MEDIA MENTIONS

CasinoBeats Quotes Benesch Partner William Walsh on Traditional Finance's Expansion into Prediction Markets

JULY 2, 2026

Benesch Partner William Walsh was quoted in a recent CasinoBeats article, "*More TradFi Firms to Follow Cboe, Schwab Into Prediction Markets in Coming Months.*" The article examines the growing entry of traditional financial institutions into the prediction markets sector, highlighting recent launches by Cboe and anticipated offerings from Charles Schwab. It explores how increasing regulatory clarity is encouraging established financial firms to develop prediction-market products and how their participation could reshape a market currently dominated by Kalshi and Polymarket.

Walsh noted that recent product launches by traditional financial institutions demonstrate that prediction-market offerings are evolving from a niche, startup-driven category into a mainstream component of the financial markets infrastructure. He also observed that while established prediction market operators are likely to differentiate themselves through broader product offerings and greater agility, traditional financial institutions will continue to take a measured approach as the regulatory landscape develops.

Read here.