

## Online Gaming and Betting - UK - October 2011

Report Price: £1750 / \$2837 / €1995



“The growth of online leisure, the move into the mainstream of gambling in general and the increasing role web-based technology plays in our everyday lives have enabled internet gaming and betting to grow at a rapid pace over the last five years.

Developing technologies such as smartphones and tablets are creating new platforms on which innovative operators can attract new players and the opening up of social media will introduce a major new marketing channel for those who can build the right tools to foster engagement. At a more macro level, proposed changes to the regulation and taxation of UK-facing businesses will introduce new challenges and intensify competition in a market where share is already becoming an increasingly important battleground.”

– Matt King, Head of Leisure Research

### In this report we answer the key questions:

- What are the opportunities being created by mobile gambling growth?
- What is the potential of tablets like the iPad?
- How can operators use social media to enable market growth?
- How might changes to regulation and taxation affect the market?
- How are changes in the make-up of the market driving operators’ promotional strategies?
- What challenges and opportunities are consumer attitudes creating?

### Definition

This report examines the market for online gambling in the UK, primarily concentrating on gambling via PC, but also looking at gambling via mobile phone, tablets such as the iPad and interactive TV. The main focus of the report is activities where the consumer plays against the house, therefore excluding games such as poker, where players bet against each other and the house simply takes a rake or fees in exchange for hosting the games, although betting exchanges are included within the sports betting vertical. Poker is also included in market size and segmentation calculations for means of comparison.

### Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100