



MECN
Media & Entertainment Consulting Network

The German Betting Market in Transition

Enormous Growth or Return to the Old Model?

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In cooperation with:



Introduction

MECN survey indicates that the German betting market will grow from currently Euro 2.2 billion to about Euro 5 billion by 2010.

News reports about the German betting market are arriving daily in unprecedented numbers, and with every passing day the betting sector moves further into the limelight of public interest. Market participants expect a further decisive milestone early in 2006 when the Supreme Court will finally set the course either for "enormous growth or for a return to the old model".

Thus, it is time to analyse the sector more closely and to replace speculation with solid information. Accordingly, MECN's new study analyses issues such as:

- Market size (betting revenues and gross wins of private operators, number of betting offices, ...)
- Structure of the betting market and its most important players
- Relevant sales channels
- Typical characteristics of German bettors
- Legal developments
- ...

The study essentially targets betting providers (state-controlled and private) as well as businesses that considering entering the German betting market. In part, the analyses are based on the results of a MECN survey of industry experts.

Sample pages of report

The collage displays several pages from the MECN report. The top-left page is titled 'MECN Der deutsche Viehmarkt im Umbruch?' and discusses the restructuring of the German livestock market. The middle-left page, '4 Der Wettler in Deutschland', features a bar chart showing the number of betting offices per 100,000 inhabitants in Germany, UK, Austria, and France. The middle-right page, 'Taktiken in Deutschland, im Gegensatz z.B. zu Großbritannien, sind...', discusses betting strategies. The bottom-right page, 'Online-Anbieter wie Betandl...', includes a pie chart showing the market share of online betting providers. The bottom-left page, 'Wiederholte - Die niederländischen Gedächtniszettel...', discusses the Dutch memory sheet system. The bottom-middle page, 'Prognose und der Erfolg von Live-Streaming...', discusses live streaming in betting. The bottom-right page, 'Vorbesten Bedeutung in diesem Zusammenhang...', discusses the importance of pre-selection in betting.

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Companies mentioned in the study

9Live	Jaxx/Fluxx
Albers Wettannahmen	Ladbrokes
Betandwin	Leip-Group/ WettenLeip
Betbull	Magna Entertainment (MEC)
Bluevex	Mybet
Cashpoint	Oddset
Casinos Austria	Pagobet
Lotto- und Totoblock	PMU
Deutscher Buchmacher Verband	Premiere / Premiere Win
DFB	ProSieben/Sat1
Digibet wetten.de AG	Raze
Digitote	RTL
DSG Deutsche Sportwett-Gesellschaft	Scaraboo
European Betting Association	SkyBet
Eurotip	Spielbanken Niedersachsen
Faber	Spielbanken Sachsen-Anhalt
GamCare	Sportwetten Gera
Goldsesel / Hobiger	Springer Wettannahmen
Göser Sportwetten	Tipp24
Interessengemeinschaft freier europäischer Buchmacher	Trago
Interjockey	WestLotto
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