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Late Breaking News, Compelling Ideas, Just Plain Good Stuff for the Gaming Industry!

Is Launching a Daily Fantasy Sports Platform a Good Idea?

If you're looking to attract a new and younger demographic, this might be your next step

[By Guest Contributor Rob Gallo, Raving Partner, Online Casino Gaming](#)

Fantasy Sports isn't just another fish in the sea; it's a shark that might swallow you if you're not careful. On the other hand, get this shark on your side, and you might just have a huge chunk of the ocean to yourself. In the world of online betting and casinos, Fantasy Sports has been a major player in recent years, and while one might question its negative effects on general workplace productivity - think of March Madness brackets all year round - Daily Fantasy Sports is here to stay. According to the [May 2015 IBISWorld Market Research Report](#), Fantasy Sports is a two billion-dollar industry, growing annually by 10.8% and employing 4,386 people in 292 businesses all around the globe.



So, do you want a piece of this pie? Of course you do ... but will it fit into your current mix of offerings? That's what you need to decide!

Even with the recent rumblings of several states' Attorney Generals that DFS is gambling, there is still great opportunity if you navigate the waters carefully. If you're a casino owner looking to [attract a new and younger demographic](#), DFS may be a step in the right direction. With the massive market awareness being created by [DraftKings](#) and [FanDuel](#), the timing is right for you to launch your own, brand-specific platform, built with unique promotions for your property. The question is: Do you hire staff to manage it internally, or partner with a white label provider? Either way, I can promise you this: The "If you build it, they will come" model will not work. If you think you're up for the challenge, then go for it; but DON'T underestimate the work involved in creating the critical mass of players needed to make it a successful DFS brand.

What's your next step?

The first item on your checklist should be to hire a marketing professional who can assess your options from both the financial and legal side of things. Have them develop a [pro-forma](#) and market analysis so that you can make an informed and educated decision based on the numbers specific to your situation. I mean, you don't think major corporate investors and partners in the space jump in blindly, do you? And neither should you. Do your homework sooner rather than later, because it seems that right about now is just the right time if you want to get in!

Good luck, and may the Daily Fantasy Sports gods be with you.

The Raving Flash! Report is compiled weekly by [Christine Faria](#), Raving's VP of Marketing, and is designed to be a "quick read" covering everything from interesting casino promotions to gaming news. See our archived reports and newsletters [here](#). Got an interesting promotion or news item? Contact Chris at 775-329-7864.

