



MARKET DYNAMICS	
GAMING MACHINES:	50,000
BINGO HALLS:	150
LOTTERY:	Loteria Nacional Sociedad de Estado
LOTTERY REVENUE:	\$1.2bn
RACETRACKS:	22
ONLINE GAMING: Permitted in a number of provinces only	
ONLINE GAMING REVENUE:US\$325.7m in Buenos Aires Province alone. Total estimate US\$460m	
CASINOS:	80
CASINO SLOTS: 50,000 (including those slot machines located in the 46 bingo parlours in Buenos Aires province, the two floating casinos and the racino in downtown Buenos Aires)	
CASINO TABLES:	1,600 (approx)
MAIN OPERATORS:	Codere, Cirsá, CAI, Casino Club
CASINO REVENUE:	\$2.6bn
TOTAL GAMING REVENUE:	US\$4.5bn

OVERVIEW

Gaming has proliferated rapidly over the last 10 years in Argentina especially in capital Buenos Aires. Although casinos are banned by law there are still three large scale casinos in the capital. These are the two “floating casinos” docked permanently to the harbour while the third is under the racetrack in the neighbourhood of Palermo downtown. All three have been the focus of a bitter dispute between the city government and the federal government as to who should reap the tax benefits of gaming. This dispute is likely to deepen in 2014. On a national level casinos are less controversial and have been increasing steadily especially in the provinces of Rosario and Mendoza.

Casinos look likely to expand in the coming years in other provinces such as Misiones where they will be instrumental in improving tourist infrastructure. However, the spectre of nationalization still continues to haunt the industry with growing calls for placing the industry in state hands in provinces such as Neuquén, and Buenos Aires.

Online gaming remains popular in Argentina although it is illegal in the majority of the country. There are currently no laws in place on a national level which govern the activity but it is permitted, but only under special conditions in a few provinces only.

ARGENTINA:

Statistics
Capital: Buenos Aires
Population: 42,192,493
Land Area: 2,735,690 sq.km
Currency: Argentine Pesos (ARS)
Government: Republic
Head of Government: President Cristina Fernandez de Kirchner (Frente Para La Victoria Front for Victory).
Elections: President and vice president elected on same ticket by popular vote for four years. Last election held in 2011.



MARKET DYNAMICS	
EGMS:	197,272 (68,623 in hotels, 114,626 in clubs and 12,827 in casinos)
EGM REVENUE:	A\$10.4bn
EGM VENUES (HOTELS):	3,231
EGM VENUES (CLUBS):	2,147
BETTING SHOPS:	4,478 (TABCorp)
BOOKMAKERS:	522
WAGERING REVENUE:	A\$2.8bn
RACETRACKS:	353
RACING REVENUE:	A\$14.39bn
LOTTERY RETAILERS:	3,781 (Tatts) 553 (SA) and 551 (WA)
LOTTERY REVENUE:	\$1.9bn
ONLINE GAMING:	Partly permitted
CASINOS:	13
CASINO SLOTS:	12,827
CASINO TABLES:	1,385
MAIN OPERATORS:	SkyCity, Echo Entertainment, CAI, independents
CASINO REVENUE:	A\$3.4bn
TOTAL GAMING REVENUE:	A\$19bn

OVERVIEW

Turnover for Australia’s gaming industry was a total of A\$161bn divided between wagering with \$21bn, gaming machines with \$114bn, lotteries with \$4.7bn and casinos with \$19bn.

Casinos arrived in the 1970s and 1980s and today there are 13 throughout the country with 1,385 tables and 12,827 EGMS plus Keno systems. Casinos can also offer outlets for TAB wagering and sports betting. Many of the casinos are integrated entertainment complexes with restaurant, conference facilities and hotels and between them see around 50 million visitors with revenues of over \$4bn annually and some 20,000 staff.

EGM (Electronic Gaming Machines) or ‘pokies’ as they are mostly known are operated at licensed venues such as clubs, hotels and casinos and all available in all states except Western Australia. Tasmania is the only state where ownership of the gaming machine is separated from their operation.

The Tatts Group is the largest lottery operator in Australia with licences in Queensland, NSW, Victoria, Tasmania, Northern Territory and ACT and they have 250 million transactions processed throughout their outlets. Intralot also operates lotteries in Victoria and Tasmania and the state operates the lottery in South Australia via SA Lotteries and in Western Australia via Lotterywest.

