

# The NFL's Prime Time: Online Gambling Boom

*The NFL ink's a massive deal, which could completely change the industry.*

As the NFL returns, so do DraftKings and FanDuel ads. It is no secret that the NFL has fully embraced sports betting. With [more than two dozen states currently allowing for online sports betting](#). The sports gambling market has really never been bigger.

[After the NFL's recent joint deal with DraftKings, FanDuel, and Ceasar's Entertainment, giving them exclusive rights to NFL stats, player names, and trademarks](#). Many people have been wondering, how does this change the landscape of online sports betting?

## Advertisements

Perhaps the biggest change to the current landscape comes in the form of the ability of these companies to run ads on NFL games. If you remember, back in 2015, there was a relentless onslaught of advertisements by both companies. However, those were shut down after states such as New York went after online sports gambling.

Things have changed substantially, however, [after the 2018 Supreme Court decision that allows for the legality of online sports betting](#). We have seen an onslaught of fresh advertisements, with many of their new advertisements not as grounded in daily fantasy so much as grounded in traditional sportsbooks.

These new and improved ads were released in late July, and most importantly, due to this new partnership, they are able to be played during NFL games for the first time. This increased exposure to the direct target audience is expected to yield huge results for sports betting, so expect them to be a mainstay during NFL games, from noon to night; these ads aren't going anywhere.

Along with the number of ads, [NFL players will now be allowed to appear within sports betting ads](#). This means that individualized brand deals for certain players, once thought of as immoral, are now going to be on full display this coming fall.

## Increased Legislative Pressure

As more and more sports leagues adopt sports betting in some form or fashion, it continues to put pressure on legislative bodies to pass state laws legalizing online betting. Currently, over two dozen states have legalized online sports betting. However, there are still massive states that are holding out, such as Ohio, Massachusetts, Georgia, and Texas, to name a few.

These holdout states are home to some of the biggest franchises in sports, with Cowboy's, Brown's, and Patriots fans all not allowed to bet on their favorite teams in the state. With this deal comes increased pressure, as now a massive organization will have a direct avenue to sportsbook sponsorships and increased income if legislation can be passed.

## Major Platforms

With the legalization of online sports betting, many companies have entered the space; however, this deal truly proves who are the major players within the sports betting industry. This should come as no surprise either, as both Draftkings and Fanduel were early pioneers in the space, and Ceasar's Entertainment has been one of the world's premier physical sportsbooks for decades. Nevertheless, this deal continues to cement these three companies as holding a considerable market share for the time being.