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## Here's What Stricter Sportsbook Marketing Rules Might Look Like — and the Legal Challenges They Could Face

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As the sports betting industry continues its unprecedented, rapid growth in the U.S., the competition for new bettors has increased dramatically. In the past year alone, sportsbook operators have spent hundreds of millions of dollars in recruitment and brand recognition efforts, flooding the internet, television, and radio airwaves with star-studded advertisements promising “free money” and “risk-free” betting. The recent spike in advertising has caught the attention of lawmakers and state gaming authorities, some of whom have threatened to impose new marketing restrictions aimed at curbing “excessive” sportsbook advertising unless operators take sufficient steps to self-regulate.

Frank Bruno and Zachery Roth discuss a few rules and potential legal challenges that could affect implementation.

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