EDA**
ECONOMIC DEVELOPMENT AUTHORITY

**choose: new jersey**

## 5 REASONS WHY ...
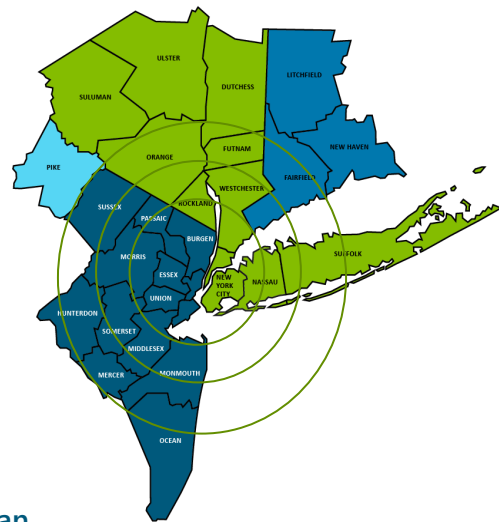
### #1. An unbeatable location for sports betting

**Densest state in the US with easy access to New York City and Philadelphia**

**Best-in-class digital infrastructure integral to industry success**

**One of the largest sports betting markets in the country**

New Jersey's PATH corridor (Jersey City, Hoboken, Newark) is an emerging cluster of tech workers and firms involved in the sports betting supply chain

### #2. Unprecedented growth in the sports betting industry

**#1**

**New Jersey** leads the US sports betting industry with over **$36.6 Billion** handled between June 2018 and March 2023.

**92%**

In 2022, **92%** of the **$10.9 Billion** handled in **New Jersey** was wagered online.

**NJ** has taken in over **$219 Million** in sports betting revenue between January and March 2023, beating last year's first 3 months by over **$62 Million (a 39.7% increase).**

## #3. A hub for innovation and talent Development

**New Jersey has established** physical centers for **R&D, Innovation, and Community Engagement** that will accelerate the growth of the State's economy, for example:

FinTech and Sports Wagering Innovation Center at New Jersey City University (Jersey City)

**Esports Innovation Center**
at Stockton University (Atlantic City)

## #4. A ready-built sports betting technology cluster

Some of the largest companies in the industry are choosing to relocate large parts of their technical and product development workforce to NJ

**DRAFT KINGS**

**MEADOWLANDS RACING & ENTERTAINMENT**

**FOX BET**

**FANDUEL**

**BETMGM**

**CONTINENT 8** technologies
*reliable innovation*

## #5. A leading-edge, progressive regulatory regime

**THE NJ DIVISION OF GAMING ENFORCEMENT**
A supportive partner for the industry, helping encourage compliant regulatory, product, and technological innovations

**NEW JERSEY FIRST PROGRAM**
14-day guaranteed approval of compliant products

**TECHNICAL SERVICES BUREAU**
The country's only in-house testing and licensing lab

**TRANSACTIONAL WAIVERS**
Shortens time-to-market and allows initially compliant companies to begin operation while full licensure process takes place