AUSTRALIA

Statistics
Capital: Canberra
Population: 22,015,576
Land Area: 7,741,220 sq.km
Currency: Australian Dollars (A\$)
Government: Federal Parliamentary Democracy and Commonwealth Realm
Head of Government: Prime Minister Tony Abbott (Liberal Party)
Elections: Monarchy is hereditary. Governor General appointed by Monarch on recommendation of Prime Minister. Last elections September 2013.



MARKET DYNAMICS

AWPs:	4,500 approx
VLTS:	833 WINWIN
GAMING ARCADES:	13 WINWIN locations
WINWIN REVENUES:	€458m
SINGLE SITES:	3,000
BETTING SHOPS:	Approx 500
OPERATORS:	400
LOTTERY:	Osterreichische Lotterien (Austrian Lotteries)
LOTTERY REVENUE:	€1.3bn
ONLINE GAMING:	Permitted.
ONLINE GAMING REVENUE:	€1.6bn (win2day keno and poker)
CASINOS:	12
CASINO SLOTS:	1,955
CASINO TABLES:	233
MAIN OPERATORS:	Casinos Austria
CASINO REVENUE:	€273.9m
TOTAL GAMING REVENUE:	€3.54bn (turnover)

OVERVIEW

Casinos Austria was established in 1934 with the opening of three casinos and today has 12 casinos which see annual visitors of around 2.3 million. WINWIN was launched in 2004 and is a co-operation between Casinos Austria and Austrian Lotteries. The 13 WINWIN locations offer VLT gaming and the outlets are open 364 days a year and each location can have between 49 and 150 terminals each offering up to 89 different games. The latest WINWIN location opened in Salzburg in 2012. Meanwhile Win2Day is the online gaming offering from Austrian Lotteries and Casinos Austria.

Casinos Austria and Austrian Lotteries saw a consolidated turnover last year of €3.54bn and a net profit of €42.68m. Win2day offers casino games and poker. Casinos Austria saw total group revenues in 2012 of €3.5bn.

In 2010 the new gambling law was passed making it stricter where slot machines are permitted and numbers to be operated and the small operators have gone leaving two large operators fairly controlling the market. The government doubled its income from gambling taxes to over €1bn in 2012. There are around 800-900 gaming machines without licences but operators cannot be prosecuted due to ambiguity in the law. The new law did however open up gaming across the country with the number of casino licences raised from 12 to 15.

AUSTRIA:

Statistics

Capital:

Vienna

Population:

8,221,646

Land Area:

82,445 sq.km

Currency:

Euro

Government:

Federal Republic

Head of

Government:

Chancellor

Werner Faymann

(SPÖ)

Elections:

President elected

by direct popular

vote for six year

term. Last

election held

2010, next due in

April 2016.

Chancellor is

formally chosen

by president but

determined by

the coalition

parties forming a

parliamentary

majority.



MARKET DYNAMICS

SLOT MACHINES:	Approx 14,000 (street machines) and 5,000 in arcades
GAMING ARCADES:	180
SINGLE SITES:	7,807
BETTING SHOPS:	2,049 betting shops/paper shops.
OPERATORS:	180
LOTTERY:	Loterie Nationale
LOTTERY RETAILERS:	5,270
LOTTERY REVENUE:	€1.2bn
ONLINE GAMING:	permitted since June 2011.
CASINOS:	9
CASINO SLOTS:	1,590
CASINO TABLES:	Approx 150
MAIN OPERATORS:	Casinos Austria, Circus Group, Rank and Partouche
CASINO REVENUE:	€119m
TOTAL GAMING REVENUE:	€1.7bn

OVERVIEW

In February 2012 the Gaming Board issued the first licences for online gaming and there are seven A+ (casino), 27 B+ (gaming arcade) and seven F1+ (betting) licences granted

There are nine casinos permitted in Belgium which are Knokke, Ostende, Middelkerke, Namur, Blankenberge, Spa, Chaudfontaine, Dinant and Brussels. There are 15 machines per gaming tables maximum permitted. Turnover for the casinos in 2011 was €142m and gaming arcade turnover was €171m. In November 2013, Partouche sold Casino Knokke, the largest casino in Belgium, via its holding company Belcasinos, to online casino group Napoleon Games NV for €16.5m.

In gaming arcades there are a maximum of 30 machines permitted. There are 180 B licences granted. Meanwhile in single sites there are a maximum of two machines permitted and in betting shops one machine per shop. Turnover in gaming arcades has decreased over the last year by two per cent also single site turnover has increased by three per cent.

BELGIUM:

Statistics

Capital:

Brussels

Population:

10,444,268

Land Area:

30,278 sq.km

Currency:

Euro

Government:

Federal

parliamentary

democracy under

a constitutional

monarchy.

