

A SHORT HISTORY OF THE BET

From bone dice to AI odds — **the house never stops learning.**

| When | Milestone | What it means |
|-----------------------------------|----------------------------|---------------------------------------------------------------------------------------------------------|
| Ancient & Early Modern | | |
| 3000 BC | Bone dice | Mesopotamia. Humanity's first recorded bet. |
| 900 AD | Playing cards | China deals the first hand. The concept of the hand you're dealt enters culture permanently. |
| 1638 | First casino | Il Ridotto, Venice. Government sanctions gambling. The house model is born. |
| 1776 | Lottery funds a revolution | Colonial America bets on independence — literally. Lotteries finance the Continental Army. |
| 1800s | Horse racing organized | Formal tracks, formal rules. The Track enters the American vernacular. |
| The Vegas Era | | |
| 1931 | Nevada legalizes it | Depression-era gamble that builds an entire city. Las Vegas is born as a business model. |
| 1959 | Vegas goes legit | Las Vegas Convention Center opens. The city starts selling itself to business, not just gamblers. |
| 1970 | OTB opens in NY | Off-Track Betting moves the racetrack to the corner storefront. Gambling becomes a neighborhood. |
| 1978 | Atlantic City | Casino gambling moves east. Resorts International opens the first legal East Coast casino. |
| 1980s | Vegas reinvents itself | Megaresorts replace mob-era casinos. Mirage, MGM Grand, Bellagio open. Entertainment eclipses gambling. |

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| 1986 | G2E launches | Global Gaming Expo becomes the industry's annual nerve center. Tech, data, and the future of the bet — all in one room. |
| 1986–96 | Tribal casinos, CT | Foxwoods and Mohegan Sun open. Loyalty cards, real-time data, behavioral tracking arrive. The house starts learning. |
| 1990s | CES colonizes Vegas | Consumer Electronics Show becomes the world's biggest tech event — held in Las Vegas. The convention economy explodes. |
| Digital & Beyond | | |
| 1994 | Online gambling | The casino goes to your desktop. No coin. No eye contact. |
| 2000s | Poker goes prime time | ESPN airs the World Series of Poker. Texas Hold'em becomes a household game. Everyone's a strategist. |
| 2003 | Vegas: #1 convention city | Las Vegas named top trade show destination in North America — a title it holds for 20+ consecutive years. |
| 2006 | Mobile betting apps emerge | Smartphones put the Sports Book in your pocket. The line between fan and gambler blurs permanently. |
| 2010s | Data becomes the product | Casino loyalty programs rival airline miles programs in sophistication. Behavioral data shapes every offer. |
| 2018 | Sports betting nationwide | Supreme Court overturns PASPA. Every state can now legalize sports betting. FanDuel and DraftKings explode. |
| 2020 | Pandemic accelerates digital | Casinos close. Online gambling surges 30%+. The digital bet becomes the only bet. |
| 2022 | Sports Books go physical | Stadium-adjacent Sports Books open nationwide. The bet becomes a live entertainment experience. |

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| 2024 | AI enters the casino | AI-powered odds, personalized loyalty, predictive behavioral data. The house knows your patterns before you sit down. |
| Now | The Sports Book next door | Your neighborhood has a Sports Book. Your phone has an app. The machine has your number. The house never stops learning. |