MICHIGAN GAMING | NEWSLETTER

November 24, 2026
Volume 32, Issue 28
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AGA Survey Finds Bipartisan Support for Regulating Prediction Markets as Gambling

The American Gaming Association ("AGA") released the results of its annual American Attitudes Toward Gaming survey on November 16, 2026, finding strong bipartisan support for regulating sports-related prediction markets under the same standards as traditional sports betting. The survey also highlighted continued public acceptance of legal gambling as a form of entertainment and recognition of the industry's economic contributions.

According to the survey, 82% of respondents believe sports-related prediction markets should be regulated as gambling products rather than financial products, including 84% of Democrats, 82% of Republicans, and 80% of independents. Additionally, 75% of respondents agreed that sports wagering through prediction markets is fundamentally the same activity as placing bets through a traditional sportsbook.

The survey also found broad support for applying consumer protection requirements to prediction market platforms. Approximately 74% of respondents believe these operators should verify that users are at least 21 years old, while the same percentage support requiring responsible gaming messages and helpline information in advertisements. Additionally, 71% support state gaming regulator licensing, and 70% believe prediction markets should honor state self-exclusion lists.

AGA President and CEO Bill Miller emphasized the importance of applying consistent regulatory standards to prediction markets, arguing that sports-related event contracts should be subject to the same oversight and consumer protections as state- and tribal-licensed sportsbooks. The findings come amid ongoing legal and regulatory disputes concerning whether sports-related prediction market contracts fall under federal financial regulation or state gambling laws.

Beyond prediction markets, the AGA survey found that 88% of respondents consider gambling an acceptable form of entertainment, while 52% reported participating in some form of gambling during the previous year. The results also showed that 80% believe the casino gaming industry contributes to tourism and economic activity, while 76% recognize its role in generating state

AGA Survey Findings & Michigan's October Revenue

and local tax revenue.

The survey was conducted online from September 2–18, 2026, among 2,268 registered voters aged 21 and older, with a reported margin of error of ±2 percentage points.

Read the American Gaming Association's full announcement

Michigan iGaming and Online Sports Betting Revenue Reaches $388.8 Million in October

The Michigan Gaming Control Board ("MGCB") announced on November 18, 2026, that Michigan's commercial and tribal gaming operators reported a combined $388.8 million in internet gaming (iGaming) and online sports betting gross receipts for October, representing a 9.3% increase from September 2026.

October iGaming gross receipts totaled $318.1 million, while online sports betting generated $70.7 million. Combined adjusted gross receipts (AGR) reached $352.9 million, consisting of $305.3 million from iGaming and $47.6 million from online sports betting.

Compared to September 2026, iGaming AGR increased 6.0%, while online sports betting AGR increased 91.3%. Year-over-year, iGaming AGR rose 16.7%, while online sports betting AGR declined 3.3%. The total online sports betting handle reached $605.4 million in October, an 11.1% increase from the previous month.

Michigan operators submitted approximately $67.5 million in state taxes and payments during October, including $64.3 million from iGaming and $3.2 million from online sports betting. Additionally, Detroit's three commercial casinos reported $15.2 million in wagering taxes and municipal services fees paid to the City of Detroit, consisting of $14.1 million from iGaming and $1.1 million from online sports betting.

NCLGS Winter Meeting to Address Gaming Licensing and Emerging Regulatory Challenges

The National Council of Legislators from Gaming States ("NCLGS") announced that its upcoming 2026 Winter Meeting will feature a panel discussion examining the changing legal and regulatory landscape surrounding gaming licensing and oversight. The meeting will take place December 9–12, 2026, at the JW Marriott Savannah Plant Riverside District in Savannah, Georgia.

The session, titled *"Gaming Licensure in a Changing Legal Landscape: Regulatory Authority, Operator Conduct and Emerging Gaming Verticals,"* will focus on the challenges presented by the expansion of prediction markets, sweepstakes gaming, skill-based gambling, social gaming, and alternative wagering models. Panelists will discuss how these emerging forms of gaming raise questions regarding licensing requirements, regulatory jurisdiction, operator suitability, consumer protection, and enforcement authority.

NGLS Winter Meeting co.

The discussion will be chaired by Nevada Assemblymember Brittney Miller, an NCLGS Executive Committee Member. Featured speakers include:

- **Megan Alvarado**, Associate, Orrick
- **Bryan Schroeder**, Chief Legal & Compliance Officer, ARB Interactive
- **Mark Pace**, President, International Gaming Standards Association (IGSA) and Managing Director, GSA Europe
- **Jody Rempel**, Head of Compliance, ArdentSky LLC
- **Lou Rogacki**, Assistant Attorney General and Deputy Director, New Jersey Division of Gaming Enforcement

The panel will examine how state regulators and lawmakers can address emerging gaming products while maintaining effective oversight under existing licensing frameworks. Discussions will also consider how regulatory agencies can adapt to new business models without compromising consumer protections and market integrity.

The NCLGS Winter Meeting will feature additional legislative discussions, regulatory and industry panels, responsible gaming sessions, and networking opportunities with lawmakers and gaming industry professionals from across the country.

For more information about the 2026 NCLGS Winter Meeting or to register for the event, click **here**.