

Online Gambling Benchmarking – 2017/2018 edition

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

London/Munich, August 2017

Summary

MECN is proud to present the new 2017/2018 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, ARPUs, ...
- **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 **80 pages and 106 graphs/exhibits**.

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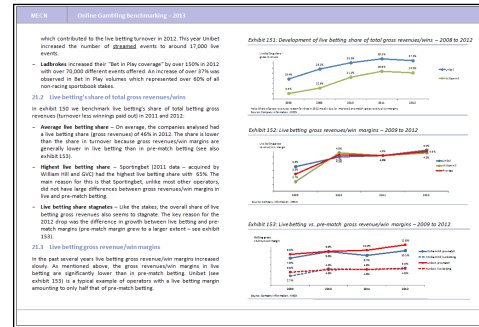
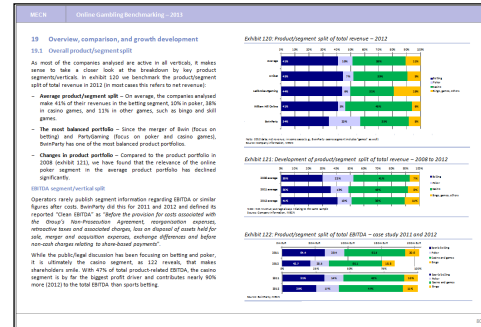
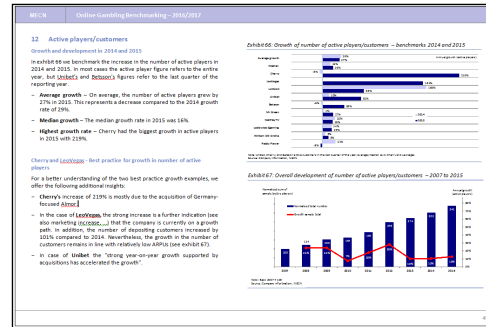
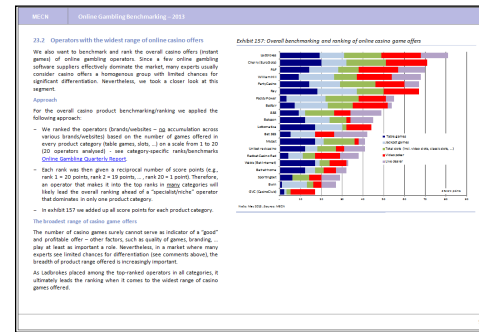
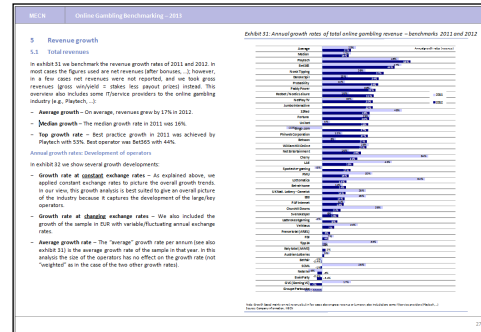
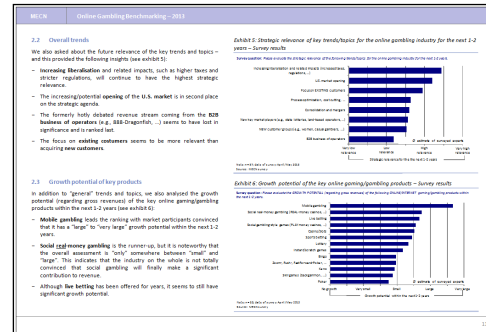
Marketing expense growth of gambling operators – benchmarks 2016
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 Overall benchmarking and ranking of live/in-play all sports betting offers
 Overall benchmarking and ranking of live/in-play football betting offers
 Casino games revenue breakdown – benchmarks in 2016
 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 people "talking about this" of online gambling operators' Facebook pages
 Number of Twitter Followers of online gambling operators' Twitter pages
 Google France search results for "online casino"
 SEO benchmarking (across verticals, brands, and key countries) - which operators are doing the best job in SEO
 Example of affiliate page and featured online gambling operators
 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

Amaya	Kindred/Unibet
Bet-at-home	Ladbrokes Coral
Betsson	LeoVegas
Catena Media	Lotto24
Cherry	Lottomatica
Churchill Downs	Mr Green
DoubleDown	NetEnt
Evolution Gaming	NYX Gaming
Fortuna	Paddy Power Betfair
France total (ARJEL)	Sisal
Gaming Innovation	Spain total (DGOJ)
Gaming Realms	Vera&John
GVC	William Hill
Jackpotjoy	Zeal/Tipp24
Jackpotjoy Group (Intertain)	...
Kambi	

Sample pages of the report

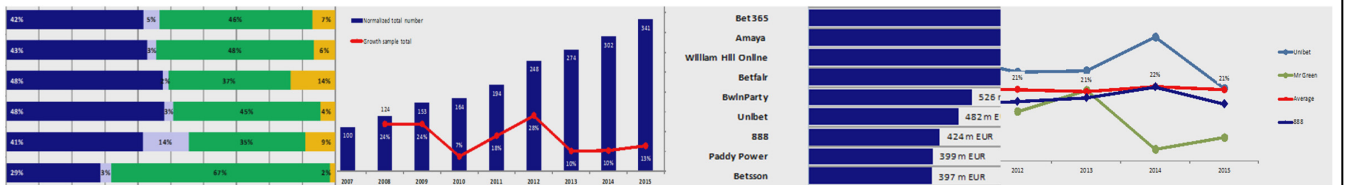


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