

Sports Betting - UK - August 2016

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“While online developments have become the key influence on the sports betting market’s size and shape, the next wave of mobile innovation could have almost as important an impact on the retail sector as it does on the remote.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- How can operators improve participation rates?
- Will omnichannel push help retail sports betting catch up with online?

The majority of consumer expenditure on sports betting is now generated online, where the expansion of mobile, football and in-play gambling has seen revenue growth surge ahead of a retail segment hampered by its continuing reliance on a horseracing product in sustained decline.

Betting shops should gain some relief from operators’ efforts to build an omnichannel future of loyal customers playing with their brands both online and in-store, which are now bringing all three drivers of remote expansion to retail settings.

However, it is mobile that is potentially the most transformational of the three in its ability to enhance and differentiate the retail sports betting offer rather than simply replicate the alternatives available online.

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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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Table of Contents

Overview

What you need to know
Products covered in this report

Executive Summary

The market
Growth slows in a football-free summer
Figure 1: Forecast of consumer expenditure* on sports betting, 2010/11-2020/21
Remote sector takes the lead
Figure 2: Consumer expenditure on sports betting, by segment, 2015/16 (est)
Reliance on racing holds retail back
Figure 3: Consumer expenditure on horseracing and football betting, by product and channel, October 2014-September 2015*
Companies and brands
Mergers set to shake up share
Figure 4: Operators' estimated value shares of UK sports betting market, 2015/16
The consumer
Football is the most frequent fixture
Figure 5: Sports bet on, May 2016
March of mobile stronger in value than volume
Figure 6: Methods of betting on sport, May 2016
Single wallets open up multichannel play
Figure 7: Account/loyalty card holders, May 2016
Mobile sticks to the sofa
Figure 8: Pre-event online sports betting habits, May 2016
Younger punters look beyond TV
Figure 9: In-play online sports betting habits, May 2016
Sticking with the favourites at EURO 2016
Figure 10: EURO 2016 betting intentions, May 2016
Social thrills to sell major event betting
Figure 11: Motivations for betting on EURO 2016, May 2016

What we think

Issues and Insights

How can operators improve participation rates?
The facts
The implications
Will omnichannel push help retail sports betting catch up with online?
The facts

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The Implications

The Market – What You Need to Know

- Growth slows in a football-free summer
- Remote sector takes the lead
- Reliance on racing holds retail back
- Mobile dominates growth rates online
- Omnichannel approach hopes to help the high street

Market Size and Forecast

- Growth slows after World Cup boost
- Figure 12: Consumer expenditure on sports betting*, 2010/11-2020/21

Forecast

Figure 13: Forecast of consumer expenditure on sports betting, 2010/11-2020/21

Forecast methodology

Market Segmentation

- Online takes the lead
- Figure 14: Consumer expenditure* on sports betting, by segment, 2013/14-2015/16
- Racing relies on retail, football owns online
- Figure 15: Consumer expenditure* on sports betting, by product and channel, October 2014-September 2015**
- e-sports and fantasy games to expand niche segments

Market Drivers

- Gamblers v fans – product v experience
- Figure 16: Future interest in sports betting, by current participation in other gambling activities, April 2016
- Major events create an occasional opportunity
- Figure 17: Percentage change in betting shops' gross gambling yield (GGY) in major football tournament years, 2010/11-2014/15
- Mobile leads remote shift
- Figure 18: Devices used to gamble online, by age, October 2015
- Online traffic diverts into retail
- Figure 19: Experience of single and multichannel gambling among past-year betting shop visitors, by age, February 2016
- Numbers game to power personalisation
- Brexit vote lengthens odds for growth
- Figure 20: Unemployment rate, December 2005-February 2016

Companies and Brands – What You Need to Know

- Mergers set to shake up share
- Fantasy sports a growing reality
- Social focus shifts from spending to sharing
- Adspend scaled back from World Cup peak

Market Share

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Tougher at the top for market leader

Figure 21: Operators' estimated value shares of UK sports betting market, 2015/16

New faces and bigger brands make market a more competitive place

Launch Activity and Innovation

Fantasy sports a new reality

Online betting arrives at shop terminal

Social outlook shifts further towards sharing

Simplicity and relevance drive personalisation trend

Pace of in-play speeds up

Advertising and Marketing Activity

World Cup comedown for adspend

Figure 22: Total recorded above-the line, online display and direct mail advertising expenditure of leading sports betting operators, 2011/12-2014/15

Football tournaments a TV phenomenon

Figure 23: Total recorded above-the line, online display and direct mail advertising expenditure of leading sports betting operators, by media, 2011/12-2014/15

Sponsorships supplement adspend

Nielsen Media Research coverage

The Consumer – What You Need to Know

Football is the most frequent fixture

March of mobile stronger in value than volume

Single wallets open up multichannel play

Mobile sticks to the sofa

Younger punters look beyond TV

Sticking with the favourites at EURO 2016

Social thrills to sell major event betting

Sports Bet On

Targeting higher frequencies outside football

Figure 24: Sports bet on, May 2016

Betting repertoires prove a one-horse race

Figure 25: Repertoire of sports bet on, May 2016

Methods of Betting on Sport

Tablets offer a fast track to females?

Figure 26: Methods of betting on sport, May 2016

Green shoots of multichannel growth?

Figure 27: Repertoires of methods of betting on sport, May 2016

Accounts and Loyalty Schemes

Single wallets keep fathers in play

Figure 28: Account/loyalty card holders, May 2016

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Drive towards multichannel moving faster online

Figure 29: Account/loyalty card holders, by method of sports betting, May 2016

Online Sports Betting Habits – Pre-event

Mobile stays at home

Figure 30: Pre-event online sports betting habits, May 2016

Online Sports Betting Habits – In-Play

Younger punters are happier betting blind

Figure 31: In-play online sports betting habits, May 2016

An upscale opportunity outside the home

Figure 32: Past-year experience of betting in-play while watching a sports event live on TV in a pub, May 2016

Betting on EURO 2016

Favourites provide the value in football's big event

Figure 33: EURO 2016 betting intentions, May 2016

EURO 2016 Betting Motives

Social appeal can take tournament betting mainstream

Figure 34: Motivations for betting on EURO 2016, May 2016

Business as usual for online bettors

Figure 35: Motivations for betting on EURO 2016, by methods of betting on sport, May 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Figure 36: Forecast of consumer expenditure on sports betting, 2015/16-2020/21

Forecast Methodology

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