

**2022**

# Pro Football Home Openers Analysis

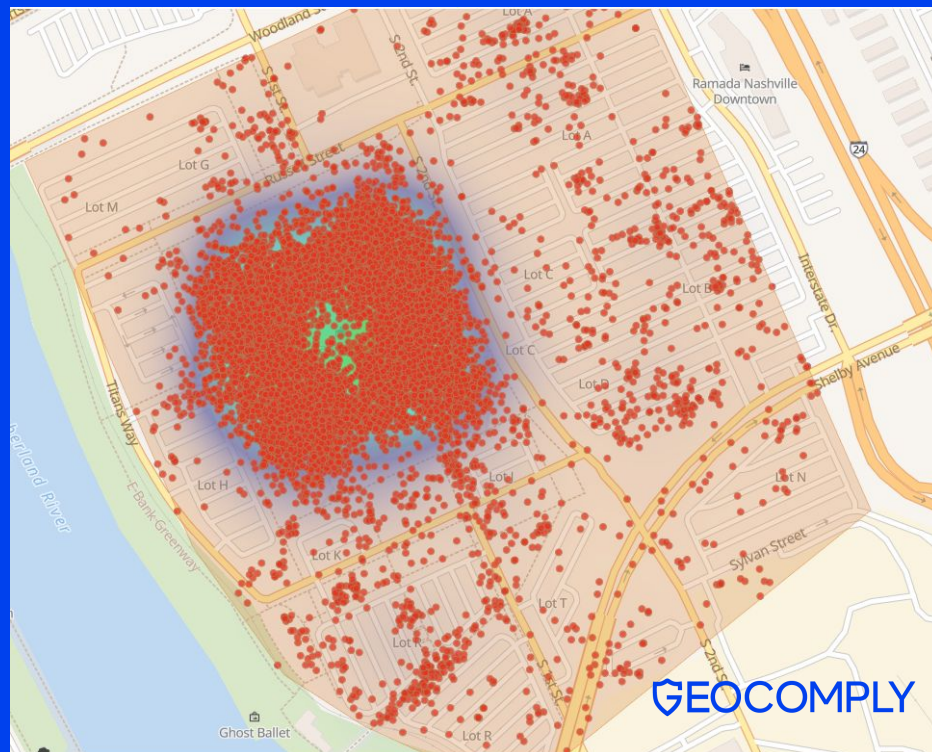
September 11 - September 19, 2022

\*time ranges for this data is from 3 hours before  
kickoff to 4 hours after kickoff

