**DraftKings, FanDuel Keep Pouring Cash Into TV**

According to iSpot.tv estimates, DraftKings and FanDuel together have funneled $107 million into the networks' coffers since Sept. 1. Nearly half ($50.3 million) of that outlay was spent on national NFL broadcasts on CBS, Fox, NBC, ESPN and NFL Network.

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<http://adage.com/article/media/draftkings-fanduel-spe/300658/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1444181728>