

## Press Release

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### **Situation in Online Gambling and Betting Markets differs worldwide**

The "Global Online Gambling and Betting Report 2012" by yStats.com – Hamburg-based secondary market research specialist – gives an overview of the global online gambling and betting market, followed by a separate analysis of 20 regions and countries worldwide. The report also includes a ranking of the top 20 online poker websites and news for 22 companies in the online gaming and betting environment.

Furthermore, a "Europe Online Gambling and Betting Report 2012" is also available, including information on 11 European countries.

Online gambling and betting are highly regulated worldwide – these activities are almost entirely banned in the USA and in Latin America, online gambling and betting are only fully legal in Argentina and Chile. In Europe, the situation varies from country to country and in the Asia-Pacific region, online gambling is only legal in the Philippines. The mobile segment accounted for less than one percent of the global market until 2011, but is expected to grow rapidly in the future.

#### **Great Potential on the entire American Continent**

The ban on online gambling websites in most parts of the USA has spurred the use of offshore sites. Nonetheless, only a single-digit percentage figure of all US Americans participate in online gambling, while almost 50 percent play lotto. In Canada, the government started opening the market for online gambling in 2011 to generate higher tax income. In South America, online gambling and betting increased in popularity in 2011, generating more than 100 billion EUR in gross revenue.

#### **European Online Gambling experiences strong Growth**

Online gambling and betting have been legalized in an increasing number of European countries since 2011, with the UK starting the trend. There, individuals aged 18 to 34 are the most active. Even though in Germany online casinos and online poker were only legalized in Schleswig-Holstein in 2012, gross revenue from online gambling is expected to total nearly 2 billion EUR nationwide in 2015. In France, cash games generated most online revenue ahead of horse race betting, while online gambling market revenue on the Spanish market is expected to more than double between 2011 and 2014. Norway and Sweden were still dominated by state monopolies in 2011. In the Czech Republic, the market was tightly regulated in 2011 and in Turkey, online gambling is banned altogether in 2012.

#### **Online Gambling Laws in the Asia-Pacific Region remain restrictive**

Online gambling is illegal in Japan and China, except for the special administrative regions of Hong Kong and Macau. After the first successful year for traditional casinos in Singapore, in 2011, laws to legalize online casinos were discussed as well. In Australia, only foreign visitors were allowed to participate in online gambling due to the Commonwealth Interactive Gambling Act 2001.

#### **Online Gambling Operators expand Sales Strategy**

According to the "Global Online Gambling and Betting Report 2012" by yStats.com, in 2012, online gambling operators discovered the social network Facebook as an opportunity to widen their reach. PokerStars, the worldwide leading online poker website by active players, expanded its operations to Spain in June 2012. Further leading online poker sites worldwide include PartyPoker, iPoker, and Ogame. The latter is owned by online gambling company Bwin.Party, which is considering selling Ogame to social gaming giant Zynga. Meanwhile, OPAP, Europe's largest betting company, plans to include online gambling in its offering starting in the third quarter of 2012. 888.com – an online gambling website – has been cooperating with Ryanair since February 2012 to offer in-flight services.

Canadian gambling website Bodog was shut down in February 2012 based on a suspicion of taking part in illegal gambling, leading to the company's relocation to Asia under the name Bodog88. EverestPoker has to deal with issues, too. The online poker site experienced a decrease in active players of more than 40% in the fourth quarter of 2011, combined with a revenue decline of over 30%.

The global online gambling market is obviously in upheaval: new laws are introduced, sales strategies adapted and new revenue potentials explored.

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