# Tennessee Titans Home Opener

Sept. 11, 2022 Nissan Stadium Data & Heat Map

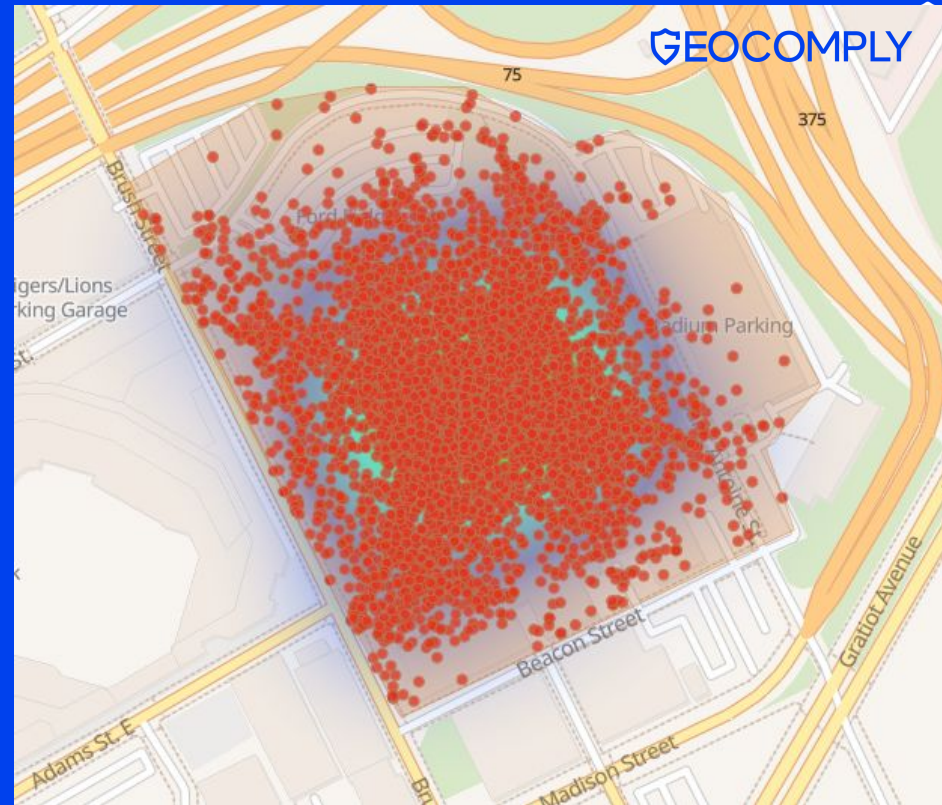
- ❑ Over 17,300 geolocation checks from Nissan Stadium identifying nearly 5,400 unique player accounts.
- ❑ 13% of all unique player accounts geolocated in Nashville during the game were at Nissan Stadium
- ❑ Gameday geolocation checks at Nissan Stadium saw a 72% increase from the Titan's 2021 home opener



# Detroit Lions Home Opener

Sept. 11, 2022 Ford Field Data & Heat Map

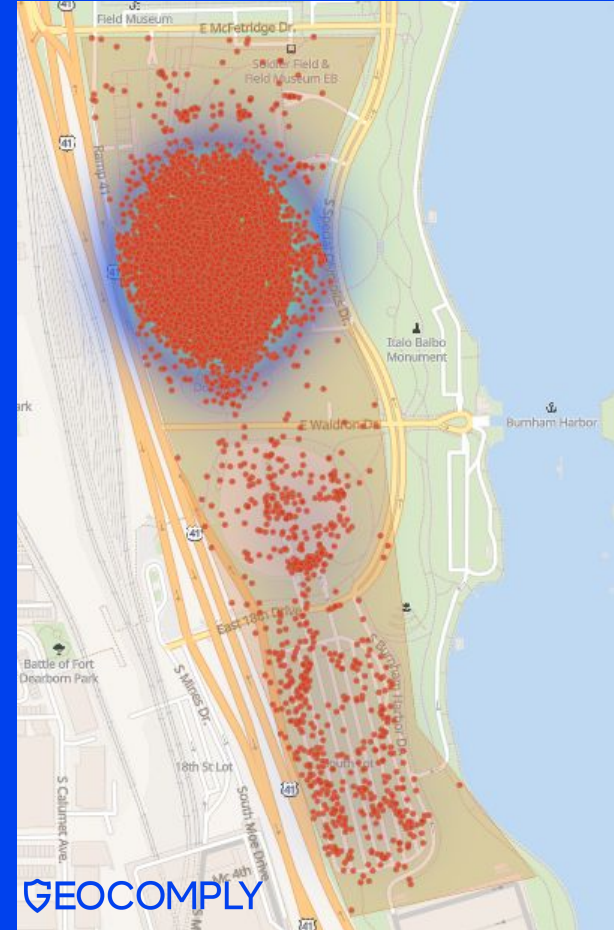
- ❑ Over 47,000 geolocation checks from Ford Field identifying nearly 6,100 unique player accounts.
- ❑ Over 22% of all unique player accounts geolocated in Detroit during the game were at Ford Field
- ❑ Gameday geolocation checks at Ford Field were 27% higher than the 2021 home opener



