



Casual Gaming and Gambling on the Internet - Skill Gaming, Online Bingo, and Others

Targeting the casual gamers and gamblers

London/Munich, July 2006

Go to <http://www.casual-gaming.mecn.net> to obtain full report

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Summary

With other growth sectors in the gaming and gambling industry, such as online poker and betting exchanges, maturing and with gambling legislations getting more complex the search is on for other as yet unpolished gems. According to many experts, casual gaming and gambling, among them, for example, skill gaming, online bingo, and fantasy sports, will trigger the next growth spurt in the industry.

The study includes the results of a survey MECN conducted among more than 60 industry experts who offered their unique insights and assessments. Among key findings were the following insights:

- The experts estimate the **current market size** for casual gaming and gambling (skill gaming and online bingo) to be about **USD 500 million** with **more than 8 million regular players** playing for cash.
- **By 2010** the casual gaming and gambling market is expected to **grow to ca. USD 1 billion**.
- **Casual gaming as attractive product option for state lotteries and private operators** - Another reason for the growing relevance of the casual gaming sector is that regulations and laws regarding gambling are getting more and more complex and are forcing state lotteries as well as private companies to look for alternative products to their traditional gambling offerings.
- **Millions of potential casual gamers and gamblers are not yet targeted by the industry** - As the market for heavy punters and gamblers becomes more and more saturated, the industry begins to focus on casual gamers and gamblers and especially on women.
- **Growing number of investors** - Almost every week high-caliber companies, such as media giants Liberty and Burda, as well as private equity companies, such as Apax, are investing in the casual gaming sector.
- The **evaluation of relevant casual gaming sites** showed that the number of games offered varies widely, that customer service/support is in some cases not satisfactory, and that only very few sites offer languages other than English.
- **Europe will be the most important region for future growth**, according to 91% of the experts.

Sample pages of report

The collage displays several pages from the MECN report, including:

- Page 1:** Introduction and market overview, mentioning a survey of 60 industry experts.
- Page 2:** A bar chart showing market size in USD million from 2008 to 2010, with a projected increase.
- Page 3:** A pie chart showing regional distribution of the market.
- Page 4:** A line graph showing the number of regular players in millions from 2008 to 2010.
- Page 5:** Text discussing the impact of regulations and the need for alternative products.
- Page 6:** Text discussing the growing number of investors and high-caliber companies entering the market.
- Page 7:** Text discussing the evaluation of relevant casual gaming sites and the need for better customer service.
- Page 8:** Text discussing the most important region for future growth, Europe.

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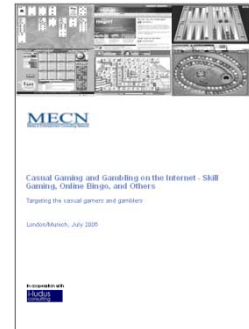
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Flipside Network	Miniclip	Svenska Spel
Fun Technology	MLB.com	Tipp24
Gala Bingo	MoneyGaming	Total Sports Asia
GameAccount	MSN Games	Trident Gaming
Gamebookers	Octopi	UK National Lottery
GameColony	OnlineBingo.co.uk	WestLotto
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