

CORPORATE PARTICIPANTS

Alvin Lobo
Chief Financial Officer

John Levy
Founder & Chief Executive Officer

Benjie Levy
President & Chief Operating Officer

CONFERENCE CALL PARTICIPANTS

Suthan Sukumar
Eight Capital

Chad Beynon
Macquarie

Ben Chaiken
Credit Suisse

Matthew Lee
Canaccord Genuity

David McFadgen
Cormark Securities

PRESENTATION

Operator

Good afternoon and welcome to theScore Fiscal Year 2021 Q2 Financial Results Conference Call and Webcast. At this time, all lines are in a listen-only mode. After the presentation we will open up the call for questions. Instructions for you to queue up will be provided at that time.

Please note that the audience on today's webcast will have the ability to increase the size of their presentation screen by navigating to the maximize controls found in the top right of the slides window. This call is being recorded today, Tuesday, April 13, 2021, at 5:30 Eastern Daylight Time.

I would now like to turn the call over to your host, Alvin Lobo, Chief Financial Officer. Mr. Lobo, you may begin.

Alvin Lobo, Chief Financial Officer

Thank you, Christina. Hello and good afternoon, everyone. Thanks for joining us on today's call and webcast for theScore's fiscal 2021 Q2 results. This is Alvin Lobo, theScore's Chief Financial Officer, and joining me on the call today are theScore's Founder and Chief Executive Officer, John Levy, and President and Chief Operating Officer, Benjie Levy.

At this time we would like to caution our listeners that this presentation contains forward-looking statements. There are risks that actual results could differ materially from what is discussed and that certain material factors or assumptions are applied in making these forward-looking statements.

Any forward-looking statements contained in this presentation represent the views of management and are presented for the purpose of assisting theScore shareholders and analysts in understanding theScore's financial position, objectives and priorities, and anticipated financial performance. Forward-looking statements may not be appropriate for other purposes.

Additional information on items of note, theScore's reported results, and factors and assumptions related to forward-looking information, are all available in our financials and MD&A for Q2 fiscal 2021, both of which were filed on SEDAR a few moments ago and are also available on our Investor Relations page at www.scoremediaandgaming.com.

Our CEO, John Levy, will now begin the presentation.

John Levy, Founder & Chief Executive Officer

Thank you, Alvin, and good afternoon to everyone and thank you for joining us today as we review what was a record setting second quarter, continuing the strong start to our fiscal year.

theScore had a very active and productive fiscal second quarter, including quarterly record results across our gaming and media operations. We also executed our initial public offering and listing on Nasdaq in the US, which positions us to invest in further long-term growth.

For the quarter, media revenue was up 17% year over year to \$8 million, representing a record for second quarter media revenue. In particular, returning and new advertisers were eager to get in front of our highly engaged customer base throughout the quarter, in part due to the strong sports schedule. As a result, advertising sales also reached an all-time second quarter record.

Handle on the theScore Bet was a record \$81.6 million, making a substantial rise of 491% year over year. The growth in handle demonstrates that our mobile sports betting business is growing as expected as we continue to expand our footprint and penetration in the US and further build in existing states. Our growing mobile sports betting business in the US also positions us very positively as we prepare for the potential legalization of single game sports wagering in Canada.

Our second quarter operating metrics highlight the real potential of theScore's differentiated model, combining media and gaming into a single end-user experience and demonstrate that our platform will only get stronger as we deepen our betting and content platforms. Importantly, it's evidence that our long-term view that mobile is where the future lies is in fact a reality. Mobile is the key driver of betting behaviour and data from US states where mobile handle is reported underscore the fact that consumers prefer the convenience of being able to be anywhere and at any time via a mobile app.

In our first US state of New Jersey, mobile wagering accounted for approximately 84% of all sportsbook bets placed in 2019 and that figure has continued to grow in 2020 and in 2021. This is a trend we are all well equipped to capitalize upon. theScore is an experienced mobile-first company with an entrenched user base and we are extremely well positioned to leverage our digital platform to both acquire and engage new customers.

As I mentioned earlier, at the end of fiscal second quarter we executed a successful US IPO, raising gross proceeds of US\$186.3 million inclusive of the full exercise of the overallotment option. This new capital provides theScore with additional resources to take advantage of

the existing opportunities in sports betting and iGaming and more rapidly build out our team. In particular, we are working toward taking on additional control of our tech stack, which will allow us to further strengthen our products and our ecosystem as we enter new markets and expand our operations.

