

A DOCUMENTARY BY PEDRO FERIA PINO / VEFILM



# ALL IN

*The Most American Addiction*

40-55 min single doc / scales to 3-part limited series

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C O L D   O P E N

# Andrew Douglas tried to kill himself over gambling debts.

He survived. In the hospital, hooked to IVs, staff turned the NBA Finals on and gave him his phone.

*He opened FanDuel and gambled away his last \$100.*

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*This is the system working as designed.*



**America's \$150-billion-a-year sports betting boom** has a body count. The companies feeding the bonfire, **FanDuel, DraftKings, Kalshi, the NFL itself**, are backed by an administration with personal financial stakes in the industry and a Senate that just had to ban its own members from the platforms.

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***ALL IN** is the story of the new American casino, the young men dying inside it, and the people getting rich off the bleeding.*

WHAT THIS FILM IS

# Three Threads. One System.

## *I*

### THE ADDICTED

A generation of young men engineered into compulsive gambling. Highest suicide rate of any addiction. Half of all American men 18-49 have an active sports betting account.

## *II*

### THE APPS

FanDuel, DraftKings, Kalshi, Polymarket. Built on data from the leagues themselves. VIP hosts, micro-betting loops, AI-targeted promotions. Dopamine machines disguised as fun.

## *III*

### THE FIX

Trump Jr. advises Kalshi and invests in Polymarket. The NFL owns a sizable stake in the data company powering the bets. The Senate just had to ban itself from the platforms. The casino is the state now.

# \$1 TRILLION

*in cumulative American sports betting losses by 2028.*

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**\$5B → \$150B**

Annual US sports bets, 2018 vs. last year.

**1 in 5**

Problem gamblers attempt suicide. Highest of any addiction.

**~50%**

Of US men 18-49 have an active sports betting account.

# The Body Count

## FRANKIE, late 20s

*Got married last May. The guests sent them off with a pillowcase of cash. Lost it all on FanDuel. Defaulted on the mortgage. "Suicide was my only option till I found Harry."*

## ANDREW, ex-baseball player

*"In the hospital, where I was hooked up to a bunch of IVs, they turned the NBA Finals on and gave me my phone; I gambled away my last \$100."*

## MARCUS, college gamer

*"When I owed money to every kid I knew and was betting on Chinese ping-pong at 4 a.m., I tried going for counseling on campus. As I'm talking to the counselor, she's pulling a manual off the shelf, looking up problem gambling."*



# Engineered to Maximize Addiction

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CASE STUDY / THE THOMPSON FILE

## \$22 MILLION WAGERED.

## \$1.8 MILLION LOST.

When Thompson tried to slow down, his FanDuel VIP host messaged him hundreds of times, sent him a \$500 bottle of Champagne, free tickets to Eagles, Flyers, and Sixers games. He took out a second and third mortgage on his home, contemplated suicide, and checked himself into a psychiatric facility. He's now a named plaintiff in a March 2026 lawsuit alleging the apps are "unreasonably dangerous products intentionally designed to maximize addiction."

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### MICRO-BETS

Wagers on individual pitches, plays, possessions.  
Slot-machine rhythm at sporting events.

### VIP HOSTS

Personal handlers calling heavy losers with comps,  
Champagne, and game tickets to keep them betting.

### AI TARGETING

Push notifications and free-spin offers timed to each  
user's behavior. The book sees you.

# The Casino Is the State Now

## WHITE HOUSE

Donald Trump Jr. is a paid advisor to Kalshi and an investor in Polymarket, the two largest prediction markets in the country, where users bet on elections, wars, and assassinations. Trump Media announced its own prediction market, Truth Predict, in late 2025.

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## CONGRESS

April 30, 2026: the Senate unanimously banned its own members and staff from trading on prediction markets, a week after Kalshi suspended three congressional candidates for betting on their own races.

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## THE LEAGUES

The NFL was Genius Sports' largest shareholder from 2021 to 2025 and remains the second-largest today. Genius Sports powers 98% of the legal US sports betting market with official NFL data and earns commission on every microbet.

