

Online Entertainment - Ireland - December 2014

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“Online gambling is the largest sector of the online entertainment market in Ireland and continues to experience growth. However gambling operators will have to respond to increasing social and political pressures to reduce the risks of gambling addiction amongst consumers.”

– David Falls, Research Analyst

This report looks at the following areas:

- What are Irish consumers' online gambling and betting activities?
- What are Irish consumers' attitudes towards online gambling and betting?
- What are Irish consumers' usage habits and experience with online video streaming services?
- How popular is online gaming?
- What other types of entertainment activities are Irish consumers participating in online?

Technology and entertainment increasingly go hand-in-hand, with entertainment moving both online and on-demand. Online entertainment continues to disrupt the traditional entertainment markets for gambling and betting, TV and cinema viewing and video gaming, as well as the way in which myriad other activities are conducted, including communicating with friends and family and listening to music.

As such, the internet is becoming an ever-more important entertainment destination, enabling consumers to create personalised entertainment experiences that fit around their schedules. Within Ireland, the market for online entertainment is continuing to grow, and is set to benefit from continued investment in internet infrastructure.

This report examines the online entertainment sector in Ireland by looking at the entertainment activities that Irish consumers are engaging with online.

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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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