

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.
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.
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.