

**Title 11—DEPARTMENT OF PUBLIC SAFETY  
Division 45—Missouri Gaming Commission  
Chapter 20—Sports Wagering**

**PROPOSED RULE**

**11 CSR 45-20.050 Direct Mobile License Competitive Application Process**

*PURPOSE: This rule establishes the competitive application process for a direct Mobile license.*

(1) A direct Mobile license is a Mobile license issued directly to qualified applicants that are sports wagering operators. A direct Mobile license is not affiliated with an excursion gambling boat or a sports district.

(2) When a direct Mobile license is available, the commission will post a notice on the commission's website that the commission is accepting applications for a direct Mobile license and include the application period for such license.

(3) No application for a direct Mobile license will be accepted after the close of the application period. Any application that is not complete by the close of the application period shall be disqualified.

(4) In evaluating and prioritizing the applications for any available direct Mobile license, the commission will consider the following:

- (A) Expertise in the business of online sports wagering;
- (B) The integrity, sustainability, and safety of the applicant's online sports wagering platform;
- (C) Past relevant experience of the applicant;
- (D) Advertising and promotional plans to increase and sustain revenue;
- (E) Ability to generate, maximize, and sustain revenues for the state;
- (F) Demonstrated commitment to and plans for the promotion of responsible gaming; and
- (G) Capacity to increase the number of bettors on the applicant's online sports wagering platform.

(5) After evaluation, the commission shall select the top qualified applicant(s) for the available direct Mobile license(s) for investigation for licensure by the commission. Such top applicant(s) will be invoiced for the applicant license fee.

(6) If during the investigation into the top qualified applicant(s) and before the issuance of any available license the commission determines that any of the selected applicants are not suitable for licensure, that applicant shall be denied a license. The commission shall select another top applicant from the remaining qualified applicants.

*AUTHORITY: section 39(g) of Article III, Mo. Const., sections 313.004 and 313.800–313.850, RSMo 2016 and Supp. 2024. Original rule filed Feb. 18, 2025.*

*PUBLIC COST: This proposed rule will not cost state agencies or political subdivisions more than five hundred dollars (\$500) in the aggregate.*

*PRIVATE COST: This proposed rule will not cost private entities more than five hundred dollars (\$500) in the aggregate.*

*NOTICE OF PUBLIC HEARING AND NOTICE TO SUBMIT COMMENTS: Anyone may file a statement in support of or in opposition to this proposed rule via email to [MGCPolicy@mgc.dps.mo.gov](mailto:MGCPolicy@mgc.dps.mo.gov), or by mail to the Missouri Gaming Commission, Policy Section, PO Box 1847, Jefferson City, MO 65102. To be considered, comments must be received within thirty (30) days after publication of this notice in the **Missouri Register**. A public hearing is scheduled for April 17, 2025, at 10 a.m., in the Missouri Gaming Commission's Hearing Room, 3417 Knipp Drive, Jefferson City, MO.*