Strong performance on theScore Bet continued in the second quarter with handle up 491% year over year and up 46% compared to the first quarter. As we evaluate our gaming performance, we are extremely encouraged by the continued handle growth in New Jersey. Second quarter handle in New Jersey rose 195% over the prior year as we further demonstrated our ability to strategically build the user base by leveraging our differentiated product in what is a growing but highly competitive market.

Overall, our gaming business has been extremely active, further positioning us for future growth. First, we launched theScore Bet in Iowa, bringing our footprint of US states in which we are now live to four. Second, we signed a market access agreement with Caesars which allows us to launch mobile sports betting in Illinois. This is an important agreement which gives us access to the six most populous US states. We now have five US market access partners, which shows the gaming industry's confidence in our company, our platform, and our unique business model. Third, theScore Bet became an official betting operator of the PGA Tour. Our agreement with the PGA Tour also positions theScore to become their first official betting operator in Canada, pending enabling legislation, regulation, and licensing.

Throughout the quarter and going forward our key focus remains on enhancing our sports betting business and positioning theScore Bet for future growth. Key in this effort is investment in technical enhancements to theScore Bet platform. We believe these efforts will serve to make our differentiated user experience even more seamless and position theScore Bet to take additional share.

As we plan for the future and continue to build-out our business, we achieved a significant milestone at the end of fiscal second quarter by executing our US initial public offering on Nasdaq. theScore's successful IPO confirmed long-term investors' widespread and growing interest in the sports betting and iGaming space. Throughout the process we saw significant excitement on the part of the US investment community in our company's long-term prospects as well as the tremendous growth prospects of the entire industry.

Standing here today, we are in an excellent position to leverage our more than two decades of experience, innovating and building best-in-class sports platforms to

be a leader in this developing industry and seize the growth opportunities we see both in the US and in Canada. Ultimately, we will invest the IPO proceeds across a number of key priorities, including the expansion of our operations, the continuous enhancement of our technology and products, the pursuit of additional market access opportunities, and through customer acquisition and retention activity.

TheScore is one of the few ways for investors to invest in a pure-play mobile sports betting operator with access to emerging opportunities in both the US and Canada and the only operator with a unique and fully integrated sports media and sports betting ecosystem. Our US IPO better positions the company to benefit from investors' interest in the growing North American online sports betting and iGaming industry and we believe investors will mutually benefit over time.

Before I turn the call over to Benjie, I want to touch briefly on the Canadian online sports betting and iGaming opportunity. Overall, we are very excited by the building momentum at both the federal and the provincial level. At the federal level, Bill C-218 was introduced late last year to permit the legalization of single event sports wagering in Canada. In February, the bill overwhelmingly passed on its second reading in the House of Commons, while in March it was unanimously approved in Committee. The bill is now back in the House of Commons for its third reading with strong cross-party support.

From the beginning, theScore has been an active participant engaged in the legislative process. In late March I appeared before the House of Commons Committee to voice the company's support for the bill and the importance of a safe and regulated sports betting framework. As Parliament now works towards passing much needed betting reform in Canada, we will continue collaborating with the key stakeholders throughout this process. Simultaneously, our home province of Ontario remains on track to implement its framework to modernize its gambling sector and allow private operators to enter in the market. We are actively working through the public consultative process to shape Ontario's regulatory framework.

We said previously that the Canadian online sports betting and iGaming industry could represent a US\$4 billion to US\$5 billion business at maturity. In addition, as the leading mobile sports media brand in Canada, we are well positioned should single game sports betting and iGaming open up on our home turf. As we move into the second half of our fiscal year, we remain actively engaged in the ongoing legislative process and we are working tirelessly to position our company to benefit long term.

With that, I'll now pass the call over to Benjie, who will talk through some product and content initiatives. Benjie?

Benjie Levy, President & Chief Operating Officer

Thanks, John, and good afternoon, everyone.

