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The Supreme Court's Ruling Moves The Chains in Fantasy Sports

The Supreme Court's 2018 decision in *Murphy v. National Collegiate Athletic Association* overturned a federal statute, ruling that it violated states' ability to allow gambling. Some states, including Arkansas, Pennsylvania, New York and Rhode Island, have subsequently passed bills to legalize sports gambling by residents. Many other states have introduced similar bills, and the sports betting industry is expected to expand significantly. The impact of sports betting on another growing industry, fantasy sports, however, is uncertain. This paper investigates the anticipated effects and concludes that increased sports betting will yield increased fantasy sports participation, particularly daily fantasy sports, known as DFS. Fantasy sports industry leaders expect more crossover players, those who bet both on sports and play fantasy sports. This conclusion is based on research that shows complementary relationships between playing fantasy sports and interest in actual games, and also based on interviews with fantasy sports journalists who are considered industry experts. Also, the author observed an increasing allocation of fantasy sports journalism resources toward sports betting content. Overall participant knowledge for casual players, defined as those who play with limited time and skill, is expected to increase as information is distributed more widely. Although not a focus of this study, a residual effect, according to industry leaders, is the ancillary business generated in support of sports betting and fantasy sports activities. This paper contributes to a growing body of scholarship on fantasy sports as business and as journalism.