

## Longitudinal playing trends among daily fantasy sports players

Understanding daily fantasy sports (DFS) playing trends among new subscriber cohorts can help shape interventions to promote sustainable safer play.

This is the first study to use actual DFS player data to examine new subscriber cohort playing trends.

The Study

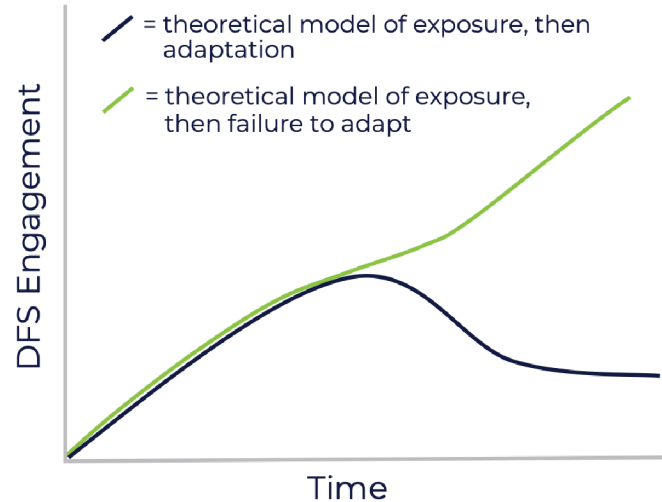
Analyzed **three measures of DFS engagement** using 27 months of cohort (summed values for all players) data from **11,331 DFS players**.

Total Contest Entries | Total Contest Entry Fees | Total Participation

Plotted **player engagement patterns over time** and **compared patterns** of typical (less involved) and atypical (most involved) players.

**Exposure Patterns**  
Escalating play following subscription

**Adaptation Patterns**  
De-escalating play following previous escalation



Less Involved Players

We observed evidence of adaptation, or healthy play reductions, for the majority of players (*lower 99% of engagement*).



Step **declines** for entries, entry fees, and participation **after the first day** of play

Engagement plateaus at **lower levels of play\***

Play patterns show **NFL seasonality**

\*Exposure, then adaptation

For most players, DFS does not appear to encourage excessive engagement.

**Safer play recommendations should affirm the benefits of moderate sustainable play, in contrast to escalating or sustained high level play.**

Most Involved Players

We observed evidence of absence of adaptation for the minority of players (*players with top 1% engagement*).



**Within- and cross-season escalation** for entries, entry fees, and participation

Engagement plateaus or escalates at **higher levels of play\***

Play patterns show NFL seasonality, but **less variation between in-season and off-season**

\*Exposure, then failure to adapt

Most involved players are at higher risk for excessive engagement.

**Safer play recommendations should note escalating play might reflect problematic play now or in the future.**