

Online Gambling Quarterly Report – Summer 2019 Edition

Comprehensive quarterly report analysing updated benchmarks, KPIs, trends, ... covering all sectors of the online gambling industry

Q2/2019 analyses incl. Q1/2019 financial data

London/Munich, June 2019

Summary

Based on our well-received Online Gambling Benchmarking Study, we have been asked by many clients to monitor the online gambling industry also on a quarterly basis. We are happy to comply with this request and are now publishing our Online Gambling Quarterly reports.

We are happy to announce the release of our newest Quarterly Online Gambling Report - Summer 2019 Edition. In addition to the financial analyses, our quarterly report again covers many online gambling industry benchmarks, KPIs, and topics from key company sectors, such as finance, marketing, strategy, ...

Content of report

This new regular report offers unprecedented insights into the industry, including:

- **Strategic issues** – Strategic topics, such as overall industry climate, trends, forecasts, analyst recommendations, stock development, ...
- **Financial benchmarks** – Quarterly (Q1/2019) revenue benchmarks (net revenue, gross revenue / gross win, growth, margins, ARPUs, ...) broken down by segments/verticals, EBIT benchmarks, ...
- **Marketing benchmarks** – Social benchmarks (e.g., number of Facebook Likes and Twitter Followers, ...), SEO benchmarks (e.g., Google ranking analyses in key countries and segments), affiliate marketing benchmarks (e.g., top online gambling advertisers/brands on affiliate websites), ...
- **Product-related topics and benchmarking** – Growth potential for selected products (incl. social and mobile), benchmarking of product offers, such as number of bets, casino games, lotto and numbers games, ...
- **Analyses of regions and regulated markets** – Regional analyses, such as in-depth coverage of regulated markets (France, Denmark, Spain) including quarterly revenues, ARPUs, ...

In total, the report has ca. **70 pages** and more than **100 graphs/exhibits**.

More **detailed insights** will be presented in our regular mailings (to subscribe, [click here](#)).

Contents

Part 1 - Trends

- Online gambling industry climate
- Future “winners” in the online gambling market
- Key trends and topics
- Mobile gambling KPIs
- Share developments
- Analyst recommendation

Part 2 – Financial Figures and KPIs

- Total revenue
- Betting revenue
- Casino revenue
- Active players/customers and ARPUs
- EBIT / operating profit benchmarks

Part 3 – Marketing Analyses

- Social marketing benchmarks
- SEO benchmarking
- Affiliate marketing benchmarking

Part 4 – Product Analyses

- Betting offers
- Football/soccer bets
- Other sports – tennis, basketball, ...
- Live/in-play betting
- Casino games/offers (incl. mobile)

Part 5 – Lottery Analyses

- Lotto, numbers, and scratch games
- Website analyses of state lotteries
- State lottery Facebook analyses
- State lottery Twitter analyses

Part 6 – Regulated Markets Analyses

- Overview of regulated markets
- French online gambling market
- Spanish online gambling market
- Danish online gambling market

Part 7 – Methodology

- Relevant considerations for the social marketing benchmark analyses
- Overall SEO benchmarking approach
- Betting offers - benchmarking approach
- Financial analyses approach

List of mentioned/analysed companies

Ahaworld	Kindred
Bet-at-home	LeoVegas
Betsson	Lotto24
Better Collective	Lottomatica
Catena Media	Nektan
Churchill Downs	Net Gaming
Evolution Gaming	NetEnt
France total (ARJEL)	Paddy Power Betfair Online
Gambling.com Group	Scout Gaming
GIG B2C	Sisal
Global Gaming	Spain total (DGOJ)
GVC	Stars Group
Jackpotjoy	Svenska Spel
Jackpotjoy Group	Vera&John
Kambi	William Hill Online
Karamba	Zeal / Tipp24
	...

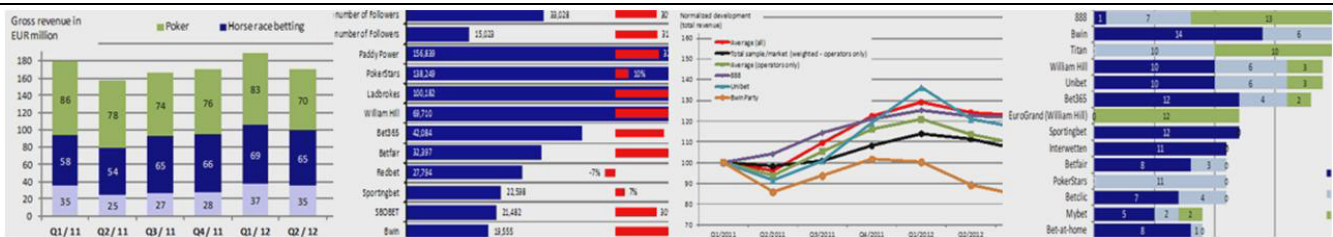
About authors and contact information

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/public operators.

MECN U.K.
207 Regent Street
London W1B 3HH
United Kingdom

MECN Germany
Fürstenrieder Str. 279a
81377 Munich
Germany

E-mail: info@mecn.net
www.mecn.net



**Order form for the report:
Online Gambling Quarterly – Report – Summer/Q2 2019**

**Fax to +44 (0) 207 692 4089 or
Email to reports@mecn.net**



Please send me an electronic version of the report :
Online Gambling Quarterly – Report – Summer/Q2 2019

Please check the offer that applies



	One-time report (Summer 2019)	Subscription (-35% (for more details, see bottom of page)
Single user license	Euro 885.00 (excl. VAT) <input type="checkbox"/>	Euro 585.00 (per report - excl. VAT) <input type="checkbox"/>
Company license	Euro 1,770.00 (excl. VAT) <input type="checkbox"/>	Euro 1,180.00 (per report - excl. VAT) <input type="checkbox"/>

Personal Information

Mr/Mrs/Dr: _____ First Name: _____ Last Name: _____

Company Name: _____ City: _____

Address: _____ Country: _____

Post Code: _____ Telephone: _____

Email: _____ Company VAT/TVA/MOMS/IVA number: _____

Signature: _____

Date: ____ / ____ / ____

Enter company tax/VAT no. to avoid VAT, EU countries only. Customers from non-EU countries are always exempted from VAT/sales tax.

Payment Details

Please invoice my company

or

Please charge my Visa Mastercard Amex

Card No.:

Expiration Date: /

Card Holder Name: _____

Signature: _____

Subscription details

- Annual subscription of four quarterly editions of the Online Gambling Quarterly Report (4 reports each year / per 12 months).
- You can cancel your subscription at any time (after a minimum of 3 reports).
- Your subscription is renewed automatically after one year – unless you cancel it.
- Total subscription price per year (incl. -35% discount): Euro 2,340.00 (single user license); Euro 4,720.00 (company license).

Contact us

For questions, please contact reports@mecn.net

London / UK
207 Regent Street
3rd Floor
London W1B 3HH
United Kingdom

Munich / Germany
MECN Germany
Fürstenrieder Str. 279a
81377 Munich
Germany

Tel.: +44 (0) 207 692 4088
Fax.: +44 (0) 207 692 4089
info-uk@mecn.net

Tel.: +49 (0) 89 7412 0235
Fax.: +49 (0) 89 7412 0102
info-germany@mecn.net