

Online Gaming and Betting - UK - November 2016

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“Smartphones and tablets are changing online gaming and betting habits within the home rather than expanding activity outside it as consumers embrace the ‘anytime’ nature of these technologies ahead of their ‘anywhere’ potential.”

– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- **How can online-only brands meet the multichannel challenge?**
- **How is mobile changing gambling in home?**

Consumer spending on remote gambling continues to be driven upwards by a combination of positive technology trends, rising interest in online entertainment and the continuing migration of players from high street to internet.

A wider gambling market shift in consumer interest towards faster-play, instant-outcome products has helped make online slots the remote sector’s most valuable vertical, ahead of sports betting.

Mobile platforms are important drivers of current growth but patterns of device usage are demanding operators think more about the in-home potential of smartphones and tablets than their ability to extend participation elsewhere.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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