



MECN
Media & Entertainment Consulting Network

The French Gambling Market - The industry turns a hopeful look toward France

Report on all gambling sectors in France – Betting, lottery, casino,
and interactive/online gambling

London/Munich, August 2009

Go to www.france-gambling.mecn.net to obtain full report.

In cooperation with the following legal experts:



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Summary

We have never before been asked by so many clients to research a particular topic or region as in the case of the French gambling market. We have seen a significant demand for in-depth information and insights about the French market and the scheduled liberalisation. That is why we teamed up with the legal experts of Ulys to produce a landmark report covering all market sectors and issues associated with the ongoing developments.

Despite some criticism and many unresolved issues of the planned liberalisation (e.g., tax scheme), the gambling industry is turning a hopeful look toward France. Many operators expect a boost for their business from the opening of the French gambling market:

- **Liberalisation in 2010** - One of the key aspects of this liberalisation, which will probably take effect in summer 2010, will be the opening of the interactive/online sports and horse race betting markets as well as of the online poker market.
- **Nearly all market players look to France** - According to MECN's new research, ca. 80% of the gambling operators and experts surveyed consider the French market relevant or even very relevant to their future business.
- **Online poker of top interest** - 77% of the operators surveyed in MECN's study are seeking to obtain a French online poker license.
- **Current size of market is immense** - The licensed gambling market (incl. casinos) in France totalled ca. Euro 70 billion in 2008 (turnover/sales). In terms of gross revenue, the market achieved Euro 8.5 billion in 2008.
- **Large growth potential** - While the horse race betting market has a long tradition in France, sports betting and poker are not yet as developed and thus offer great potential for future growth.

Content of report

The report includes detailed analyses of all relevant topics:

- **Analyses of all sectors** - The report analyses all sectors of the gambling market: interactive/online gambling, betting (sports and horse races), lottery, and casinos.
- **Current market figures** - Comprehensive market data up to 2008, such as market size and development of sales/turnover as well as gross revenues, registered users, ...
- **Forecasts until 2015** - Detailed forecasts for all sectors with a special focus on the interactive/online market up to the year 2015.
- **Liberalisation process and updates** - Up-to-date information about the ongoing liberalisation process incl. the most recent adaptation and changes to the draft bill (e.g., tax on poker, ...).
- **Legal and tax information** - Detailed explanation of the current legislation and the taxes imposed - produced in cooperation with leading legal experts of Ulys.
- **Unique insights through survey of market insiders** - Many analyses are based on the results and the unique insights we gathered from our survey of more than 50 market insiders and operators.
- **Translation of entire liberalisation draft** - Complete English translation of the entire online gambling/betting liberalisation draft (parliamentary bill - N° 1549 of March 2009).
- In total, the report has nearly **130 pages and 66 graphs/exhibits**.

Monthly updates

We also offer monthly updates to inform our clients about the latest developments in the French gambling market:

- The update will **focus on the developments of the liberalisation process** and strategies of key operators.
- Furthermore, we will provide **updates of market data and of our forecasts** as new information and developments unfold.

- The **first of the monthly updates** is scheduled for the **end of September 2009**.
- To obtain the first six of the monthly updates **please “tick” the corresponding box** in the fax order. After the first 6 months, you have the option to renew the update agreement.