Head of

Government:

Prime Minister

Elio Di Rupo (PS)

Elections:

Following

legislative

elections the

leader of the

majority party or

majority coalition

is appointed

Prime Minister.

The next federal

election is May,

2014.



MARKET DYNAMICS	
GAMING MACHINES:	Est. 25,000 Class II Bingo Machines
BINGO HALLS:	600
LOTTERY:	Caixa Economica Federal (Federal Savings Bank) and State Lotteries
LOTTERY OFFICES:	11,000 plus an additional 25,000 bank machines which also accept the purchase of CAIXA lottery tickets.
LOTTERY REVENUE:	Caixa R\$10.4bn while a further R\$400 million is generated by state lotteries.
RACETRACKS:	Estimate 15
BETTING SHOPS:	160. Horse racing only. Plus seven Codere Turff Bet & Sports betting shops.
ONLINE GAMING:	Not permitted but tolerated widely. Legal for local horse racing only.
ONLINE GAMING REVENUE:	US\$200m
CASINO SLOTS:	None
CASINO TABLES:	None
MAIN OPERATORS:	Codere, and local bingo hall operators.
CASINO REVENUE:	None
TOTAL GAMING REVENUE:	R\$11.1bn

OVERVIEW

Casinos were banned in Brazil in 1946 although horse racing is permitted and generates around R\$300m a year in revenue. In 1993 the Zico Law allowed for the establishment of bingo halls and in order to generate additional income the law was then amended in 1998 to allow bingo halls to house electronic bingo terminals and by 2003 there were over 1,000 bingo halls.

The Animal Game, an illegal street lottery, is played widely and numbers runners have been found to operate bingo halls and offer officials bribes in return for closure. These scandals first began in 2004 and bingo halls were banned in the aftermath of the scandal and since then the majority of bingo halls have been able to remain open by individual judicial order or via specific legislation and the industry exists in a legislative vacuum. Meanwhile illegal slot machines continue to proliferate in local businesses despite police raids. There could well be changes in the online sports betting market as the government is now looking into the issue. The Sports Ministry and CAIXA are both advocating allowing sports betting. Under current proposals the lottery would offer foreign online companies the opportunity to bid for the rights to offer sports betting on behalf of the lottery so that it would be able to offer sports betting ahead of the World Cup in 2014.

BRAZIL:

Statistics

Capital: Brasilia

Population: 201,009,622

Land Area: 8,515,767 sq.km

Currency: Brazilian Real (BRL)

Government: Republic

Head of Government: President Dilma Rousseff (Partido dos Trabalhadores Workers Party)

Elections: The president is elected to a four-year term by absolute majority vote. Next elections October 2014.



MARKET DYNAMICS	
VLTS:	34,000
VLT REVENUE:	\$2.7bn
EGM SINGLE SITES:	5,000
BINGO HALLS:	188
BINGO REVENUE:	\$601m
RACETRACKS:	52
BETTING REVENUE:	\$459m
LOTTERY:	Various.
LOTTERY RETAILERS:	30,000
LOTTERY TERMINALS:	32,220 (self service and retailer)
LOTTERY REVENUE:	\$3.9bn
ONLINE GAMING:	Permitted in some provinces
CASINOS:	70
CASINO SLOTS:	48,000
CASINO TABLES:	1,919 (live and electronic)
CASINO REVENUE:	\$8.3bn
TOTAL GAMING REVENUE:	\$16bn

OVERVIEW

Gaming is the largest sector in Canada's entertainment industry and employs 130,000 Canadians (directly and indirectly) and pays out over \$2bn in wages and buys in over \$4bn worth of goods each year. Gaming brings in some €16bn in revenue each year in total which has tripled since 1995. The casino sector (including racetrack slot operations) is the largest sector and accounts for 52 per cent of the revenue followed by the lotteries and then VLTs.

Meanwhile the division between provinces in terms of gaming income is led by Ontario 35.8 per cent and followed by Quebec 18.8 per cent, Alberta 16.4 per cent, British Columbia 13.5 per cent, Manitoba 4.8 per cent, Saskatchewan 4.8 per cent, Nova Scotia 2.6 per cent and New Brunswick 1.6 per cent.

Bill C290 is currently being discussed in Canada to permit legal online sports betting. At the moment Canadians can only make parlay bets. This will amend the law to allow wagering on the outcome of single sporting events. It is estimated that Canadians are wagering around \$450m annually on parlay bets with provincial sports lottery games but also wagering \$14bn on single sporting events via offshore sites.

