

A Large-Scale Prospective Study of Big Wins and Their Relationship with Future Financial and Time Involvement in Actual Daily Fantasy Sports Contests

Experiencing a “big win” has been cited as an impactful factor in developing gambling problems in the future.

Understanding the “big win” effect in daily fantasy sports (DFS) is important because DFS has similar elements to gambling.

The Study

Analyzed data from **34,596 DFS subscribers** to a large, U.S.-based DFS provider and examined how big wins (*defined two different ways*) predicted future DFS activity.

Absolute Dollar Definition

Winning a single prize greater than or equal to \$1,000

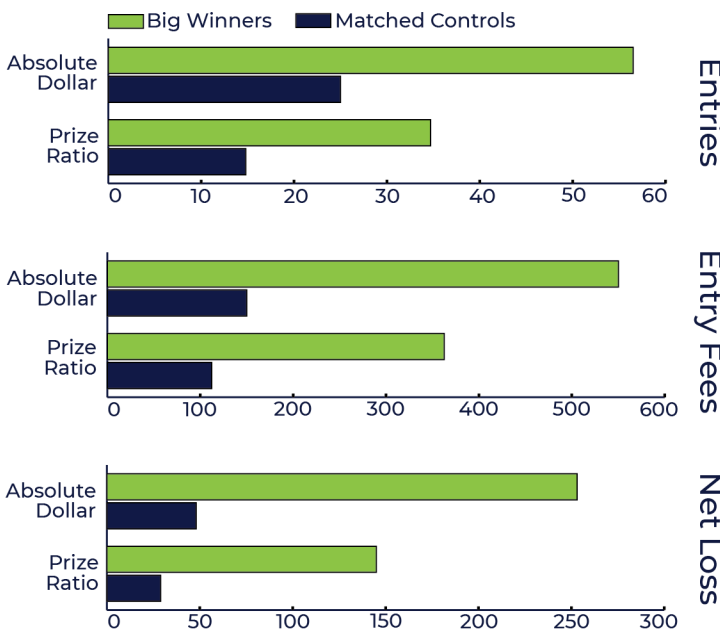
Prize Ratio Definition

Winning a prize within the top 1% of prize value to entry fee ratios (i.e., prize value much higher than fee paid to enter contest)

Matched big winners of both types with **control cases** who had similar playing metrics, **never experienced a big win**, and played DFS in the same week their matched big winner experienced their win.

Big winners had **more entries**, **paid more in entry fees**, and had **higher net losses** compared to matched controls in the week immediately following their big win.

Key Findings



Big winners averaged more future DFS activity compared to those who did not have a big win.



The size of the big win effect deteriorated over time, but did not disappear entirely, even after 24 weeks.



Persistence of the big win effect depended on when the win occurred. *Persistence was defined as the number of consecutive months of any play following the big win.*



The effect of a big win that occurred 4 or more weeks after a player’s first deposit persisted longer than the effect of an earlier big win.

Key Takeaways

Both early and later big winners of both types averaged more future engagement compared to those who never had a big win.

A big win might instill unfounded confidence in a player’s ability to win, leading to increased engagement.

Stakeholders should create greater awareness about the risks of big wins for increased DFS activity, including larger than typical future losses.

DFS providers should provide people who have big wins with immediate safer play messaging and tool recommendation.