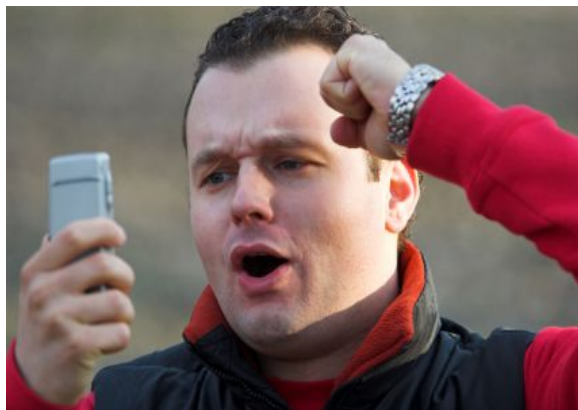


## Online Gaming and Betting - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“While the market’s principal engines of mobile and sportsbook still have plenty left in the tank, it is innovative thinking around product differentiation, player experience and personalisation that could have the more profound effect on its long-term shape and direction.”

– David Walmsley, Senior Leisure Analyst

### This report looks at the following areas:

- Is the industry ready for a step change in advertising?
- Where next for mobile?
- Social media traffic heads towards apps

Online gaming and betting remains the principal driver of growth in the UK gambling market as a whole and has enjoyed another positive 12 months on the back of consumer enthusiasm for mobile and the cyclical boost of the football World Cup.

Product development has moved smartphone gambling from being a substitute experience to making mobile-first a genuine option, while football betting is now the market’s most popular product in penetration terms.

Against that, however, 2015 will be the first year of the UK’s new point-of-consumption regulatory and taxation regime, which brings with it a host of uncertainties offering positive and negative change to a sector already braced for tighter controls on advertising and increased social responsibility requirements.

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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