# Chicago Bears Home Opener

Sept. 11, 2022 Soldier Field Data & Heat Map

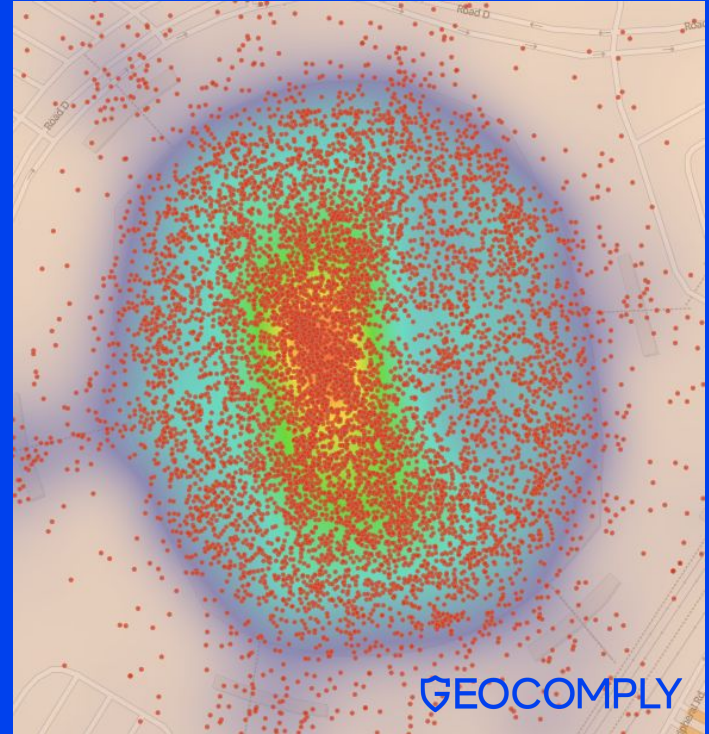
- ❑ Over 14,800 geolocation checks from Soldier Field identifying nearly 3,900 unique player accounts.
- ❑ Statewide there were over 1.1m geolocation checks during the same time period



# NY Jets Home Opener

Sept. 11, 2022 MetLife Stadium Data & Heat Map

- ❑ Over 44,300 geolocation checks from MetLife Stadium identifying 8,800+ unique player accounts.
- ❑ Statewide there were over 2.1 million checks during the same time period.

