

Online Gambling Benchmarking – 2018/2019 edition

Comprehensive report analysing updated benchmarks, KPIs, margins, ... of the online gambling industry

London/Munich, August 2018

Summary

MECN is proud to present the new 2018/2019 edition of our report “Online Gambling Benchmarking Study”. The first editions of the report were received very well, and as the online gambling market changes quickly, we are now happy to publish an updated version of our report.

As before, the report offers a comprehensive analysis and benchmarking of key performance indicators (KPIs), key business figures, relevant margins, and much more to enable executives in the online gambling industry to improve both controlling and operations.

The report is a must-read for all strategists and executives in the industry who want to save the time and money of compiling their own database – we have done it for you. Readers of the first editions of the report were impressed:

“The report saved me and my team weeks of number crunching.” (CFO of online gambling operator).

Content of the report

The report offers unprecedented insights into the industry:

- **Current data and KPIs as well as historical data** – Our benchmark analyses are based on the most recent data and KPIs and also trace long-term developments.
- **Revenue growth benchmarks** are broken down by products/verticals.
- **Analyses of financial results**, such as EBITDA, EBIT, ... including comparison of margins.
- **Expense/costs benchmarks and margins**, such as marketing, staff costs, ...
- **Player/customer-related benchmarks**, such as active player development.
- **Product-related benchmarks**, such as product/vertical split, breakdown of casino revenues by type of games, ...
- **In-play/live betting benchmarks**, such as in-play/live betting’s share of total wagers, in-play/live betting gross revenue margins, ...

- **Mobile business benchmarks**, such as mobile share of total online business, mobile share of total online casino/gaming business,

- ...

In total, the report has **72 pages and 99 graphs/exhibits**.

Table of contents

1	Introduction	5
	Part 1 – Online gambling trends and “hot topics”	
2	Key trends and topics	8
2.1	Online gambling industry climate	8
2.2	Overall trends	9
2.3	Winners and losers in the market	10
3	Mobile gambling in the spotlight	11
3.1	Introduction	11
3.2	Mobile revenue in % of total revenue	11
3.3	Mobile betting revenues in % of total betting revenues	11
3.4	Mobile casino revenues in % of total casino revenues	12
3.5	Growth trend - total mobile revenue	12
	Part 2 – Growth benchmarks	
4	Revenue growth	14
4.1	Total revenues	14
4.2	Betting revenues	16
4.3	Poker revenues	17
4.4	Casino revenues	19
5	Revenue related benchmarks	21
5.1	Gross revenue/win margin in online betting	21
5.2	Geographic benchmarks – global revenue split, ...	22

Part 3 – Key financial results benchmarks

6	EBITDA	24
6.1	Growth analyses and ranking	24
6.2	EBITDA margin	26
7	Operating profit / EBIT	27
7.1	Growth analyses and ranking	27
7.2	Operating profit margin	29
8	Profit before tax	30
8.1	Growth analyses and ranking	30
8.2	Profit before tax margin	32

Part 4 – Expenses/costs benchmarks

9	Marketing	34
9.1	Growth analyses and ranking	34
9.2	Marketing expense margins	36
9.3	Marketing expense per active player	37
10	Staff costs	38
10.1	Growth analyses and ranking	38
10.2	Staff costs / personnel expense margins	40
11	Research and development	42
12	Active players/customers	43

Part 5 – Product-related benchmarks

13	Overview, comparison, and growth development	45
13.1	Overall product/segment split	45
13.2	Betting segment share	46
13.3	Poker segment share	47
13.4	Casino segment share	48
13.5	Betting offers – product benchmarking	49
13.6	Football/soccer bets	51

15	In-play/live betting benchmarks	55
15.1	In-play/live betting's share of total turnover/stakes	55
15.2	In-play/live betting gross revenue/win margins	55
14.3	Leading operators of live/in-play betting (all sports)	56

15	Casino games revenue breakdown	57
-----------	---------------------------------------	-----------

16	Lotto, numbers games, ... – product benchmarking	58
-----------	---	-----------

Part 6 – Marketing-related benchmarks and analyses

17	Social marketing benchmarks	62
17.1	Overview and introduction	62
17.2	Facebook benchmark analyses	63
17.3	Twitter benchmark analyses	64
17.4	YouTube benchmark analyses	65

18	SEO benchmarking – which operators are doing the best job in SEO?	66
-----------	--	-----------

19	Affiliate marketing benchmarking	67
-----------	---	-----------

Exhibits

List of companies included in the benchmarking analyses	
Exchange rates applied	
The current and future business climate of the online gambling industry – Survey results	
Development of the assessment of the current industry climate – Survey results	
Growth potential of the key online gaming/gambling products – Survey results	
Future “winners” in the online gambling market – Survey results	
Mobile revenue in % of total revenue – Q1/2018	
Mobile betting stakes/revenues in % of total stakes/revenues – Q1/2018	
Mobile casino/gaming revenues in % of total revenues – Q1/2018	
Development of mobile share of betting stakes/revenue – Q1/2015 to Q1/2018	

