



MECN
Media & Entertainment Consulting Network

Future of Online Gambling after the Shockwaves

Results of a survey conducted among industry experts

London/Munich, August 2006

Go to <http://www.future-online-gambling.mecn.net> to purchase survey results

Summary

August 2006 - The recent weeks were the toughest ever for the private online gambling industry: the Goodlatte/Leach Bill (online gambling prohibition bill) passed the US House of Representatives and has a chance to be passed by the Senate also; the CEO of online sportsbook BetonSports was arrested by the FBI; the high courts in Germany limited the validity of private betting licenses, ... and these are just a few of the recent shockwaves to hit the online gambling industry. It is particularly the rapid succession of these events in just a few short weeks that shocked the industry.

These events have led to a high demand for more detailed information about how the gambling industry sees the current critical issues and what potential strategic approaches could look like. The ca. 100 respondents to MECN's survey, most of them working for online gambling companies and including many industry leaders, offer their unique insights and assessments regarding issues such as:

- Impact of current development of online gambling industry
- Most affected sectors of the online gambling and gaming industry
- The companies most and least affected by the recent developments
- The biggest current threats to the online gambling industry
- Immediate and medium-term effects of the current threats

The results of the survey are summarized in 14 PowerPoint graphics (pdf-format).

Sample pages



Table of contents

- Impact of current development of online gambling industry
- Arrest of CEO of BetonSports - Concern for his company only or an industrywide problem?
- Most affected sectors of the online gambling and gaming industry
- Will other jurisdictions follow the US example and arrest gambling CEOs crossing their borders
- Did the stock market overreact in recent weeks?
- The biggest current threats to the online gambling industry

- The companies most and least affected by the recent developments
- Immediate effects of the current threats
- Medium-term effects of the current threats
- New revenue sources that will have an increasing relevance in the future
- Changes likely to happen regarding advertising of online gambling sites in critical jurisdictions
- Elements of increased lobbying efforts by private online gambling operators
- Industry sectors of survey respondents

Companies mentioned in this report

BetandWin/Bwin
BetonSports
Bingo.com
Boss Media
Cryptologic
Dynasty Gaming
Fun Technologies
Gaming VC
Kirschner Games
Ladbrokes
PartyGaming
PlayTech
SportingBet
Unibet
William Hill
WPT Enterprises

Order survey results

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