CANADA:

Statistics

Capital: Ottawa

Population: 34,568,211

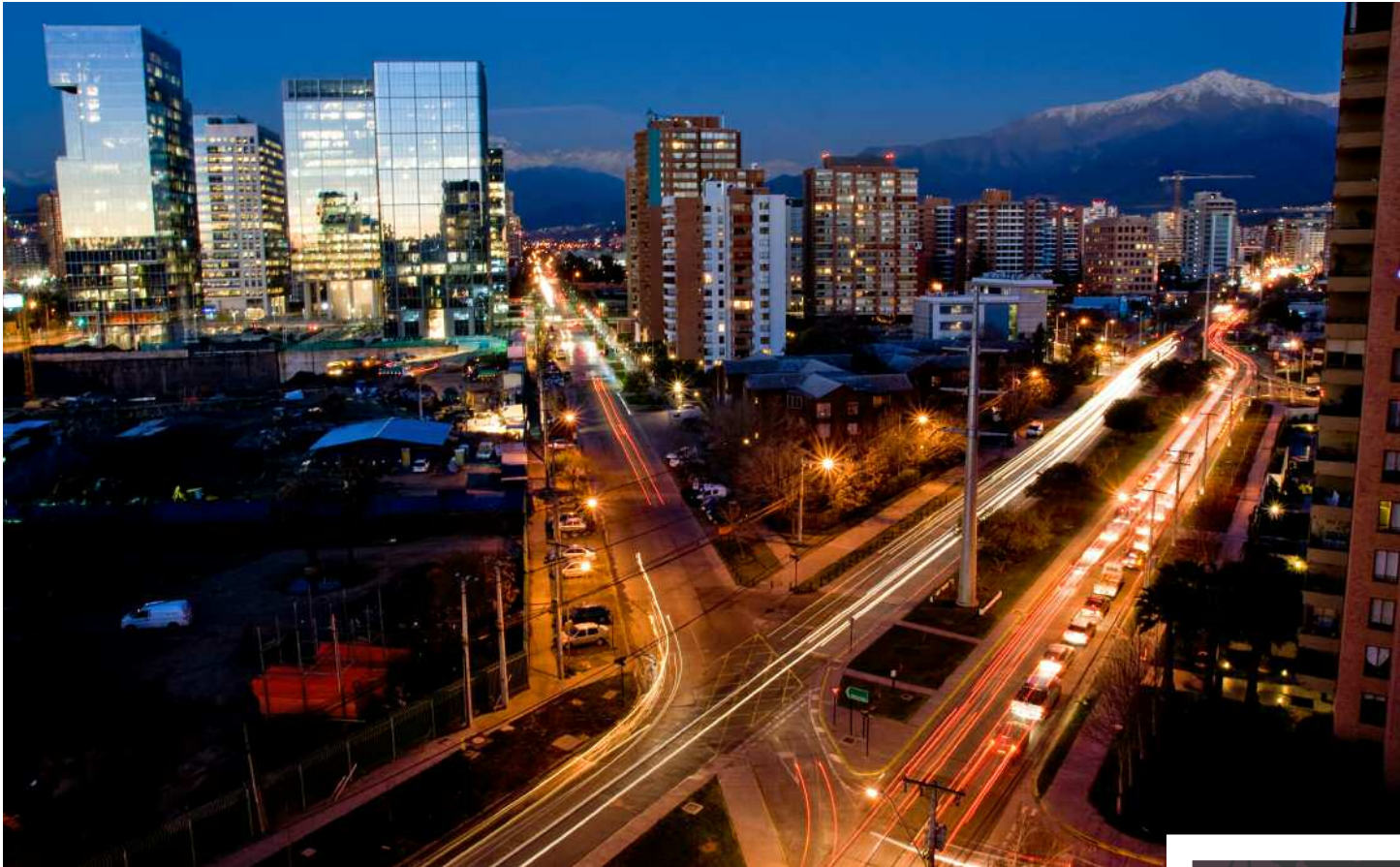
Land Area: 9,093,507 sq.km

Currency: Canadian Dollars (\$)

Government: Parliamentary democracy, a federation and a constitutional monarchy.

Head of Government: Prime Minister Stephen Joseph Harper (Conservative)

Elections: Governor General appointed by monarch on advice of Prime Minister for five year term. Federal elections are due in 2015.



