

# HOW TURNER SPORTS IS BETTING ON MILLENNIAL SPORTS FANS

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**Sports fans can now move from the bar to the casino to watch their favorite games thanks to a new partnership between Turner Sports' Bleacher Report and Caesars Palace in Las Vegas.**

Credit: Getty Images

- Turner Sports, a division of Warner Media, is opening a video content production studio at Caesars Palace Race & Sports Book in Las Vegas that will produce content under The Bleacher Report brand.
- The move is part of an effort to engage millennial and Gen Z sports fans as more states are legalizing gambling.
- A survey shows that 82% of Bleacher Report users are current bettors or interested in betting, compared to just 47% of the overall sports audience.

Visitors to the Caesars Palace Race & Sports Book in Las Vegas may soon be surprised to discover a rather conspicuous new addition among the casino's luxurious big-screen TVs and plush leather chairs. Later this Spring, Turner Sports will open a full-blown video content production studio, broadcasting straight from the casino floor.

The studio will produce a variety of sports betting content under Turner Sports' Bleacher Report brand to be aired across B/R's digital channels reaching hyper-connected millennial and Gen Z sports fans. Caesars Palace will serve as B/R's official gaming partner and a presenting sponsor of select programming on networks such as TBS and TNT.

As states across the US move to legalize sports gambling, Turner Sports – a division of WarnerMedia – is looking to engage young-adult fans who are increasingly interested in betting. A recent B/R study found that 63% of sports fans age 21 to 34 find sports gambling socially acceptable, compared to just 51% of the general public.

“Our new partnership combines Caesars' long storied history of promoting premium sporting events with B/R's unrivaled popularity among younger sports fans,” says Lenny Daniels, president of Turner Sports. “Both Turner Sports and Caesars have a shared vision to continue innovating in this space, and we're excited to develop new immersive experiences for sports fans.”

## Moving deeper into the gaming space

The new B/R studio is the latest development in Turner Sports' push to establish itself as a gaming-industry leader in the wake of a May 2018 Supreme Court ruling that paved the way for states outside Nevada to legalize sports gambling.

In November, just six months after the landmark decision, WarnerMedia platforms aired "The Match," a pay-per-view golf contest between Tiger Woods and Phil Mickelson that included the presentation of gaming elements into the broadcast (such as on-screen betting odds via an integrated data stream provided by MGM at the completion of select holes).

Sports gambling is now legal in eight states, with dozens of others considering legislation. With the introduction of its new studio, Turner Sports sees an opportunity to develop similar gaming integrations for the broadcast properties that live within its portfolio.

"The Match was truly one of the most progressive live sports broadcasts yet and it demonstrated a number of innovative steps forward, including the first-ever integration of gaming elements," Daniels says. "We believe the integrated data streams, including the one provided by MGM, added an extra level of depth to our coverage, while driving additional engagement with our content."

Turner Sports expects that future integrations will inspire millennial and Gen Z audiences to pay closer attention to its programming. According to B/R's study of 21- to 34-year-old fans, bettors are five times as engaged on the B/R mobile app as non-bettors, and 63% say they'd be more likely to pay attention to games if sports betting were made legal where they live. This appetite for gambling content has grown rapidly in recent months with respondents saying they were nearly twice as likely to bet than they were a year ago.

Naturally, Turner Sports is hoping that the content it creates will generate the highly engaged audiences that advertisers are trying to reach. In addition to original gaming content and adjacent programming, B/R's Caesars Palace studio will produce new advertising and sponsorship opportunities for brands aiming to reach young-adult consumers who enjoy gambling.

The survey shows that 82% of Bleacher Report users are current bettors or interested in betting, compared to just 47% of the overall sports audience. Though there's no such thing as a completely safe bet, Turner Sports is confident its investment in sports gaming is the right move.

"B/R reaches more than 200 million fans each month across all platforms, making it the No. 1 sports brand for millennial and Gen Z sports fans," Daniels said. "We've already seen incredibly strong engagement for our gaming-related content, and our first-of-its-kind relationship with Caesars will empower us to continue delivering the exciting, innovative content that has made B/R the place to be for fans and advertisers alike."

## ABOUT WARNERMEDIA

WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences.