



**MECN**  
Media & Entertainment Consulting Network

## **The Spanish Gambling Market – 2<sup>nd</sup> edition**

Liberalisation ahead – will it change the game?

**London/Munich, December 2011**

In legal/regulatory cooperation with:

**ASENSI**  
A S E N S I

## Summary

In May the Spanish government published a law (Ley 13/2011) that will transform and liberalise most sectors of the Spanish online gambling market from beginning of 2012. Therefore Spain is currently on the top of the strategic agenda of most industry executives. While other jurisdictions (e.g., Germany) are still figuring out the details of their likely liberalisation, Spain is ready to start right now.

### Liberalisation in Spain - likely to be a success story

Liberalisation always sounds good, but the question is whether it will turn into a success story in Spain - according to industry insiders, the hopes are high:

- **High future relevance** - For most of the global market (over 90% of the experts surveyed) the future relevance of the Spanish online gambling market is high or even very high.
- **Obtaining a license will pay off financially** - More and more operators are wondering whether a license will pay off financially - at least since the partly negative experiences in France. But Spain seems to be a different story, and nearly all of the experts surveyed believe that a Spanish license will pay off financially.
- **Size matters** - The market figures alone are impressive - total market size in 2010 of ca. EUR 28 billion in turnover/wagers and EUR 9.5 billion in gross revenues. The online gambling market (gross revenues) is estimated at EUR 465 million in 2010 and expected to grow to over EUR 680 million in 2015.

### Increased complexity calls for more sophisticated analyses

In previous years, announcements of a coming market liberalisation were always met with great enthusiasm, but now things are more complex, and more questions emerge: What are the tax rates? What other regulations will be imposed (e.g., authentication, IT systems, ...)? What is the size of the market? How much will it still grow, or is it perhaps already saturated?

The increased complexity of the market has also led to increased demands on market research and analyses - simple and short answers just do not work. Therefore, MECN spent several months compiling the most comprehensive and detailed report (ca. 120 pages) on the Spanish gambling market.

### Content of report

The report includes detailed analyses of all relevant topics:

- **Analyses of all sectors** - The report analyses all sectors of the gambling market: focus on interactive/online gambling, betting, lottery, bingo, casinos, and gambling machines.
- **Liberalisation process** - Up-to-date information about the ongoing liberalisation, including detailed explanations of regulations (e.g., taxes, ...) - produced in cooperation with the leading legal experts of Asensi Abogados.
- **Current market figures** - Comprehensive market data up to 2010, such as market size and development of sales/turnover as well as gross revenues.
- **Forecasts to 2015** - Detailed forecasts (2011 to 2015) for all sectors with a special focus on the interactive/online market.
- **Analyses of operators' strategies** - Analyses of operators' strategic plans for Spain, relevant players today and in the future, ...
- **Unique insights through a survey of market insiders** - Many analyses are based on the results and unique insights we gathered from our survey of Spanish market insiders and operators.

The report has ca. **120 pages** and **81 graphs/exhibits**.