As John mentioned, we registered another record quarter across our betting business. We are very pleased with the progress we're making as we broaden our footprint and increase our brand recognition. Our strong activation around tent-pole sporting events continued in the quarter, highlighted by the Super Bowl and March Madness. These major sports moments showcase our ability to execute integrated, multi-channel, thematic campaigns that lead to customer acquisition, engagement, and increased betting activity.

In connection with the Super Bowl, we registered our highest ever number of first-time bettors, an increase of approximately 275% year over year with total event handle rising more than 500% over last year. And building on that momentum we were more than ready for our first March Madness as a mobile sportsbook operator. The first week of the tournament we generated our highest ever week of cash bets placed.

theScore Bet is resonating with fans in the same authentic ways our media app has for years. It delivers the exceptional product experience that fans crave backed by a leading technology platform. Our product development work continues to focus on enhancing our live betting experience and further simplifying the connection between our content and our sportsbook. Supported by a growing team of engineers and developers, our product-led focus and ability to uniquely harness the power of media and betting is already yielding results and will continue to differentiate us away from the competition.

Turning to our media operations, we continued our momentum from last quarter with record Q2 media revenue and engagement. Users are increasingly interacting with our media app to stay informed and entertained during a busy and reorganized sports calendar. Our mobile media platform offers advertisers the ability to engage with a consistent broad audience featuring an attractive demographic that they have been eager to reach since sports resumed last summer. Notably this quarter we secured deals with returning top-tier brands, including McDonalds, PepsiCo, and BMW, and signed Rocket Mortgage, NASCAR, and NBA Canada as new clients.

With the continued rise of mobile consumption amidst the fractured media landscape, our company is in an increasingly advantageous position due to our large and loyal app audience. theScore is a trusted source of news, scores, and personalized content that users rely on throughout the year. Our record Q2 media engagements highlight the popularity and scale of our platform with user sessions growing 8% year over year to 488 million for an average of 125 sessions per month across our base of 3.9 million monthly active users. These strong results were achieved despite the later starts to both the NBA and NHL regular seasons.

Looking again at the Super Bowl, our media app also shined. We generated significant engagement around the game with 2.2 million users visiting theScore's NFL section and spending an average of 10.5 minutes in the app. Super Bowl user sessions were also up approximately 15% year over year. These metrics demonstrate our commitment to serving our audience as sports fans first, which ultimately is the key driver to building authentic betting behaviour and growing our uniquely integrated media and betting business. Product development work in the quarter also included the release of a fully rebuilt media app for Android. This rebuild focused on increasing the app's performance, stability, and scalability.

Our esports platforms again registered impressive video views in Q2 totalling nearly 200 million. Even with a calendar where many esports events have yet to return, we are firmly positioned as an authoritative and leading voice in the space. The quarter was highlighted by our broadcast of the League of Legends' Demacia Championship, our first ever live event production. The event generated more than 4.6 impressions across all platforms and brought significant attention to our brand and production capabilities. Through our esports offering we offer brands a unique opportunity to connect with a huge, highly engaged audience. We have continued to build-out our esports sales team to take advantage of the large global opportunity in this robust industry.

Rounding out content, our social media channels continued to deliver exceptional reach and serve as a growing monetization vehicle. We've cultivated a wide social following through an innovative content strategy. Our average monthly reach across Twitter, Facebook, Instagram, and TikTok was approximately 88 million in the second quarter, again making theScore one of the top-ranked sports media outlets. Advertisers are taking notice. In Q2 we executed social content activations with both Bacardi and Rocket Mortgage. This is an area we will look to build on moving forward, leveraging our strong content capabilities and integrated offerings.

I'll now turn things over to Alvin, who will talk in more detail about our financials.

Alvin Lobo, Chief Financial Officer

Thanks, Benjie.

I will get to the financial recap of the quarter momentarily, but before doing so I want to provide some high-level details of the US IPO since it closed after the end of the second quarter. The IPO, inclusive of the full exercise of the underwriter's overallotment, generated gross proceeds of US\$186.3 million. We issued an aggregate of 6.9 million Class A shares at US\$27 per share.

Now to the financial recap of the quarter. Total revenue for Q2 fiscal 2021 was \$5.6 million with record Q2 media revenue partially offset by negative net gaming revenue of \$2.4 million. Media revenue for the quarter was \$8 million compared to \$6.8 million for the same period last year, representing a 17% year-over-year increase driven by strong growth in direct and programmatic revenue.