Annual growth rates of total online gambling revenue – benchmarks 2017
 Ranking of online gambling operators by total net revenues – 2017
 Annual growth rates of online betting revenue – benchmarks 2017
 Overall development of betting revenues – 2012 to 2017
 Ranking of online gambling operators by betting net revenues – 2017
 Annual growth rates of online poker revenue – benchmarks 2017
 Overall development of poker revenues – 2012 to 2017
 Ranking of online gambling operators by poker net revenues – 2017
 Annual growth rates of online casino/gaming revenue – benchmarks 2017
 Overall development of casino/gaming revenues – 2012 to 2017
 Ranking of online gambling operators by casino/gaming net revenues – 2017
 Gross revenue/win margins in online betting – benchmarks 2016 and 2017
 Development of gross revenue/win margins in online betting – 2011 to 2017
 Share of European markets of total business – benchmarks 2017
 Level of internationalisation – benchmarks 2017
 EBITDA growth of online gambling operators – benchmarks 2017
 Overall development of EBITDA – 2012 to 2017
 Ranking of online gambling operators by EBITDA – 2017
 EBITDA margins – benchmarks 2017
 Development of EBITDA margins – 2013 to 2017
 Operating profit development of online operators – benchmarks 2017
 Development of operating profits growth rates – 2012 to 2017
 Overall development of operating profits – 2012 to 2017
 Ranking of online gambling operators by operating profit – 2017
 Operating profit margins – benchmarks 2017
 Development of operating profit margins – 2012 to 2017
 Profit before tax growth of online gambling operators – benchmarks 2017
 Overall development of profit before tax – 2012 to 2017
 Ranking of online gambling operators by profit before tax – 2017
 Profit before tax margins – benchmarks 2017
 Development of profit before tax margins – 2012 to 2017
 Marketing expense growth of gambling operators – benchmarks 2017
 Overall development of marketing expenses – 2012 to 2017
 Ranking of online gambling operators by marketing expenses – 2017
 Marketing expense margins – benchmarks 2017
 Development of marketing expense margins – 2012 to 2017
 Marketing expense per active player – benchmarks 2016 and 2017

