



FOR IMMEDIATE RELEASE

Eilers Research Releases White Paper on Daily Fantasy Sports Industry

Anaheim Hills, CA – October, 20, 2014 – Eilers Research, LLC has announced the publication of an in-depth white paper titled: “Daily Fantasy Sports: The Future of US Sports Wagering?” The report, authored by Adam Krejcik, Managing Director of Digital & Interactive Gaming, takes a comprehensive look at the financial health of the Daily Fantasy Sports market, as well as an analysis of the competitive landscape and expected industry growth through 2020. Additionally, the report explores the potential convergence of Daily Fantasy Sports and the land-based casino industry, as well as some of the similarities it shares with the Online Poker industry. A brief excerpt from the report is provided below:

“Fantasy Sports has become a cultural phenomenon in the US and has helped propel the NFL to unprecedented ratings and record revenues. While Fantasy Sports is not a new industry, the Daily Fantasy Sports (DFS) market still appears to be in its infancy and has found a way to tap into a large, growing, and social/mobile engaged audience. The consumer appeal of DFS largely stems from the instant gratification it provides – a theme that resonates strongly across many new popular consumer verticals.

In terms of the market size, DFS is still a relatively small industry. However, the growth trajectory has been astounding and our estimates suggest player spending (i.e. total entry fees) on DFS sites will likely exceed the total amount wagered annually on sports in Las Vegas by CY15 and all of Nevada by CY16. While the long-term opportunity is compelling, user acquisition costs have been skyrocketing and the two major players in the market (FanDuel & DraftKings) are both entirely dependent upon Venture Capital financing.”

The full 24-page report is available to clients of Eilers Research, LLC or can be purchased on the Company’s website at www.eilersresearch.com. If you are interested in receiving a complimentary copy of the executive summary please email Adam Krejcik at akrejcik@eilersresearch.com.

About Eilers Research

Eilers Research, LLC is a boutique research firm focused on servicing the gaming equipment, technology, and interactive gaming sectors within the global gaming industry. Our products and services include market research, equity research, and consulting services designed specifically for land based & online casino operators, equipment & technology suppliers, social gaming operators & suppliers, gaming regulators, and investors. Additional information regarding our research products and services can be obtained by visiting our website at www.eilersresearch.com.

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