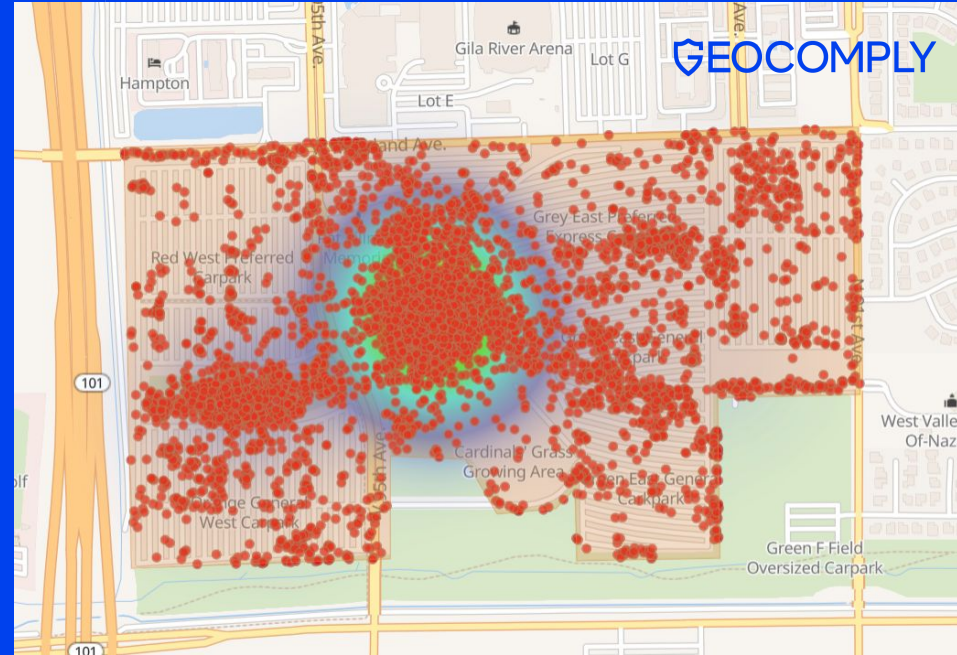




# Arizona Cardinals Home Opener

Sept. 11, 2022 State Farm Stadium Data & Heat Map

- ❑ Over 66,100 geolocation checks from State Farm Stadium identifying 7,300+ unique player accounts.
- ❑ Statewide there were over 2.3 million checks during the game identifying more than 214,000 unique users.