Gaming handle was \$81.6 million and gross gaming revenue was \$0.4 million in the second quarter. When taking into account promotional costs and fair value adjustments on unsettled debt, this resulted in negative net gaming revenue of \$2.4 million for the three months ended February 28, 2021.

EBITDA loss in the quarter was \$12.9 million versus an EBITDA loss of \$8.6 million for the same period last year. The increase in EBITDA loss was primarily due to additional expenses incurred in connection with the expansion of our gaming operations compared to the prior year.

From a liquidity perspective, pro forma for the US IPO, our February 28, 2021 cash balance was \$262 million.

This now concludes the formal part of our presentation. Christina, we will now take questions from the analysts.

QUESTION AND ANSWER SESSION

Operator

At this time, if you would like to ask a question, please press star then the number one on your telephone. To withdraw your question, press the pound key. We'll pause for a moment to compile the Q&A roster.

Your first question comes from the line of Suthan Sukumar with Eight Capital.

Suthan Sukumar, Eight Capital

Good evening, gents.

John Levy, Founder & Chief Executive Officer

Good evening.

Suthan Sukumar, Eight Capital

The first question I had was on the impressive handle growth this quarter. Obviously it's good to see strong sequential growth and a strong performance nonetheless. Can you touch on some of the dynamics you're seeing in the states that you're live in today? Where are you specifically seeing strength and in which states are you seeing better-than-expected market share gains given your unique betting and media model?

John Levy, Founder & Chief Executive Officer

Thanks, Suthan. It's a good question and the bottom line is we're really, in the four states that we operate in, we're seeing it across all of them. And obviously it is subject to regionalization. There are different communities and regions within each of the states in which we are operating. We expect to see that as we expand across the US and hopefully into Canada.

But one of the things that we're pretty excited about was when we saw, even in the mature market of New Jersey where we've been operating the longest for us, and that's with interruption of months and months of no sports activity because of the COVID shutdown, but we've seen, I think we reported just under 200% increase year over year in the context of betting activity.

So we're very excited about the growth that we're seeing within each state. We're building this strategically in each of the states. Our approach really is no different in terms of leading with our product and leading with this sort of whole ecosystem of the melding of the betting application and the media space. So we expect that will be sort of universally, if not globally, accepted as we roll out all across the US and hopefully in Canada. So, so far, we're very excited about the growth that we're seeing on a state-by-state basis.

Suthan Sukumar, Eight Capital

Thanks. That's helpful. I want to touch on iGaming next. Is this still on track for H2? And any update on the scope and range of offerings that you will eventually launch?

And how will this be rolled out within you theScore Bet mobile app?

John Levy, Founder & Chief Executive Officer

Well, I'm going to let Benjie talk about the iGaming but, as you would expect, when we implement product it's usually going to be implemented in a seamless fashion with sort of the user first, right? So let me turn it over to Benjie to explain, you know, in the states where we have licenses and what our plan is with respect to the introduction of iGaming.

Benjie Levy, President & Chief Operating Officer

Yeah. Thanks, John, and thanks, Suthan. Yeah, the short answer is yes, we are still on track for H2 for introduction of our iGaming offering. Our plan is to offer it in an integrated manner with our mobile sportsbook and that will roll out first in New Jersey where we have a market access agreement for iGaming with Bally's and then we'll look to grow our footprint from there. One jurisdiction kind of particularly exciting for us will be Ontario where they're looking to roll out iGaming and sports betting kind of to the fullest extent possible.

Suthan Sukumar, Eight Capital

Okay, great. Thanks. And the last question for me is just more around your investment priorities now post the US IPO. I mean you touched on, in the opening remarks you touched on kind of taking more control of your technology stack. Can you talk a little bit about some of the specific priorities for investment in technology and is there any potential here for any M&A to help you accelerate your roadmap here?

Benjie Levy, President & Chief Operating Officer

Look, I think, as John said off the top, one of our biggest priorities is going to be accelerating the growth of our team, particularly on the technology side. We have been building out big pieces of the technology stack in house. Are there potential opportunities to supplement that with strategic M&A? Certainly. But it would take kind of the right opportunity to fit in the context with what we're building. And then the other priorities are expanding our footprint and continuing our growth across the US and Canada.

