

Online Gambling Quarterly Report – Spring 2024 Edition

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

Q1/2024 analyses incl. Q4/2023 financial data

London/Munich, March/April 2024

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 - Spring 2024 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:

- **Eastern European/Eastern Europe focus** – Many analyses in the Spring 2024 Edition have a specific focus on key markets in Eastern Europe.
- **Strategic issues** – Strategic topics, such as overall industry climate, trends, stock market development, ...
- **Financial benchmarks** – Quarterly (Q4/2023) revenue benchmarks (net revenue, gross revenue / gross win, growth, margins, ...) broken down by segments/verticals, ...
- **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, benchmarking of product offers, such as the number of bets, casino games, ...
- **US-focused analyses:** SEO, affiliates, mobile, ...

In total, the report has ca. 60 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 and app rankings**
- **Share development and market cap analyses**
- **Analyst recommendations**
- **Relevant M&A Deals**

Financial Figures and KPIs

- **Total revenue**
- **Betting revenue**
- **Casino revenue**
- **Active players/customers**

Marketing Analyses

- **Marketing cost benchmark**
- **Social marketing benchmarks – Eastern Europe focus**
- **SEO benchmarking – Eastern Europe focus**
- **Affiliate marketing benchmarking – Eastern Europe focus**
- **US SEO and affiliate analyses**

Product Analyses

- **Betting offers – Eastern Europe focus**
- **Casino games/offers – Eastern Europe focus**
- **US betting and casino analyses**

Methodology

List of mentioned/analysed companies

| | |
|--------------------------------|--------------------------|
| 888 International | Gambling.com |
| 888 Online UK & I | GAN B2B |
| Acroud | GAN B2C |
| Angler Gaming | Genius Sports Betting |
| Bally's Interactive Int. | Golden Matrix |
| Bally's Interactive N. America | IGT PlayDigital |
| Bet-at-home | Kindred |
| Betsson | Light and Wonder iGaming |
| Better Collective | Lottomatica |
| Betway | PointsBet non-US |
| Caesars Digital | Raketech |
| Catena Media | Rush Street Interactive |
| Churchill Downs | SciPlay |
| Codere Online | Scout Gaming |
| DraftKings | Spain total (DGOJ) |
| Entain Online | Spin |
| EveryMatrix | SuperGroup EX-US |
| Evolution Gaming | Svenska Spel |
| Flutter UK & Ireland Online | Zeal / Tipp24 |
| Flutter US (FanDuel, ...) | Svenska Spel |
| | ... |

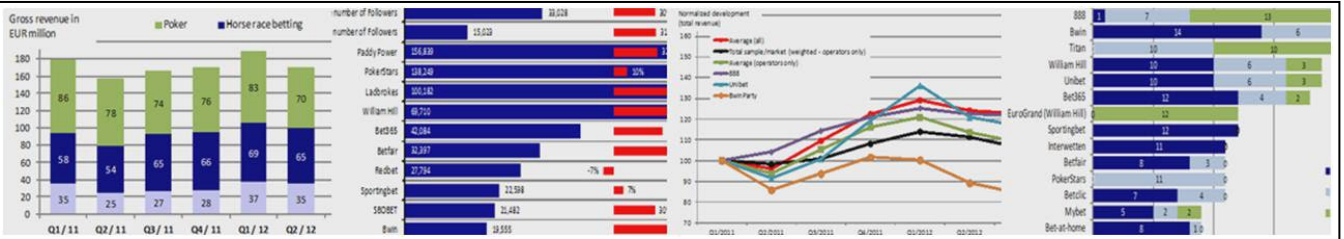
About authors and contact information

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 – Spring 2024**

Email to reports@mecn.net



Please send me an electronic version of the report :
Online Gambling Quarterly – Report – Spring 2024

Please check the offer that applies



| | One-time report (Spring 2024) | 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