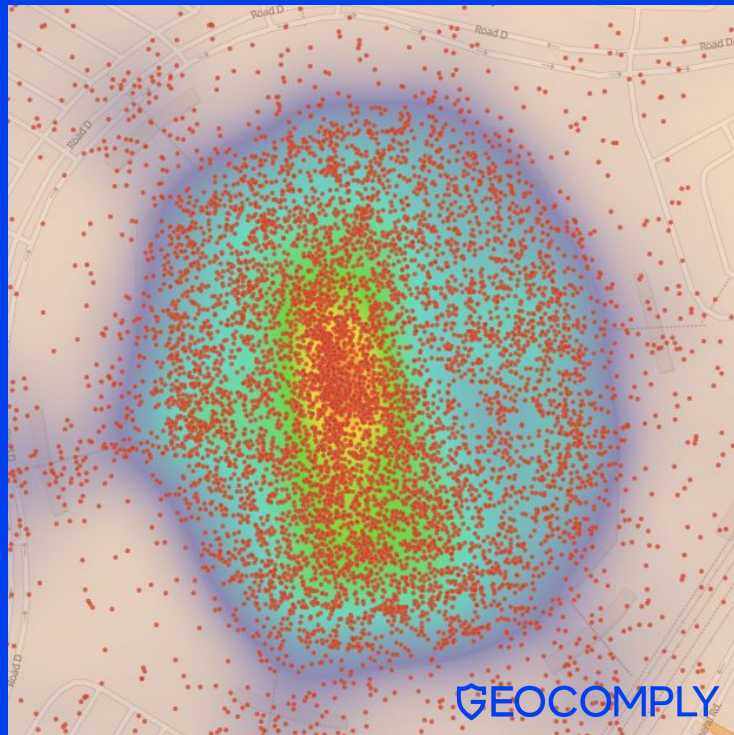




# NY Giants Home Opener

Sept. 18, 2022 MetLife Stadium Data & Heat Map

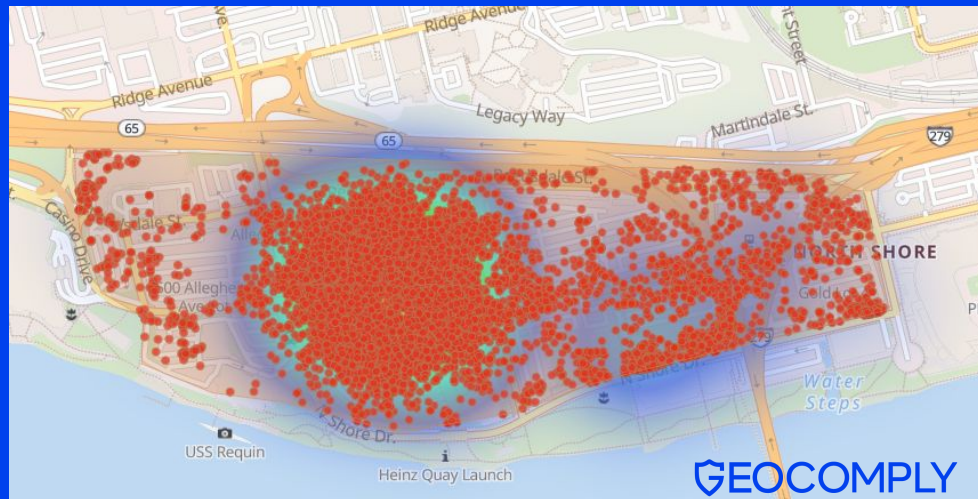
- ❑ Over 38,800 geolocation checks from MetLife Stadium identifying nearly 8,000 unique player accounts.
- ❑ Statewide there were over 2 million geolocation checks during the same time period.



