

LATIN AMERICAN GAMING AND GAMBLING REPORT 2010

LATIN AMERICAN GAMING AND GAMBLING REPORT - 2010

2nd edition

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Summary

MECN's partner company Divine Works Ltd, the Latin American gambling consultancy, released a highly successful report in 2007 titled "Latin American Gaming and Gambling report 2007". Due to the continuing demand for accurate and reliable information in this ever changing market, Divine Works now published the 2nd edition of the report.

This new report covers detailed information relevant to the gaming and gambling opportunities offered by the largest or most important gaming and gambling countries found in Latin America which include Argentina, Brazil, Chile, Colombia, Costa Rica, Mexico, Panama, Peru, and Venezuela. It also covers highlights of smaller gaming and gambling markets found in Nicaragua, Paraguay, and Uruguay.

This report was researched between Q3 2007 and Q2 2010 and offers a comprehensive country-by-country account, including:

- **Country Overview** - With information on location, population, the economy, and the political environment.
- **The Gambling Market** - With an overview of each country's gaming market, size, and specific gaming activities as well as opportunities broken down into casinos, lotteries, bingo, betting, and online gaming.
- **Gambling Legal Framework** - With a detailed explanation of the current legislations in the industry, its key regulating bodies and associations as well as the gaming taxes imposed.
- **Gambling Advertising** - With a comprehensive study of all advertising regulations affecting the gaming and gambling industry in each country.
- **Supporting Infrastructure** - With information on relevant infrastructures for the gaming and gambling industry such as tourism, communications, foreign investments, and payments.

In total, the report has more than **215 pages**.

Why Latin America?

With all the changes around the world restricting gaming and gambling, Latin America presents growing opportunities for investors, operators, equipment, and technology suppliers and many more within the gaming and gambling industry. The Latin American region has 33 countries with a total population of circa 569 million which dedicates a large proportion of their income to gambling.

Land-based gaming and gambling activities have traditionally been closely linked to the tourism industry and Latin America is a region which continues to successfully attract tourists every year. Travel and tourism in Latin America in 2010 is expected to generate USD 200 billion of economic activity and is expected to grow by 5.1% per annum between 2010 and 2020. The existing telecoms infrastructure and Internet and mobile penetration levels in Latin America, provide interesting opportunities for mobile, Internet and Interactive TV gambling applications

Despite the recent global crisis, Latin American countries are on a fast track to full economic recovery and it is projected that the region will benefit from a 4 percent growth in 2010. The region's recovery is the second world's strongest after Asia according to the World Bank. Most countries in Latin America, with exceptions to Venezuela which in recent years has become a 'socialist' republic, encourage foreign direct investments (FDI). Foreign investors usually enjoy equal treatment to domestic residents and in some countries are given added benefits.

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About the authors Divine Works Ltd

Divine Works Ltd has created a network of professionals, located across South and Latin America, who are able to provide information and insight invaluable in today's leading gambling and gaming industries. Set up in 2003, Divine Works is an experienced consultancy with numerous clients including market leaders such as SportingBet.

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