

# Online Gaming and Betting - UK - October 2012

Report Price: £1750 / \$2834 / €2204

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“A succession of false dawns of the long-awaited ‘year of mobile’ has left the online gaming and betting industry asking not so much what is the potential of new technologies, but when is that actually likely to be realised?”

Although 2012 can be viewed as the year in which mobile gambling at last made a genuine breakthrough, it is also one in which the same question began to be asked of the next wave of tech-based opportunity coming onto the radar.”

– David Walmsley, Senior Leisure Analyst

## In this report we answer the key questions:

- Is this the year of mobile at last?
- Will we take to gambling on tablets?
- What is the potential of gambling in social media?
- Are consumers cutting back on the number of sites they play?
- What are the threats and opportunities of point-of-consumption tax?

Net expenditure on gaming and betting online by Britons is expected to reach £2 billion in 2012 as the market rides a rising tide of interest in football betting and mobile gambling finally begins to come of age.

Ongoing technological development will create more opportunities for new products and growth, but the industry’s immediate focus will be pushing smartphone and tablet gambling over the tipping point into mass market status, and making gaming and betting a natural multi-platform activity, online and off.

A key part of the process will be balancing the incentives of value and trust to which current and potential players most readily respond, although that mission is already complicated by plans to extend UK taxation and regulation to all UK-facing operations that could impact both sides of the equation.

This report assesses current trends in participation in gaming and betting online, examines the factors influencing present and potential future patterns of play, and identifies ways in which remote gambling operators can respond to the opportunities and challenges ahead.

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