MARKET DYNAMICS	
BETTING SHOPS:	162
LOTTERY:	Polla Chilena and Lotería de Concepción (a much smaller lottery)
LOTTERY RETAILERS:	15,690 POS
LOTTERY REVENUE:	US\$414m for Polla Chilena. US\$150m in sales for Lotería de Concepción
RACETRACKS:	8
ONLINE GAMING:	Not permitted but tolerated
ONLINE GAMING REVENUE:	Estimated US\$150m
CASINOS:	23
CASINO SLOTS:	9,359 (figures for new casinos only)
CASINO TABLES:	452 (figures for new casinos only)
BINGO POSITIONS:	2,321 figures for new casinos only)
MAIN OPERATORS:	Latin Gaming-Clairvest, Fischer-Citigroup, Novomatic, CAI San Francisco Investment S.A. Casino Dreams
CASINO REVENUE:	US\$ 594.83m
TOTAL GAMING REVENUE:	US\$1.9bn

OVERVIEW

In January 2005 the Chilean Government allowed for the construction of 18 additional casinos to the seven casinos already in operation. Chile's gaming law ruled that casinos must be part of four or five star hotels and that those casinos are part of a wider package that would promote tourism in the area. There are currently 16 new large scale casinos in operation in Chile. Meanwhile, the seven casinos which were already licensed before the new act come under the supervision of the local municipalities where they are located, remain a vital source of funding locally. This year it was revealed that the Chilean government is looking increasingly likely to extend the casino licences of the seven cities for another 15 years which operate and benefit from local casinos.

However, illegal gaming is becoming an increasingly pressing issue and has meant that gaming tax revenue is down by as almost as much as 20 per cent. According to the latest statistics available in terms of gross gaming income (win) generated by the casinos, in September the Monticello Grand Casino came in first place with 28.1 per cent (US\$10.2m), in second place was Marina del Sol with 11.8 per cent (U.S\$4.3m) while Casino Rinconada with 11.6 per cent (US\$ 4.2m) came in third.

CHILE:
Statistics
Capital: Santiago
Population: 17,216,945
Land Area: 743,812 sq.km
Currency: Chilean Pesos (CLP)
Government: Republic
Head of Government: President Sebastian Pinera Echenique (Partido Renovación Nacional. National Renewal Party)
Elections: Last elections held in 2009 with runoff election in 2013.



MARKET DYNAMICS	
SLOT MACHINES:	23,000
VLTS:	60,000
VLT REVENUES:	CzK4.3bn
GAMING ARCADES:	7,000
SINGLE SITES:	4,000
GAMING REVENUES:	CzK20.4bn (these include VLTs, electronic roulette, online odds betting, etc.)
BETTING SHOPS:	2,140 includes approx 1,000 Tipsport outlets; 674 Fortuna; 285 Chance, 180 Synot Tip.
SPORTSBOOK REVENUE:	CzK1.8bn
OPERATORS:	230
LOTTERY RETAILERS:	6,500
LOTTERY REVENUE:	CzK3.5bn (total sales)
CASINOS:	350
CASINO SLOTS:	Approx 2,200
CASINO TABLES:	Approx 1,100
MAIN OPERATORS:	Czech Casinos, ACE, Ingo Casino, Ritzio, Merkur, American Chance Casino, Casino Admiral,
CASINO REVENUE:	CzK1.6bn
TOTAL GAMING REVENUE:	CzK31.8bn

OVERVIEW

Gaming machines operates with a CzK2-5 wager and CzK300 (single sites) and CzK750 (arcades) payout. Casinos operate with a CzK50 wager and maximum CzK50,000 payout. Payouts are set at 75 per cent with the highest hourly loss of CzK1,000 (single sites), CzK2,000 (arcades) and CzK10,000 (casinos).

Sazka Sportsbook Inc operates the largest lottery company in Czech and has a 94 per cent market share and the main products include Sportka plus Lotto, scratch cards and sports odds betting via 6,500 outlets in the country. The owners of the company are now KKCG after Sazka declared bankruptcy. Total sales in 2012 were CzK6.4bn and a new lottery called Kasicka (Money Box) was launched last year alongside five new instant lotteries. On the betting side Fortuna has a five per cent lottery market share with 674 betting outlets and 1,630 lottery terminals and Tipsport has a one per cent share.

The Ministry of Finance is responsible for the sector and after a long recession the government is now looking at raising additional tax revenue through this sector. In March 2013 Czech abandoned its online gaming law which permitted only five companies the chance to offer sports betting. A new draft law will make the law more liberal. In 2012 some CZK135.5bn was gambled whilst CZK103.7bn was paid out in prizes leaving CZK31.8bn.

CZECH REP.:
Statistics
Capital: Prague
Population: 10,162,921
Land Area: 77,247 sq.km
Currency: Czech Koruny (CzK)
Government: Parliamentary Democracy
Head of Government: Prime Minister Jiri Rusnok (Social Democratic Party)
Elections: President is elected by parliament for five year term. Last election held in 2013. Prime Minister is appointed by the President.



