Prove

The Super Bowl Betting Blitz

A Snapshot of Online Sports Betting

$30 billion
Projected online betting on NFL games (2025)

8.5%
Increase in online betting on NFL games (from 2024)

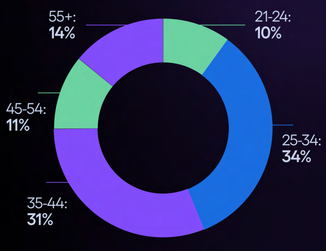
23%
Of Americans (18+) participate in online sports betting

19%
Of Americans (18+) participate in fantasy sports

U.S. Online Sports Betting Demographics

- 72% male, 28% female
- 38% are between the ages of 18-34
- 79% have a college degree or higher
- 63% make more than $50,000

Online Sports Betting by Age



- 72% Of online sports bettors are male
- 65% Of online sports bettors are aged 25-44
- 47% Of online sports bettors have a college degree

Digital Sports Betting Trends

A combination of technology innovations and market shifts is fueling the expansion of online sports betting:

The Rise of Micro- betting

Betting on specific in-game events is an emerging trend, with projections indicating it will account for 40% of all live betting revenue by the end of 2025.

AI & Personalisation

AI-powered systems are delivering personalised betting suggestions, leading to a reported 25% year-over-year increase in user engagement on major platforms.

5G Network Impact

5G networks are reducing latency by 50%, enabling more seamless and real-time betting options for users on the go and at home.

Esports & Social Gaming

The online football games market is projected to reach $4.5 billion by 2032, showing a strong synergy between traditional sports and video games.

The Blitz: How to Manage Fraud Vectors in Online Sports Betting

Bonus Abuse

Creating multiple fake accounts to claim sign-up bonuses repeatedly.

Prove's Countermeasure

Detects multiple accounts linked to a single user by analyzing phone, device, and behavioral data.

Credential Stuffing

Automated bots use stolen credentials to take over legitimate accounts.

Prove's Countermeasure

Prove's Auth™ and **Trust Score®** services authenticate users with their mobile phone, eliminating the need for vulnerable passwords.

Account Takeover (ATO)

A fraudster gains access to a user's account to place bets or withdraw funds.

Prove's Countermeasure

Phone-Centric Identity™ verifies the real-time possession and ownership of a user's mobile phone to block unauthorized access.

Payment Fraud

Using stolen credit cards or bank accounts to make fraudulent deposits.

Prove's Countermeasure

Verifies a consumer's identity by linking it to their phone number, adding a layer of security to confirm the rightful owner of a payment method.

Sources:
American Gaming Association (AGA): AGA Estimates $30 Billion in Legal Wagering on 2025 NFL Season; YouGov: Behind the Lines with Sports Bettors; AGA Commercial Gaming Revenue Tracker