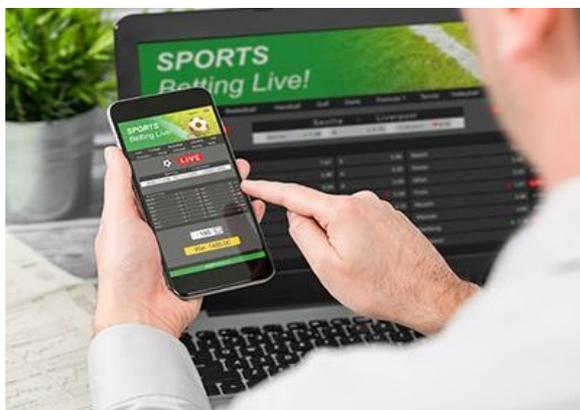


## Sports Betting - UK - August 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The sports betting market, now dominated by online activity, is looking for mobile users to extend their staking habits beyond the home and for social media to finally come of age as a platform for play.”

– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- Solving smartphones' mobility challenge
- Social media: Finally worth a bet?

Growth in consumer expenditure on sports betting continues to be driven by online activity and rising interest in football products, although a stagnating player pool and the exposure of some key demographics to the worst of any economic downturn could put a brake on recent expansion rates.

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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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