Suthan Sukumar, Eight Capital

Okay, great. Thanks. I'll pass the line.

Operator

Your next question comes from the line of Chad Beynon with Macquarie.

Chad Beynon, Macquarie

Hi. Good afternoon, John, Benjie, Alvin. Thanks for taking my question and congrats on the US listing.

John Levy, Founder & Chief Executive Officer

Thank you.

Chad Beynon, Macquarie

Wanted to ask about the Illinois market access deal that you guys announced in the quarter. How should we think about your urgency to strike more deals in the near term, particularly for existing states? And now that you're a US-listed public company, does this give you, I guess, more ammo to strike a deal, similar to what you did with Penn to maybe compensate your partner with your stock? Is that something that could help you strike more deals versus some of the others who are trying to do deals? I just wanted to get a sense of how we should think about this going forward. Thanks.

John Levy, Founder & Chief Executive Officer

Let me start out with some general comments and then I'll turn it over to Benjie and he can talk specifically about the Illinois situation.

But Chad, you're absolutely right. I mean part of the rationale for doing the listing in the first place was to arm ourselves so that we would be better equipped to participate and activate our levels of engagement as US markets are more and more rapidly expanding. I think even before we did the listing we've always been more aggressive than most in terms of our thinking about how fast things are going to open up, both south of the border on a state-by-state basis and obviously in Canada as well. And it obviously gets competitive. But the whole listing and having a presence on Nasdaq and having the great partners that we have now allows us to build this momentum. It allows us to do a great deal with Caesars in Illinois and hopefully more to come.

And there were announcements today about states that are opening up. I think it was (inaudible) for one and Arizona for another. I mean this is happening a lot quicker than a lot of people felt it was going to happen. So we've been working very hard. Benjie and our teams, our access teams and lawyers and consultants all across the US have been engaged in this process for months and months and now it's coming to fruition and it definitely puts us in a position to be able to operate in that environment.

And just at the outset I'll say, you know, we're in four states now, and we're hoping, based on how these things are coming to fruition and our position now, to be able to do these things that we'd be hoping, even outside of what's going to happen in Canada, to be, in the next 12 months perhaps, in double the states, if not more than that, than we are currently operating in. And we think that's very reasonable, very practical. And then layer Canada on top of that where it's our home turf, I mean it's a very exciting rollout over the next not-so-distant future.

Benjie, do you want to talk a little bit about the Illinois situation?

Benjie Levy, President & Chief Operating Officer

Yeah. I think, just building on what John said, Chad, our goal is to be a national operator and so we are actively pursuing market access arrangements in jurisdictions across the US. And as to Illinois specifically, we're very happy with the deal we were able to reach with Caesars and very excited to be able to enter that market. It's the sixth biggest market in the US, lots of hardcore sports fans there. We have a pretty good user base there too. So we're getting cracking on that and going through the regulatory process straight away.

Chad Beynon, Macquarie

Great. Thanks. And then secondly I just wanted to ask about, you know, there's been a lot of focus on how the New York bill was finalized, how many platforms, how many skins, you know, it still appears to be somewhat unclear and different than what we've seen in terms of the final product compared to other US states. I wanted to tie this back to Canada. Do you have a sense of what the framework could look like? Could there still be some movement in terms of what the final product could look like? Is there any consensus in terms of the number of skins, the number of platforms, the fee, just kind of ballpark what to expect over the next several months when this is finalized. Thanks.

Benjie Levy, President & Chief Operating Officer

Yeah, I can talk a bit about sort of where things stand in Ontario in particular. The provincial government and the regulator here, the AGCO, has been actively engaged with the industry really over the last 18 months and have done a phenomenal job at doing this in an organized way and a very methodical way and I think really their goal is to create a robust, competitive, dynamic online gaming industry here where consumer choice is kind of one of their overarching principles.

And based on the guidance that they've put out in their consultative documents, it's going to be a direct relationship between operators and the AGCO and they are not proposing that there would any cap on the number of operators who would be able to enter the market as long as they satisfy the criteria that the AGCO is setting forth. And so we're particularly excited by the, you know, they're taking a very progressive view and approach with respect to how to create a dynamic market for online gaming.