# Pittsburgh Steelers Home Opener

Sept. 18, 2022 Acrisure Stadium Data & Heat Map

- ❑ Over 38,600 geolocation checks from Acrisure Stadium identifying over 5,000 unique player accounts.
- ❑ Statewide there were over 2.3 million geolocation checks during the same time period.
- ❑ 28% of all geolocation checks in the city of Pittsburgh during this time period were at Acrisure Stadium
- ❑ The city of Pittsburgh saw a 45% increase in geolocation checks from Sept. 11, 2022, when the Steelers played in Cincinnati, OH

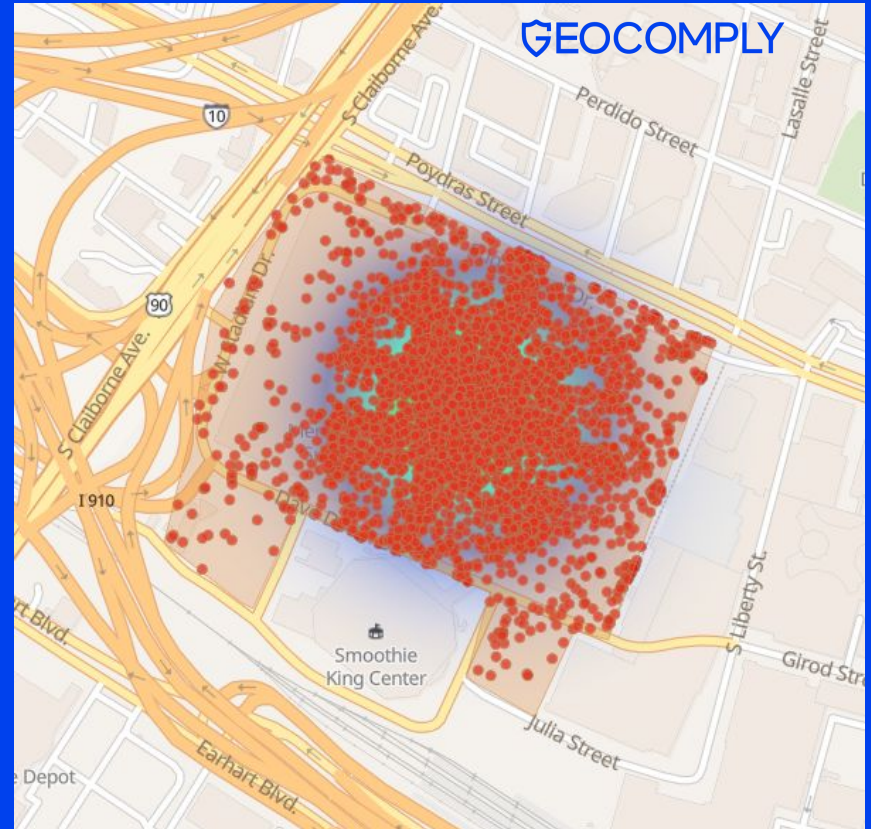




# New Orleans Saints Home Opener

Sept. 18, 2022 Caesars Superdome Data & Heat Map

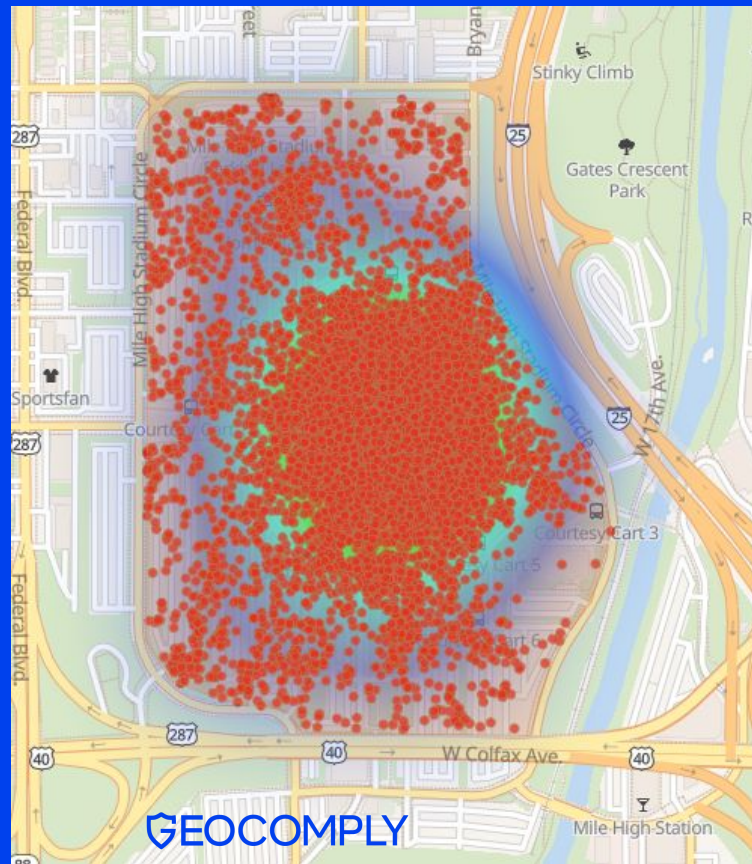
- ❑ Over 10,200 geolocation checks from Caesars Superdome identifying over 3,200 unique player accounts
- ❑ Statewide there were over 575k geolocation checks during the same time period.
- ❑ The city of New Orleans saw a 20% increase in geolocation checks from Sept. 11, 2022, when the Saints played in Atlanta, GA



# Denver Broncos Home Opener

Sept. 18, 2022 Empower Field Data & Heat Map

- ❑ Over 18,500 geolocation checks from Empower Field identifying over 5,200 unique player accounts.
- ❑ Statewide there were 632k geolocation checks during the same time period