DENMARK:

Statistics

Capital:

Copenhagen

Population:

5,556,452

Land Area:

42,434 sq.km

Currency:

Danish Krone
(DKK)

Government:

Constitutional
Monarchy

Head of

Government:

Prime Minister
Helle Thorning-
Schmidt (SDP)

Elections:

Monarch is
hereditary.
Following
legislative
elections, the
leader of majority
or majority
coalition party is
usually appointed
Prime Minister by
the Monarch.
Last elections
held in 2011.

OVERVIEW

The GGR in Denmark is around DKK7.5bn with the biggest amount (36 per cent) spent on Danske Lotteri Spil, 24 per cent on gaming machines, 15 per cent on betting and 11 per cent on online casinos and four per cent on land based casinos.

A new gaming act came into force in January 2012 liberalising the online gaming market and permitting sports betting and poker and the lottery and bingo and operated by Danske Spil. The online licence fee is DKK350,000 (betting and casino) or DKK250,000 for just one licence. During the first year 39 companies were issued with 58 licences and the GGR was DKK1.2bn. Operators also pay an annual scale fee of DKK50,000 if their GGR is less than DKK5m up to DKK1.5m if the GGR is more than DKK100m.

In 2012 many smaller AWP companies were taken over and today the industry is governed by four large companies who run more than half the total AWP's in the country.

Meanwhile there are seven casinos in Copenhagen, Odense, Munkbjerg, Marienlyst, Aarhus, Aalborg and the DFDS ferry from Copenhagen to Oslo.

MARKET DYNAMICS

AWPs:	28,100
AWP REVENUE:	€1.8bn
GAMING ARCADES:	1,200
SINGLE SITES:	2,100 restaurants
BETTING SHOPS:	4,441 Danske Spil retailers
OPERATORS:	450
LOTTERY:	Danske Spil
LOTTERY REVENUE:	DKK2.7bn
ONLINE GAMING:	Permitted since Jan 2012.
ONLINE REVENUE:	DKK1.2bn (DKK870m casinos only)
CASINOS:	7
CASINO SLOTS:	472
CASINO TABLES:	86
CASINO TOUCHBET:	75
MAIN OPERATORS:	Casinos Austria (3) and independents
CASINO REVENUE:	DKK345m
TOTAL GAMING REVENUE:	DKK7.5bn



FINLAND:

Statistics

Capital:

Helsinki

Population:

5,266,114

Land Area:

303,815 sq.km

Currency:

Euro

Government:

Republic

Head of

Government:

Prime Minister
Jyrki Katainen
(National
Coalition Party)
Elections:
President elected
by popular vote
for six year term.
President
appoints the
Prime Minister
and deputy Prime
Minister. The
next election is
due in April
2015.

OVERVIEW

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Casinos look likely to expand in the coming years in other provinces such as Misiones where they will be instrumental in improving tourist infrastructure. However, the spectre of nationalization still continues to haunt the industry with growing calls for placing the industry in state hands in provinces such as Neuquén, and Buenos Aires.

Online gaming remains popular in Argentina although it is illegal in the majority of the country. There are currently no laws in place on a national level which govern the activity but it is permitted, but only under special conditions in a few provinces only.

MARKET DYNAMICS

SLOT MACHINES:	20,073
SLOT REVENUES:	€587.4m
TABLE GAMES:	226 (in restaurants)
TABLE GAME REVENUE:	€14.5m (in restaurants)
GAMING ARCADES:	80
GAMING ARCADE REVENUE:	€95m
SINGLE SITES:	7,500
LOTTERY:	Veikkaus
LOTTERY REVENUE:	€1.7bn (turnover)
ONLINE GAMING:	Permitted and operated by RAY
ONLINE GAMING REVENUE:	€49.4m
CASINOS:	1
CASINO SLOTS:	296
CASINO TABLES:	21
MAIN OPERATORS:	RAY
CASINO REVENUE:	€27.5m
TOTAL GAMING REVENUE:	€773.3m (RAY)



MARKET DYNAMICS	
AWPs:	0
BETTING SHOPS:	11,800 PMU outlets
SPORTS BETTING REVENUE:	€10.5bn (PMU)
LOTTERY:	La Francaise de Jeux
LOTTERY RETAILERS:	34,300 POS
LOTTERY REVENUE:	€12.1bn (turnover)
ONLINE GAMING:	Permitted since 2010 for horse racing, sports betting and poker.
ONLINE GAMING REVENUE:	€697m
CASINOS:	196
CASINO SLOTS:	Approx 30,000
MAIN OPERATORS:	Lucien Barriere, Partouche, JOA Groupe, Groupe Tranchant
CASINO REVENUE:	€2.7bn
TOTAL GAMING REVENUE:	€9.8bn

OVERVIEW

The gaming market in France is divided finally between La Francaise de Jeux (43 per cent), PMU with 26 per cent, casinos with 23 per cent and online gaming seven per cent.

