



In 2018, The ParAible team detected correlation between the major sports leagues divesting their interests in DraftKings & FanDuel in the lead up to a Supreme Court (SCOTUS) ruling legalizing sports betting nationwide.

We were able to predict the companies that would cash in with a positive ruling, and we connected the dots that the leagues knew the direction the ruling was headed, and how they would profit from a decision either way.

## HOW PARAIBLE WORKED

- Analyzing large amounts of available data, we correlated the movement of the leagues to the pending court decision based on their divestiture moves AND announcing plans for integrity, data, and rights fees if the ruling was in favor of legalization. This combination correlates with "stacking the deck."
- We also discovered foreign owned gambling entities aggressively preparing to move into the US space, in large part to support US based casinos to handle online bets.

## THE RESULTS

- *William Hill, the Stars Group, and 888 Holdings, saw stock price increases of 10% or more after the SCOTUS ruling.*
- *William Hill acquired 11 US casinos and announced a 25 year sports betting deal with Eldorado Resorts. Boyd Gaming announced a deal with FanDuel, now owned by Paddy Power Betfair, to enter the online gambling segment.*
- *Pro sports leagues lobbied strongly for integrity fees, licensing and rights fees on game data in light of the SCOTUS decision, and have welcomed online sports books to arenas and stadiums.*