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## THE MILITARY

April 23, 2026: a Special Forces master sergeant at Fort Bragg was indicted for allegedly using classified intel about the mission to capture Venezuelan President Maduro to win \$410,000 on Polymarket. First federal insider-trading prosecution involving a prediction market.

W H Y N O W

# This Story Breaks Open This Month.

MAY 20, 2026

## FIRST CONGRESSIONAL HEARING

Senate Commerce Subcommittee holds its first formal hearing on sports betting and prediction markets.

MAY 29, 2026

## MARKETING DATA DUE

Ten companies (DraftKings, FanDuel, Kalshi, Polymarket, BetMGM, Caesars, Fanatics, PrizePicks, Robinhood, bet365) must turn over youth-marketing data to Congress.

MARCH 2026

## LANDMARK LAWSUIT

Public Health Advocacy Institute files suit against FanDuel, DraftKings, the NFL, and Genius Sports, alleging the apps are "unreasonably dangerous products."

ONGOING

## CLASS ACTIONS

Nationwide suits piling up on behalf of young adults and families who lost loved ones to gambling-related suicide.

# Who This Film Follows

## THE SURVIVORS

Andrew Douglas, who survived a gambling-debt suicide attempt and went on the record with Rolling Stone and CBS. Thompson, the Philadelphia exec who lost \$1.8 million on FanDuel and DraftKings, now the named plaintiff in the March 2026 Public Health Advocacy Institute lawsuit. Recovered gamblers in treatment programs across the country.

## THE ANCHOR

Harry Levant. Disbarred lawyer, recovered gambler, now the leading public-health voice in America on gambling addiction. Testifies forty weeks a year to state legislatures. The closest thing this story has to a Jeffrey Wigand.

## THE FIGHT

Sen. Chris Murphy and the BETS OFF Act. Sen. Richard Blumenthal. The Public Health Advocacy Institute. Rep. Paul Tonko. Gambling with Lives, the British charity founded by families bereaved by gambling-related suicide.

## THE DEFECTORS

Former VIP hosts and account managers from FanDuel and DraftKings, several named in active lawsuit filings. The people who made the late-night phone calls when a customer tried to walk away.

# The Phone Is the Antagonist.



We shoot it like one. Blue screen-glow on faces in dark rooms. Vertical compositions inside the apps, designed to feel like the slot-machine dopamine loop they actually are. Anamorphic, Kodachrome-leaning palette for the world outside the addiction. Verite in the recovery rooms.

# Single Doc First. Series If You Want It.

## THE FILM

### 40-55 min Single Doc

Built for FRONTLINE, VICE News Presents, Op-Docs, HBO/Showtime singles, CNN Films, Netflix one-offs. Three threads woven together. The hospital-bed scene as cold open. Levant as anchor. Thompson lawsuit and Senate hearing as spine.

## SCALES TO

### 3-Part Limited Series

- EP 1 THE ADDICTED. Character-driven. Survivors, families, recovery rooms.
- EP 2 THE APPS. The lawsuit, the VIP hosts, the engineering of addiction.
- EP 3 THE FIX. Trump family, Congress, the leagues, prediction markets.



F I L M M A K E R

# Pedro Feria Pino

*Director / Director of Photography*

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Brooklyn-based Director of Photography and SOC Camera Operator. 20+ years across unscripted television, documentary, and narrative film. Founder of VEFILM.

S E L E C T E D C R E D I T S

**Netflix / Disney / VICE / MTV / VH1 / ABC News / Hearst**

**Co-Creator / Camera Op / Producer, *Washington Heights* (MTV)**

**Supervising Producer, *Love & Hip Hop* franchise**

# LET'S BUILD IT.

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*The Senate hearing is May 20. The marketing data drops May 29. The lawsuit goes through discovery this summer. The window to be the first film on this is now.*

## WHAT I BRING

The story. The visual approach. 20+ years of cinematography across unscripted, doc, and narrative. I shoot this as DP.

## WHAT I'M LOOKING FOR

A producer to develop and run this with me. Co-Creator and Executive Producer credit. Open on director.

PEDRO FERIA PINO / VEFILM

**vefilm@gmail.com / pedroferiapino.com**