CHA Division on **Addiction**
Cambridge Health Alliance

HARVARD MEDICAL SCHOOL TEACHING HOSPITAL

Behavioral markers of risky daily fantasy sports play

Daily Fantasy Sports (DFS) financial and time engagement can be used to separate players into natural player groups.

This is the first study to use actual DFS player data to look at natural groups of DFS players to identify at-risk players.

The Study

Analyzed 29 months of player data from **11,130 randomly selected DFS players** who entered at least one contest during the 2014 NFL season.

Identified natural groups of DFS players using time and financial engagement measures and **compared outcomes.**

Window of Activity
(number of days from first contest entry to last contest entry)

Contest Risk Score
(tendency to enter contests that pay out to a few top finishers)

Group 1

Group 1: 92.6% of all players *(Typical Players)*

Time & Financial Engagement

Spent **$157 on entries**
Net loss **$54**
Lost 49% of money

Entered **44 contests**
Played on **19 days**

Outcomes

Window of activity = **459 days**

Median contest risk score = **11.98**

Group 1 tended to engage lightly for a short duration playing riskier contests and accumulating low net losses.

Safer Play strategies include *general* messaging about strategic contest selection and affirming moderate play practices.

Group 2

Group 2: 7.3% of all players *(Riskier Players)*

Time & Financial Engagement

Spent **$5,110 on entries**
Net loss **$1,018**
Lost 28% of money

Entered **1,523 contests**
Played on **346 days**

Outcomes

Window of activity = **840 days**

Median contest risk score = **12.80**

Group 2 tended to engage heavily for a long duration playing riskier contests and accumulating moderate losses.

Safer Play strategies include *targeted* recommendations for strategic contest selection and moderate play.

Group 3

Group 3: 0.07% of all players *(Net Positive Players)*

Time & Financial Engagement

Spent **$383,534 on entries**
Net loss **-$59,914**
Lost -11% of money (net gain)

Entered **70,772 contests**
Played on **410 days**

Outcomes

Window of activity = **845 days**

Median contest risk score = **1.80**

Group 3 tended to engage heavily for a long duration playing less risky contests, and had low losses.

Safer Play strategies include *targeted* messaging about moderate play and affirming strategic contest selection practices.