

Sports Betting - UK - May 2013

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“Headroom in the comparatively youthful online and mobile segments, supplemented by continuing relocation of betting shops to more advantageous locations, is creating potential for sustained growth in sports betting market size. However a number of key issues exist for the industry to address over the short and medium term.”

– David Walmsley, Senior Leisure Analyst

In this report we answer the key questions:

- How can more sports fans be persuaded to bet?
- What is the betting potential of sports beyond the ‘big two’?
- Second screens: Smartphones or tablets?
- Can social media become a serious sports betting platform?
- How can betting shops avoid being marginalised by online alternatives?

In 2013, sports betting in the UK is fast becoming a genuinely two-horse race as its rapidly-maturing online segment closes up on a retail business that has been stagnating in revenue terms.

Operators are continuing to prioritise the unexploited potential of online, mobile and in-play betting for short- to medium-term future growth but are also beginning to return one eye to the shop sector and examine how the most popular elements of remote play can be transferred to the high street environment.

This report assesses current patterns of UK adults’ sports betting habits, examines the strengths and weaknesses of the key betting platforms, and identifies a range of responses to some of the main opportunities and challenges emerging.

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