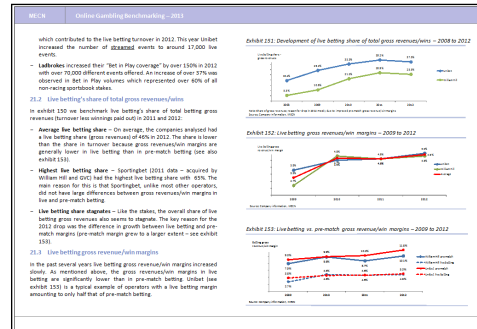
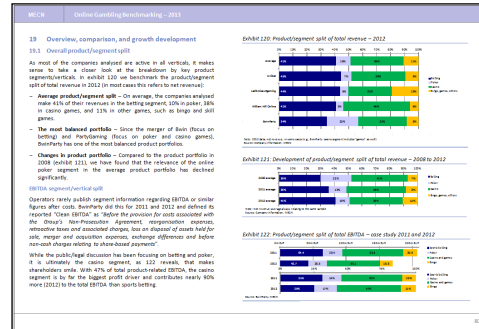
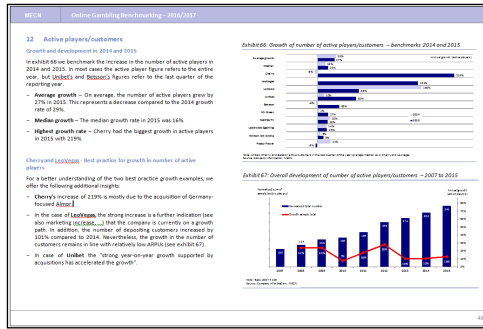
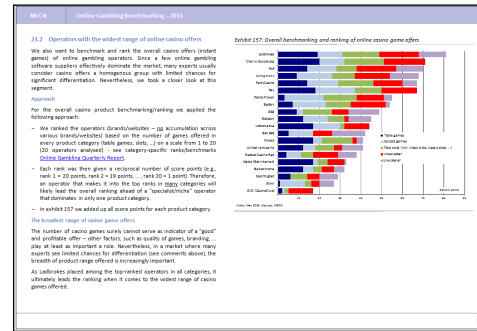
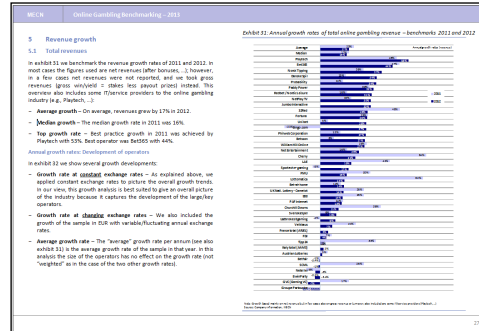
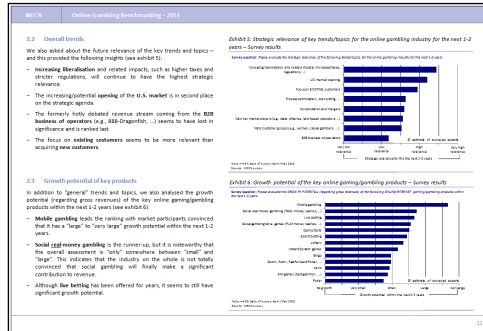
Growth of staff costs / personnel expenses – benchmarks 2016 and 2017
 Overall development of staff costs / personnel expenses – 2012 to 2017
 Ranking of online gambling operators by staff costs / personnel expenses – 2017
 Ranking of online gambling operators by number of staff – 2017
 Staff cost / personnel expense margins – benchmarks 2017
 Development of staff cost / personnel expense margins – 2012 to 2017
 Staff cost / personnel expense per employee – benchmarks 2017
 Net revenue per employee – benchmarks 2017
 R&D cost margins – benchmarks 2016 and 2017
 Development of R&D cost margins – 2010 to 2017
 Ranking of online gambling operators by R&D costs
 Growth of number of active players/customers – benchmarks 2017
 Overall development of number of active players/customers – 2012 to 2017
 Product/segment split of total revenue – 2017
 Development of product/segment split of total revenue – 2008 to 2017
 Share of betting segment of total revenue – benchmarks 2016 and 2017
 Development of share of betting segment – 2010 to 2017
 Share of poker segment of total revenue – benchmarks 2016 and 2017
 Development of share of poker segment – 2010 to 2017
 Share of casino segment of total revenue – benchmarks 2016 and 2017
 Development of share of casino segment – 2010 to 2017
 Examples of listings of bet/markets per league and sport
 Overview of number of bets/markets offered for various leagues and sports
 Overall benchmarking and ranking of online football betting offers
 Overall number of football/soccer bets/markets – benchmarking analysis
 Overall number of Premier League bets/markets – benchmarking analysis
 Overall number of Bundesliga bets/markets – benchmarking analysis
 Overall number of Primera Division bets/markets – benchmarking analysis
 Overall number of Seria A bets/markets – benchmarking analysis
 Overall number of Ligue 1 bets/markets – benchmarking analysis
 In-play/live betting share of total turnover/stakes – 2017
 Development of in-play betting share of total gross revenues/wins – 2008 to 2017
 In-play/live betting vs. pre-match gross revenue/win margins – 2010 to 2017
 Overall benchmarking and ranking of live/in-play all sports betting offers
 Overall benchmarking and ranking of live/in-play football betting offers
 Casino games revenue breakdown – benchmarks in 2017
 Casino games turnover breakdown – case study

Overview of lotto, numbers games, and scratch games – benchmarking analysis
 Overall benchmarking and ranking of online lotto and numbers games
 Number of scratch games offered – benchmarking analysis
 Number of numbers games offered – benchmarking analysis
 Number of keno games offered – benchmarking analysis
 Number of bets on lottery results offered – benchmarking analysis
 Example of Twitter page of online gambling operator
 Example of YouTube channel of online gambling operator
 Number of Facebook Likes/Fans of online gambling operators' Facebook pages
 Number of Twitter Followers of online gambling operators' Twitter pages
 Number of YouTube subscribers of online gambling operators' YouTube pages
 SEO benchmarking - which brands are doing the best job in SEO
 The top advertisers/brands (gambling websites) on affiliate websites
 Top affiliate betting advertisers/brands (websites) in key European markets
 Top affiliate betting advertisers/brands (websites) in Germany, Spain, Italy, France, Sweden, and the U.K.
 Industry background of MECN survey participants

List of mentioned companies

Ahaworld	Kindred
Aspire Global B2C	LeoVegas
Bet-at-home	Lotto24
Betsson	Lottomatica
Catena Media	Mr Green
Cherry Online Gaming	Net Gaming
Churchill Downs	NetEnt
Evolution Gaming	Paddy Power Betfair Online
France total (ARJEL)	Spain total (DGOJ)
Gaming Innovation B2C	Stars Group
Global Gaming	Vera&John
GVC	William Hill Online
JackpotJoy	Zeal / Tipp24
Jackpotjoy Group	...
Kambi	

Sample pages of the report



About authors and contact information

MECN is a network of experts on issues concerning the media and entertainment industry. Together we provide in-depth knowledge, analysis, and advice to global clients. For the gambling industry, we provide market insights and strategic support to various clients ranging from bookmakers to state/public operators.

MECN U.K.

207 Regent Street
London W1B 3HH
United Kingdom

E-mail: info@meccn.net
www.meccn.net

MECN Germany

Fürstenrieder Str. 279a
81377 Munich
Germany

