

Sports Betting - UK - July 2012

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"The sports betting market has now regained pre-recession levels of value thanks to the continuing expansion of its remote sector and the success of the industry in retaining much of the uplift in interest and expenditure created by major events such as the 2010 FIFA World Cup.

However, the ongoing stagnation of betting shop revenues – a consequence of slow but sustained decline in the horseracing segment that dominates that channel – means the market is becoming increasingly reliant on remote business to continue fuelling growth.

Like most other gambling sectors, sports betting relies on a comparatively small core of regular players to generate the bulk of its revenue, but this means it has considerable potential to expand its player base, particularly through new technology platforms such as smartphones and tablet computers, as well as in the current growth products of football and in-play betting."

– David Walmsley, Senior Leisure Analyst

In this report we answer the key questions:

- Will remote platforms become more important than LBOs for sports betting?
- Can football replace horseracing as the UK's No.1 sports betting medium?
- What is the potential of smartphones and tablets as sports betting devices?
- How big can in-play betting become?
- How will point-of-consumption taxation and regulation of remote gambling affect the sports betting market?

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