

SENATE BILL 621

C7

3lr1930

By: **Senators Zucker and Hettleman**

Introduced and read first time: February 6, 2023

Assigned to: Budget and Taxation

A BILL ENTITLED

1 AN ACT concerning

2 **Gaming – Sports Wagering – Independent Evaluation of Sports Wagering**
3 **Content**

4 FOR the purpose of requiring the Maryland Lottery and Gaming Control Commission to
5 identify and accredit certain independent evaluators to evaluate and rate certain
6 sports wagering content provided by certain sports wagering experts, sports
7 wagering influencers, and content partners; requiring the Commission to establish
8 standards of practice governing sports wagering content; requiring certain sports
9 wagering licensees and sports wagering operators to contract with certain
10 independent evaluators for certain purposes under certain circumstances; and
11 generally relating to sports wagering and the evaluation of sports wagering content.

12 BY adding to
13 Article – State Government
14 Section 9–1E–17
15 Annotated Code of Maryland
16 (2021 Replacement Volume and 2022 Supplement)

17 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,
18 That the Laws of Maryland read as follows:

19 **Article – State Government**

20 **9–1E–17.**

21 **(A) (1) IN THIS SECTION THE FOLLOWING WORDS HAVE THE MEANINGS**
22 **INDICATED.**

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



(2) “CONTENT PARTNER” MEANS AN INDIVIDUAL WHO OR A PLATFORM THAT CREATES SPORTS WAGERING CONTENT FOR A SPORTS WAGERING LICENSEE THROUGH CONTRACTED WORK, AFFILIATION, OR OTHER PARTNERSHIP.

(3) “SPORTS WAGERING CONTENT” MEANS PREDICTIONS OF SPORTING EVENT OUTCOMES, INCLUDING MONEYLINES, AGAINST THE SPREAD, TOTALS, FUTURES, PARLAYS, AND OTHER OUTCOMES, WHETHER PROVIDED AT NO COST OR THROUGH A SUBSCRIPTION OR OTHER PARTNERSHIP.

(4) “SPORTS WAGERING EXPERT” OR “SPORTS WAGERING INFLUENCER” MEANS A PERSON WHO CREATES SPORTS WAGERING CONTENT FOR A SPORTS WAGERING LICENSEE, A CONTENT PARTNER, OR THE PERSON’S OWN BENEFIT.

(B) (1) ON OR BEFORE DECEMBER 31, 2023, THE COMMISSION SHALL IDENTIFY AND ACCREDIT INDEPENDENT EVALUATORS TO EVALUATE AND RATE SPORTS WAGERING CONTENT PROVIDED BY SPORTS WAGERING EXPERTS, SPORTS WAGERING INFLUENCERS, AND CONTENT PARTNERS.

(2) IN ORDER TO BE ACCREDITED UNDER PARAGRAPH (1) OF THIS SUBSECTION, AN INDEPENDENT EVALUATOR:

(I) SHALL HAVE DEMONSTRATED EXPERIENCE AND EXPERTISE IN EVALUATING AND RATING SPORTS WAGERING CONTENT;

(II) SHALL HAVE AN AUDIT PROCESS CONSTRUCTED AND MAINTAINED BY IN-HOUSE, LICENSED CERTIFIED PUBLIC ACCOUNTANTS;

(III) SHALL HAVE EVALUATION AND RATING PROCEDURES THAT ARE UNABLE TO BE ADJUSTED, DUPLICATED, OR ALTERED BY THE PERSONS SUBJECT TO EVALUATION;

(IV) MAY NOT HAVE AN OFFICIAL RELATIONSHIP WITH A SPORTS WAGERING LICENSEE OR SPORTS WAGERING OPERATOR;

(V) MAY NOT HAVE ANY DIRECT OR INDIRECT FINANCIAL INTEREST, OWNERSHIP, OR MANAGEMENT, INCLUDING HOLDING ANY STOCKS, BONDS, OR OTHER SIMILAR FINANCIAL INTERESTS IN ANY SPORTS WAGERING ACTIVITIES;

(VI) MAY NOT RECEIVE OR SHARE IN, DIRECTLY OR INDIRECTLY, THE RECEIPTS OR PROCEEDS OF ANY SPORTS WAGERING ACTIVITIES; AND

1 (VII) MAY NOT HAVE ANY REVENUE-SHARING RELATIONSHIP
2 WITH OR OTHER FINANCIAL INTEREST IN A SPORTS WAGERING LICENSEE OR SPORTS
3 WAGERING OPERATOR.

4 (3) AN INDEPENDENT EVALUATOR MAY BE COMPENSATED BY A
5 SPORTS WAGERING LICENSEE OR SPORTS WAGERING OPERATOR THAT UTILIZES
6 THE INDEPENDENT EVALUATOR'S EVALUATIONS IN ITS MARKETING MATERIALS.

7 (4) THE COMMISSION MAY ESTABLISH ADDITIONAL QUALIFICATIONS
8 FOR THE ACCREDITATION OF INDEPENDENT EVALUATORS IN ACCORDANCE WITH
9 THIS SUBSECTION.

10 (C) THE COMMISSION SHALL ESTABLISH STANDARDS OF PRACTICE
11 GOVERNING SPORTS WAGERING CONTENT.

12 (D) ON OR BEFORE APRIL 1, 2024, A SPORTS WAGERING LICENSEE OR
13 SPORTS WAGERING OPERATOR THAT ADVERTISES IN THE STATE SHALL CONTRACT
14 WITH AN INDEPENDENT EVALUATOR ACCREDITED UNDER SUBSECTION (B) OF THIS
15 SECTION TO EVALUATE AND RATE THE SPORTS WAGERING LICENSEE'S SPORTS
16 WAGERING CONTENT, SPORTS WAGERING EXPERTS, SPORTS WAGERING
17 INFLUENCERS, AND CONTENT PARTNERS.

18 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July
19 1, 2023.