

Online Gambling Quarterly Report – Winter 2020 Edition

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

Q4/2020 analyses incl. Q3/2020 financial data

London/Munich, December 2020

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 - Winter 2020 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:

- **US and LatAm focus** – Many analyses in the Winter 2020 Edition have a specific focus on key markets in the US and LatAm.
- **Strategic issues** – Strategic topics, such as overall industry climate, trends, stock development, ...
- **Financial benchmarks** – Quarterly (Q3/2020) revenue benchmarks (net revenue, gross revenue / gross win, growth, margins, ...) 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, ...

In total, the report has ca. **50 pages** and ca. **100 graphs/exhibits**.

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

Contents

Trends

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

Financial Figures and KPIs

- Total revenue
- Betting revenue
- Casino revenue
- EBIT / operating profit benchmarks

Marketing Analyses

- Marketing cost benchmarks
- Social marketing benchmarks
- SEO benchmarking
- Affiliate marketing benchmarking

Product Analyses

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

Methodology

List of mentioned/analysed companies

Angler Gaming	Kambi
Bet-at-home	Karamba
Betsson	Kindred
Better Collective	LeoVegas
Catena Media	Net Gaming
Churchill Downs	NetEnt
DraftKings B2C	PPB Online (Paddy/Betfair)
Elys / Newgioco	SBG (Sky Bet)
Enlabs	Scout Gaming
Evolution Gaming	Sisal
France total (ARJEL)	Svenska Spel
Gambling.com Group	William Hill Online
Gamesys	Zeal / Tipp24
GVC Online	...

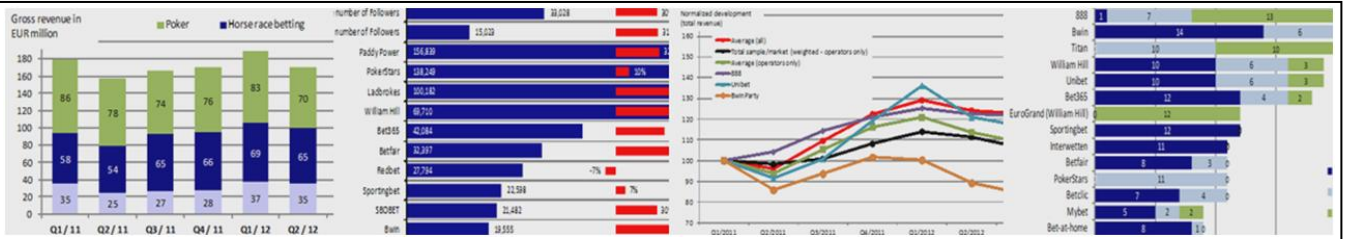
About authors and contact information

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 – Winter 2020**

Email to reports@mecn.net



Please send me an *electronic version of the report* :
 Online Gambling Quarterly – Report – Winter 2020

Please check the offer that applies



	One-time report (Winter 2020)	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

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

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