

Sead Dobraca

## **Daily Fantasy Sports Handout**

Who:

Fanduel & Draftkings

What:

- Daily Fantasy Sports claim that their game is a game of “skill”
- Controversy around daily fantasy sport’s sites being criticized as “gambling”

When:

NOW!

Where:

USA

How:

- Tv commercials
- Advertising at sports games and channels

Audience:

- Sports Fans

Techniques

- Virtue words
- Misuse of statistics
- Testimonial

Success?

- Yes
- Still a ongoing issue between “game of skill” and gambling.