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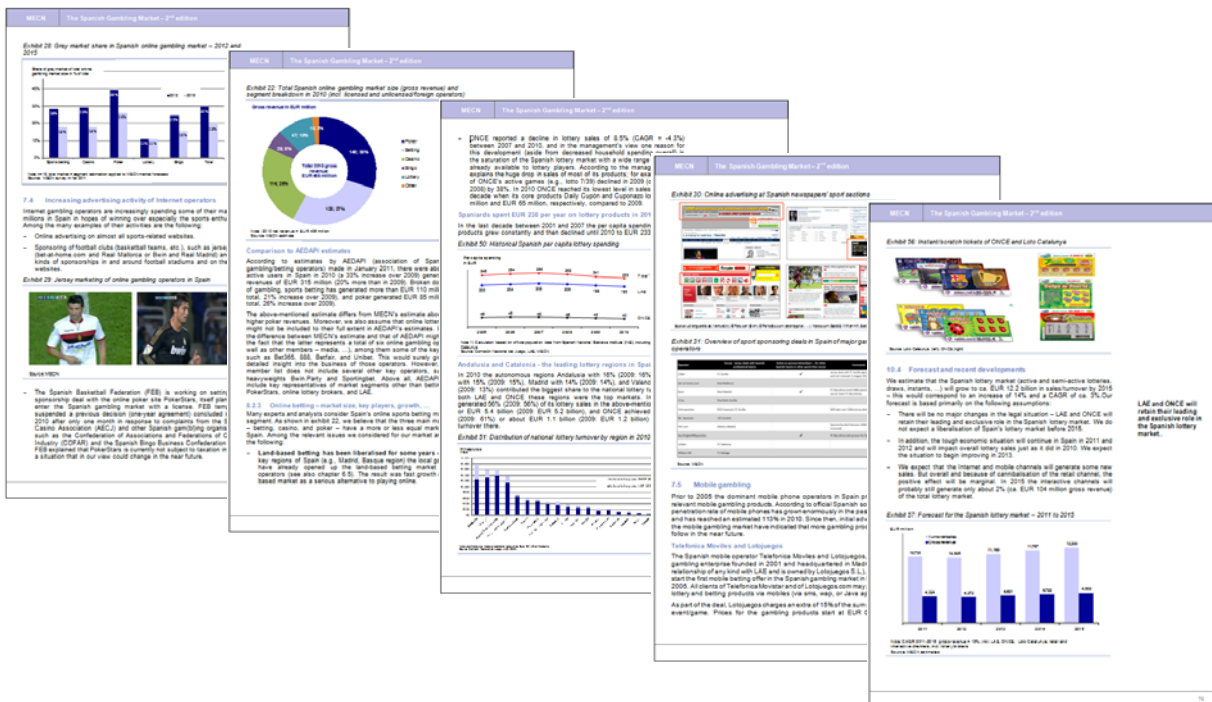
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888	Cirsa Interactive	Intralot Iberia
12Bet	CMC Cresmatic	Joypazar
Acordwin	Codere	JP Morgan Chase
AEDAPI	Comar	Jugandovoy
Apuesta Oé	Consorci del Joc Hipic de Mallorca	Kiroljoka
Apuestas de Navarra	Costa Melonera	La Bruixa d'Or
Apuestas del Pais Vasco	Credit Suisse	Ladbrokes
Automáticos Canarias	DigiDis	LAE
Azartia	Distribución Integral Logista	Lbapuestas
Bahía de Cádiz Casino Parque	EBGA	Loto Catalunya
Banco Santander	Egasa	Lotojuegos
Basquesport	Egurspor	Lottomatica
BBVA	Ekasa	Lycos
Bet3000	El Cartonazo	Marca
Bet365	El Corte Inglés	MediaTech Solutions
Bet770	ElBingo	Movilazar
Bet-at-Home	Electra Rioja Gran Casino	Mr. Apuestas
Betbull Bwin Espana	Entitat Autònoma de Jocs i Apostes	MSN
Betclic Everest	Euroapuestas	MyBet
Betfair	Eurosport	National Gaming Commission
Betfred	Everest Group	Nuevo Gran Casino de San Sebastián
BetPlus	Expekt	Oasis Gran Casino
Betpoint	Facomare	ONCE
Betting Terminals	Fluxx	Orenes
Betymovil	Garaipen Victoria Apustuak	Paddy Power
BetVictor	Global Bingo Corporation	Paf
Bingo Gratis	Globet	PartyPoker
Botemania	Godó	Peralada
Bricellis Investments	Goldman Sachs	Planeta
Bwin.Party	Gran Casino Aljarafe	Playtech
Cabaiste	Gran Casino Cartagena	PokerStars
Canoe Bingo	Gran Casino Castellón	PriceWaterhouseCoopers
Cashcade	Gran Casino Costa Brava	Primescratchcards
Casino Barcelona	Gran Casino de Aranjuez	Prisa
Casino Castillo de Perelada	Gran Casino de Barcelona	RCS MediaGroup
Casino Conde Luna	Gran Casino de Ceuta	Regama
Casino de Asturias	Gran Casino de Extremadura	RETA
Casino de Castilla-León	Gran Casino de Melilla	Rothschild Bank
Casino de Gran Canaria	Gran Casino de Murcia	Salpadok
Casino de Ibiza	Gran Casino del Sardinero	Serviapuestas
Casino de Juego de Torrequebrada	Gran Casino Nervión	Spanish Casino Association
Casino de Juego Gran Madrid	Gran Scala	Sporting Club Sol de Mallorca
Casino de La Toja	Group Pefaco	Sportingbet (Miapuesta)
Casino de Santa Cruz	Grupo Alfredo Garcia	Sportium
Casino de Taoro	Grupo Ballesteros	Sportium Euskadi
Casino de Zaragoza	Grupo Conei	Sportsman Media Group
Casino del Atlántico	Grupo Gran Madrid	Teleapostuak
Casino del Tormes	Grupo Nervion	Trojoc
Casino Gran Madrid Torrelodones	Grupo Rank	Unibet
Casino Marítimo	Grupo Recoletos	Unidad
Casino Mediterráneo	Grupo Vicente Carrasco	Unidesa
Casino Monte Picayo	GTech Global Lottery	Ventura24
Casino Nueva Andalucía Marbella	Iberapuestas	Victor Chandler
Casino Playa de las Américas	Institut de l'Esport Hipic de Mallorca	Victoria Apuestas
Casino Tamarindos	Interapuestas	Vivendi Universal
Casino Tarragona	Interwetten/Interapuestas	William Hill
Casinos de Tenerife	Intralot	Winner Apuestas
Cirsa	Intralot Euskadi	WinZingo

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### MECN - Media & Entertainment Consulting Network

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 lotteries. For more information see [www.mecn.net](http://www.mecn.net).

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