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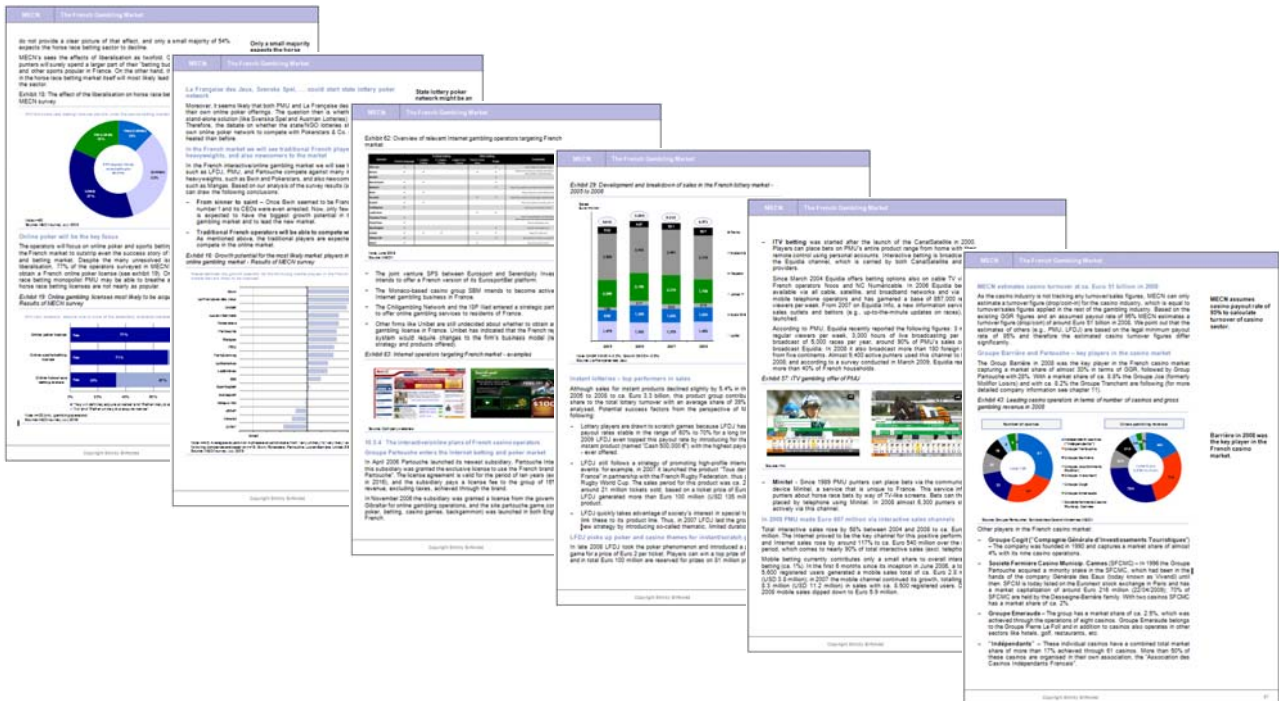
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Companies mentioned in this report

888	France Galop	Partouche Group
Accor	Gaminvest	Partouche Interactive
Amaury Group	GENY	Partouche International
Amaury Sport Organisation	Groupe Cogit	PartyGaming
Artémis	Groupe Emeraude	PMH
Association des Casinos Indépendants Français	IFIL	PMU
Atronic	Iliad	Pokerstars
Autotote France	Instituto Finanziario Industriale	Pollard Banknote
Barrière Interactive Gaming	Intralot	PPM Ventures
Bet-at-home	Joa / Moliflor Loisirs	Prosodie
BetClic(k)	La Française des Jeux	Royal Bank Private Equity
Bouygues	Ladbrokes	SARL Sogestic
Bridgepoint Capital	Lagardère	Scientific Games
Bwin	Legal and General Ventures	Serendipity Investments
CanalSatellite	Loto Québec	SFCMC
Casino Mundial	Lottomatica	Société des Bains de Mer
Chiligaming	Lucien Barrière	Société du Cheval Français
Colony Capital	Mandarin Data Processing	Soficom
Confédération des débiteurs de tabac	Mangas	Sportingbet
CyberArts	Mangas Capital Entertainment	Syndicat des Casino Modernes
De Agostini	Mangas Capital Gaming	TF1
European Lottery Association	National Sports Development Fund	Tranchant
Eurosport	NC Numéricable	Unibet
Expekt	Noos	William Hill
Financiere Lov	Nyx Interactive	World Lottery Association
Financière Partouche	OPAP	ZEturf

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