Chad Beynon, Macquarie

Great. Appreciate the comments. Best of luck. Thanks.

Benjie Levy, President & Chief Operating Officer

Thanks, Chad.

Operator

Your next question comes from the line of Ben Chaiken with Credit Suisse.

Ben Chaiken, Credit Suisse

Hey. How's it going? I think there's a proposed ban on gambling inducements in Canada is how it's being referred to. I guess do you view this as a tailwind to your business as presumably it removes the promotional threat from peers to some degree? Just curious on your thoughts navigating this and then on your thoughts about the initial strategy when the market opens up at first. Thanks.

Benjie Levy, President & Chief Operating Officer

I think, Ben, with respect to kind of the specific elements of what Ontario is proposing, I think it's still early days in their consultative process. In terms of what things will actually look like at the end of the day, that's still to be determined. I think, from our perspective, it's clear that responsible gaming is a core tenet of ours and it's something that is being focused very intently on by the regulators in Ontario as a core element of the framework that they're designing. How that manifests itself in terms of the final regs remains to be seen, but obviously that's a core commitment of ours and theirs.

In terms of timelines and how we're planning to approach the market here, this is our home turf. Ontario is home base for theScore. We have a tremendous user base here. And more importantly than that, we have a brand and a legacy relationship here with customers that goes back 20 years to our TV business. You know, the kids who were watching Sid and Tim on our TV network when they were going to bed when they were 12 years old, they're now 25, 30 years old, engaging with our app and betting on sports, and we just can't wait to unleash the power of that when the market opens up here.

Ben Chaiken, Credit Suisse

Gotcha. I appreciate it. That's all for me. Thanks.

Operator

Your next question comes from the line of Matthew Lee with Canaccord Genuity.

Matthew Lee, Canaccord Genuity

Hi, guys. Thanks for taking my question. I wanted to talk about the win rate in the quarter. I mean handle was obviously excellent, but I think GGR was a bit below where I thought it would be. Can you maybe help me understand the drivers there and maybe did you sacrifice some of the profitability of betters as far as the growth seen in handle?

John Levy, Founder & Chief Executive Officer

So, Matt, listen, obviously we're building this business strategically and what we're excited about, obviously, is the fact that, even though it's early days, the wagering is going up dramatically. But the bottom line is and what we've said before is until you, even on a state-by-state basis, until you get to a critical mass you are always going to be susceptible to swings in terms of the revenue generation coming out of the wagering.

So we are completely confident that, over time, in each of the markets that we enter into, that this is going to normalize over time and we are going to see the fruits of our labour in terms of generating all this wagering on a state-by-state basis in all the states that we've entered into, the future ones that we're going to be entering into, and up here in Canada as well. So we're very encouraged by what we're seeing in the short term and we're seeing progress towards what you're talking about even in these early days as we move forward.

Matthew Lee, Canaccord Genuity

Right. Okay. And then maybe just a bigger-picture question. I mean how do you guys feel about your platform against some of the larger players? I mean we can't use it in Canada yet, but do you think that you offer better kind of the same offering, the same bets available as maybe some of the other players? And if not, do you expect to be able to do so in the near term?

John Levy, Founder & Chief Executive Officer

Well, again, I think it gets back to sort of our whole differentiated approach, right? I mean obviously you have to have the product. You have to have the markets available. We're expanding and you try to relate the products and the markets to the states you're in or the provinces you're in, or even on an individualized basis, which really gets very exciting the more and more you learn about the business and the more information you have to be able to make it so easy for your end users, right, to be able to serve it up to them.

But the core for us is to do it in a fashion that really speaks to how the whole integration of the betting into the media app. And, yes, you want to have, you have to have, and we do have and will have all the different markets that are available on the other platforms but, as we've always said, it's not good enough, in our estimation, just to be a betting platform. What you have to do is take this holistic approach to it and satisfy all the user's demand, when he's in the media app, when he's in our bet section, when he's in a chat room, when he gets the inkling that he wants to make a bet, to serve it up to him very efficiently and very seamlessly. And that's something that we can do that the other guys can't do. And it even becomes more and more important when you look at what percentage of the wagering is growing with respect to in-game. And that's where an offering such as ours really shines.