Historically casinos were permitted in resorts but since 1988 French legislation permitted them in tourist towns with more than 500,000 inhabitants. Today there are 196 casinos in 59 of the 99 regions. Of the total revenue of €2.7bn slot machines generate €2bn and represent 90 per cent of the total revenue. There are four main operating companies which between them represent 75 per cent of the GGR whilst nine smaller groups represent 13 per cent and independents have 10 per cent.

Online gaming is limited to horse racing, sports betting and poker and is regulated by the ARJEL. In 2012 the GGR for each was €138m for sports betting, €263m for horse race betting and €297m for poker – a four per increase in total of 2011 figures. There were 33 licences for online gaming companies issued to 22 companies at the end of 2012. Meanwhile FDJ is the second biggest lottery company in Europe with a total of €12.1bn staked in 2012 of which 12 per cent was in the sports betting sector. Net profit for FDJ was €123.2m. PMU is the sports/horse racing operator with a turnover last year of €10.5bn.

FRANCE:
Statistics
Capital: Paris
Population: 65,951,611
Land Area: 640,427 sq.km
Currency: Euro
Government: Republic
Head of Government: Jean-Marc Ayrault (Socialist Party)
Elections: President elected by vote for five year term. Last held in 2012.



MARKET DYNAMICS	
SLOT MACHINES:	265,000
SLOT REVENUE:	€4.4bn
GAMING ARCADES:	9,000
SINGLE SITES:	60-70,000 pubs/restaurants
SPORTS BETTING REVENUE:	€6.3m
INTERNET TERMINALS:	21,000
OPERATORS:	4,500
LOTTERY:	Gemainsame Klassenlotterie (GKL)
LOTTERY RETAILERS:	1,160 (GKL)
LOTTERY REVENUE:	€8.5bn approx.
ONLINE GAMING:	Partly permitted
CASINOS:	76 (state/private)
CASINO SLOTS:	approx 8,900
CASINO TABLES:	approx 560
MAIN OPERATORS:	Westspiel Casinos, Spielbanken Bayern, Spielbanken Niedersachsen, Spielbank Schleswig Holstein.
CASINO REVENUE:	€537m
TOTAL GAMING REVENUE:	€9.5bn

OVERVIEW

The AWP market in Germany bottomed out in 2005 with around 183,000 AWP's however since this time it has steadily grown and is the highest it has been in the last 15 years. Meanwhile there are some 35,600 amusement machines in the market of which 2,100 are pinball, 21,000 internet terminals, 2,500 touchscreens and jukeboxes, 10,000 video games and 18,500 sports games. The number of slots in restaurants and bars is declining and each venue can have up to three machines installed. Turnover for these slots last year was around €4.4bn whilst amusements turnover was €58m. There are changes to come with the State Treaty of Gaming including reducing the number of slots in restaurants with other measures to reduce the size of the industry. At present, legislation that will come into effect in 2017 would approximately half the current industry.

Meanwhile in May 2012 in the state of Schleswig Holstein introduced online gaming after it chose to not be a part of the Institute Treaty on State Gaming's laws. The other 15 federal states have backed more restrictive laws for licences offering sports betting and lotteries. However in February 2013 Schleswig Holsteins' law was abolished by the newly elected government although the licences issued remain valid for six more years.

GERMANY:
Statistics
Capital: Berlin
Population: 81,147,265
Land Area: 348,672 sq.km
Currency: Euro
Government: Federal Republic
Head of Government: Chancellor Angela Merkel (CDU)
Elections: President elected for five year term by a Federal Assembly and next election due by 2017. Chancellor elected by an absolute majority of the federal assembly for a four year term.



