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AIBM releases ten-point plan to fix online gambling

WASHINGTON, D.C.—The American Institute for Boys and Men (AIBM) today released “[How to fix online gambling](#),” a policy paper by [Jonathan D. Cohen](#) that lays out ten reforms to keep gambling legal while preventing it from harming the people who use it.

Americans have never had more ways to gamble. Over 27 percent of American adults have an active online sports betting account, including 52 percent of men ages 18–49. Gambling-like products have also spread to prediction markets, brokerage apps, and video games, where they face fewer consumer protections.

The paper’s central argument is that modern gambling products are built without sufficient friction: they are available at all hours, move quickly, and offer few guardrails for people who start to bet unsafely. AIBM supports legal online gambling, but only with protections in place, and no state currently meets that standard for sports betting.

The paper’s ten proposals:

1. No gambling until 21
2. Automatic gambling limits for anyone under age 25
3. Make gambling guardrails opt-out rather than opt-in, plus escalation controls
4. Limit or eliminate high-speed gambling products, including microbets and iGaming
5. Rein in gambling advertising, especially toward young people
6. Change mandates for state gambling agencies to focus on consumer wellbeing
7. Crack down on illegal and unregulated gambling
8. Remove sports event contracts from prediction markets
9. Redraw the line between gambling and investing
10. No video game gambling integration

The [full paper is available here](#).

“Betting is fun, and most of us who gamble do so safely, and we should be free to,” said AIBM President [Richard V. Reeves](#). “The problem is that phones provide such a frictionless environment that, combined with irresponsible product designs, some people get into real trouble. Young men are bearing the brunt. Our new paper sets out a practical path to reform: keep gambling legal, but put in place the guardrails it lacks. Gambling should be legal, fun, and safe.”

“Young men should be able to follow sports, play video games, and start investing without being steered toward gambling. These reforms would set clearer boundaries around betting and require companies to build stronger protections into the products young people use every day,” said [David Sasaki](#), who leads AIBM's Boys & Men Online program.

Cohen leads gambling policy for AIBM. He is the author of “Losing Big: America’s Reckless Bet on Sports Gambling” (2025) and “For a Dollar and a Dream: State Lotteries in Modern America” (2022).

Media contact

Raman Preet Kaur

Communications Director

American Institute for Boys and Men

comms@aibm.org

About AIBM

The [American Institute for Boys and Men](#) conducts non-partisan research on issues that affect the well-being of boys and men across the United States, and designs programs and policies to help them thrive.