So, for us, it is all about the product and that's why we're investing so heavily in it, that's why we're hiring like crazy and, quite frankly, we call ourselves a media company but

we're really a technology company and that's what's of critical importance to us.

Matthew Lee, Canaccord Genuity

That's great. And then just on the media side of things, your sessions number was really good but monthly active users kind of came down a bit year over year, which surprised me because I think we have more sports going on this quarter than we did maybe Q2 2020. Can you maybe elaborate on that a bit?

John Levy, Founder & Chief Executive Officer

Well I think, first of all, it's hovering around that four million average monthly users. Again, you're right. What excites us though is a couple of things, what the engagement is of those users, and in that number, don't forget, because of churn there's a whole bunch of new users that come on board as well. So I think, Matt, it's really hard to do comparators year over year because of the differentiating schedules, because when sports is happening, and even if you look at the broadcast numbers in terms of what their experience is, in the digital landscape it continuously is growing and when you look at how we're touching users on our other platforms as well it is also growing.

We're very excited about how fast people snapped back to the app after months and months of nothing happening, right? So, you know, we expect that that will grow over time. And one of the things we've also said before is as we treat this whole thing as an ecosystem and as we get more and more people becoming Score betters, a high majority, a great proportion of whom are also media users, as the betting side of our business grows and the media side of our business grows, it's sort of this rising tide floats all boats. So we think that, over time, that that's going to be helpful on the media side too.

And then the only other thing I'd say is when you look at our revenue numbers being generated on the media side, you know, we're showing record numbers in Q2 and, again, that's a credit towards just advertisers, both on the direct side and the programmatic side, knowing where the engagement is and where people are. So our media universe on the app is serving us very well.

Matthew Lee, Canaccord Genuity

Okay. That's super helpful. Thanks, guys.

Operator

And your last question comes from the line of David McFadgen with Cormark.

David McFadgen, Cormark Securities

Hi. A couple of questions, maybe just first of all a follow up to a previous question asked. Can you comment on what states you're specifically doing better on in terms of market share of handle so far given the evolution of each state? I know it's different, but maybe you can comment on where you might be doing a little better than where you are elsewhere.

John Levy, Founder & Chief Executive Officer

Benjie, do you want to try to...?

Benjie Levy, President & Chief Operating Officer

Yeah, I mean I think, David, really it's, you know, we're seeing good strength across the board. I mean the most recent state, the state where we're newest, is Iowa, but I think in the three where we've been operating for, you know, in the case of Colorado and Indiana six-plus months, and in New Jersey over a year, albeit kind of COVID stilted, we're seeing good pick up across the board in all of those states. I mean there isn't one where you'd say, oh, it's kind of necessarily outsized.

David McFadgen, Cormark Securities

Okay. I mean you disclosed that the gaming handle for New Jersey was up 195% in Q2. I was wondering, can you disclose the actual gaming handle number?

John Levy, Founder & Chief Executive Officer

No, we're not breaking out the state-by-state numbers at this point, David.

David McFadgen, Cormark Securities

Okay. And then just on Canada, I believe that so far Ontario is the only province that looks like they're going to launch iGaming and sports betting in the near term, but maybe I'm wrong. Have you seen other provinces gearing up like Ontario and planning on launching in the near term?

John Levy, Founder & Chief Executive Officer

I think Ontario certainly is the furthest out front. They've been working at it for the better part of the last 18 months. We do know that all the provinces have eyes on this, because they all are very interested and supportive of the amendment federally on the single event sports wagering front. So, whether it's Alberta, British Columbia, Quebec, Saskatchewan, you know, everybody is significantly interest in kind of having this outdated law amended. What form each province is going to take, how quickly they move to implement, I think those are all still open questions at this point, but we do know that several, if not all of the provinces, are very interested in the outcome of this and they are all, you know, they all have kind of keen eyes on Ontario in terms of how they are progressing with their framework and their model.

David McFadgen, Cormark Securities

Okay. Okay, thanks.

Operator

And you have no further questions at this time.

Alvin Lobo, Chief Financial Officer

Thank you, everyone, for joining our fiscal 2021 second quarter call. We look forward to speaking with you once again when we report Q3 in mid-July.

John Levy, Founder & Chief Executive Officer

Thanks very much.

Operator

Thank you. And this concludes today's conference call. Thank you for joining and you may now disconnect.