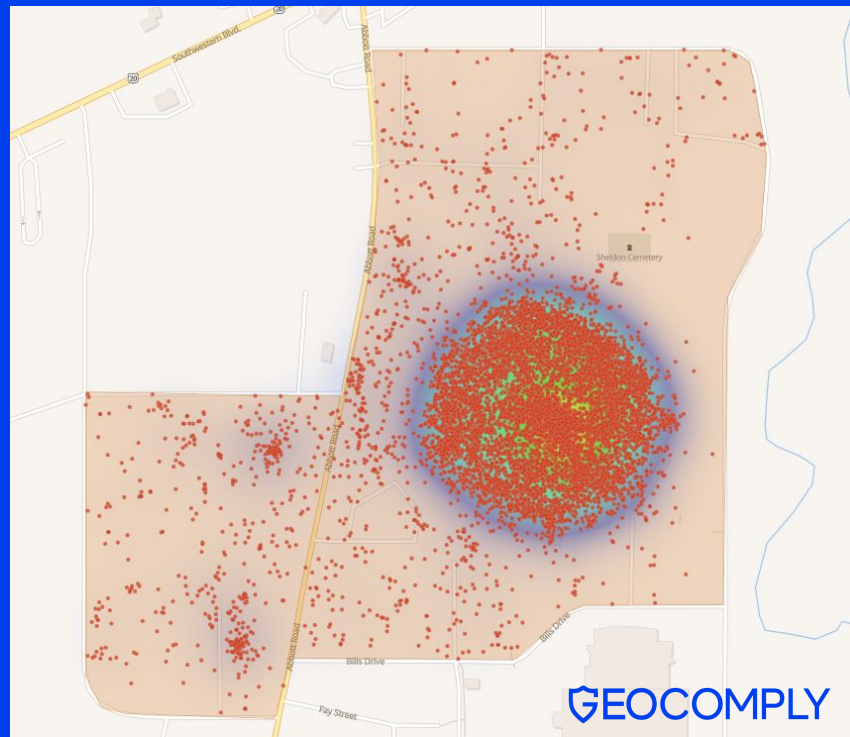




# Buffalo Bills Home Opener

Sept. 19, 2022 Highmark Stadium Data & Heat Map

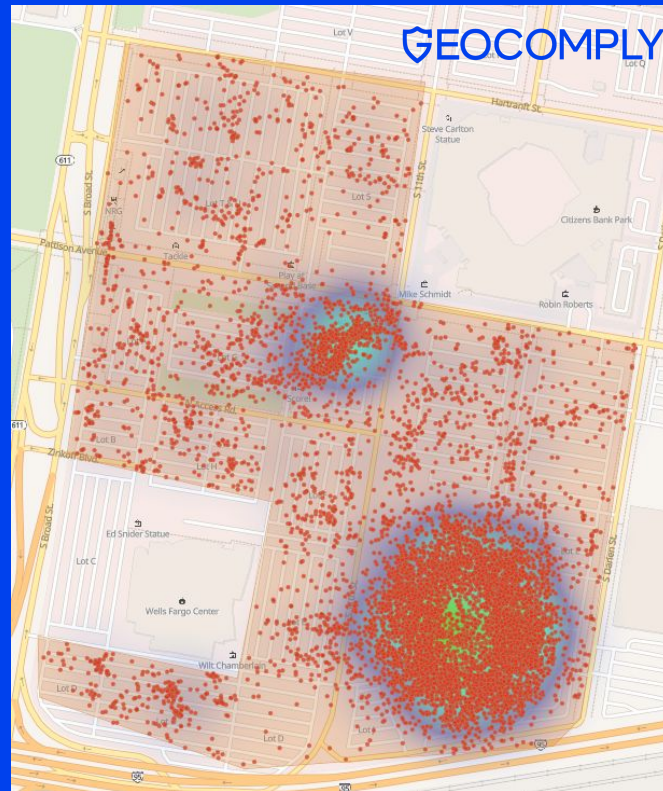
- ❑ Over 17,600 geolocation checks from Empower Field identifying over 5,500 unique player accounts.
- ❑ Statewide there were over 1.8m geolocation checks during the same time period



# Philadelphia Eagles Home Opener

Sept. 19, 2022 Lincoln Financial Field Data & Heat Map

- ❑ Over 76,400 geolocation checks from Lincoln Financial Field identifying over 8,000 unique player accounts.
- ❑ Statewide there were over 1.8m geolocation checks during the same time period







## Methodology

GeoComply captured geolocation data for the Stadium Home Opener Analysis from inside the stadiums and the surrounding parking lots to include tailgating. The data was collected from three hours before the kick-off of each game until four hours after kick-off (a total of seven hours). GeoComply has a unique view of the US online sports betting market as the trusted geolocation supplier for almost 100 percent of the country's operators. Therefore its statistics provide a reliable overview and insight into the state of the industry.

## Disclaimer

*GeoComply is neither affiliated nor partnered with the National Football League, its member clubs, or their respective stadiums to capture and provide this geolocation data. The National Football League, its member clubs, and their respective stadiums own all rights in the product names, company names, and trade names of the National Football League, such member clubs and their respective stadiums.*