

## Patterns of daily fantasy sport play: Tackling the issues

Studying daily fantasy sport (DFS) play can help us to identify markers of problematic play.

This is the first ever study that reviewed a cohort of DFS player records to examine actual player behavior.

### The Study

Reviewed records of **10,385 DraftKings daily fantasy sport players** who entered at least one paid National Football League (NFL) contest during the 2014 season.

Examined the play of **typical and highly involved players** during the 2014 NFL season.

Financial Involvement

Time Involvement

Contest Preferences

### Typical Players

Most players exhibited moderate play behavior.



Entered contests **3 - 4 days** per month

Spent **\$87** on entry fees; **lost 53%** of entry fees

Entered **low stakes contests** with a median **\$4 entry fee**

Players who entered more contests lost more money.

However, players who lost a larger percentage of their entry fees spent less time and money playing.

Therefore, it is important to pay attention to individuals who play a lot, spend a lot, and lose a lot.

### Highly Involved Players

Highly involved players (2% of players) who exhibited more extreme **financial** or **time engagement** than the typical player.



Players in Top 1% Financial Engagement Groups



Players in Top 1% Time Engagement Group



Entered contests **11 - 15 days** per month



Entered contests **19 - 20 days** per month



Spent **\$6,375 - \$11,693** on entry fees; **lost 19% - 42%** of entry fees



Spent **\$3,618** on entry fees; **lost 16%** of entry fees



Entered **high stakes contests** with a median **\$22 - \$24 entry fee**



Entered **low stakes contests** with a median **\$3 entry fee**

**82%** of highly involved players were highly involved in only financial or time engagement.

Financial engagement and time engagement may be independent measures of excessive play.

A "one-size-fits-all" consumer protection strategy may be insufficient.