MARKET DYNAMICS	
GAMING MACHINES:	5,600 (plus 20,000 unlicensed)
GAMING MACHINE REVENUE:	€200m
GAMING ARCADES:	57
BETTING SHOPS:	1,009
MAIN OPERATORS:	Ladbrokes, Paddy Power, Boyle Sports
BETTING REVENUE:	€36.5m (turnover)
OPERATORS:	250
RACETRACKS:	26
TOTAL ON COURSE BETTING:	€130.3m (includes €46m Tote, €75.9m bookmakers and €8.2m SP Shops)
LOTTERY REVENUE:	€735m (turnover)
LOTTERY RETAILERS:	3,700
ONLINE GAMING:	Partly permitted
CASINOS:	32 (private member clubs)
CASINO SLOTS:	estimated 200
CASINO TABLES:	200-300 approx
MAIN OPERATORS:	The Sporting Emporium, The Fitzwilliam Card Club, The Penthouse.
CASINO REVENUE:	€26m
TOTAL GAMING REVENUE:	€1.8bn

OVERVIEW

Gaming in Ireland is governed by the Gaming and Lotteries Act 1956, a very archaic regulation which doesn't work in the modern day gaming era. At the moment horse racing, greyhound racing and the lottery is permitted alongside Private Member Clubs which can provide casino like services. Some operate slots however some don't. There are 57 licensed gaming premises in Ireland with around 5,600 slots plus another 20,000 unlicensed machines operating in unlicensed premises.

The Gambling Control Bill is due to come into force by the end of 2014 and will replace the 1931 Betting Act and the 1956 Gaming and Lotteries Act. The bill will replace all existing regulations for betting, gaming, bingo and lotteries (except the National Lottery) and will extend the licensing regime to include online and electronic gambling. There is no provision for large scale resort casinos but there is a proposal for smaller casinos with 15 table games maximum and up to 25 gaming machines. Landbased casino gaming constitutes around 1.5 per cent of the entire gambling industry in Ireland which generates around €26m. The National Lottery in Ireland has raised £4.2bn for good causes over the last 26 years.

IRELAND:
Statistics
Capital: Dublin
Population: 4,775,982
Land Area: 68,883 sq.km
Currency: Euro
Government: Republic, Parliamentary Democracy
Head of Government: Edna Kenny (Fine Gael)
Elections: President elected by popular vote for seven year term. Last elections held in 2011.



MARKET DYNAMICS	
GAMING MACHINES:	380,000 (Comma 6)
AWP REVENUE:	€28.6bn
GAMING ARCADES:	564
VLTS:	48,000
VLT REVENUE:	€20.6bn
VLT GAMING ARCADES:	1,264
SINGLE SITES:	60,000 pubs
BINGO HALLS:	237
BETTING SHOPS:	1,652
OPERATORS:	3,500
LOTTERY:	Loterie Italia
LOTTERY REVENUE:	€19.4bn
ONLINE GAMING:	Permitted since 2010
CASINOS:	4
CASINO SLOTS:	Approx 1,500
CASINO TABLES:	Approx 250
MAIN OPERATORS:	Run by the municipalities.
CASINO REVENUE:	€364m
TOTAL GAMING REVENUE:	€88.4bn

OVERVIEW

VLT gaming halls can have 30 VLTs per 50-100sq.m, 70 per 101-300sq.m and 150 for 301sq.m or more. The licence for a VLT is €15,000 and to date around €850m has been paid by network providers and in 2011 the revenue from the gaming sector amounted to €79.4bn and grew to €88.4m by 2012. A new law introduced in January 2013 means all gaming halls and shops must show the gambling addiction warning signs and winning percentages. There were also hours for TV advertising and a new winning percentage of 74 per cent (down from 75 per cent for gaming machines). Taxes for AWP's from January 2013 are 12.7 per cent and rises to 13 per cent by 2015. VLTs meanwhile pay 4.5 per cent.

Online gaming is permitted through selected providers and is made up of sports betting, skill, card and casino games and bingo.

ITALY:
Statistics
Capital: Rome
Population: 61,482,297
Land Area: 294,140 sq.km
Currency: Euro
Government: Republic
Head of Government: Prime Minister Matteo Renzi (appointed February 2014)
Elections: President elected by an electoral college consisting of both houses of parliament and 58 regional representatives for a seven year term. Last election was April 2013.



MARKET DYNAMICS	
SLOT PARLOURS:	11
SPORTS BETTING:	Macau-slot
REVENUE – FOOTBALL:	MOP418m
REVENUE-BASKETBALL:	MOP111m
LOTTERY:	Chinese Lottery
LOTTERY REVENUE:	MOP6m
RACETRACKS:	2 - Macau Jockey Club and Canidrome (greyhound)
GREYHOUND REVENUE:	MOP304m
HORSE RACING REVENUE:	MOP356m
ONLINE GAMING:	Horse racing/sports betting only.
CASINOS:	35
CASINO SLOTS:	16,585
CASINO TABLES:	5,485
MAIN OPERATORS:	SJM, Galaxy, Venetian, Melco Crown, Wynn and MGM
GAMES OF FORTUNE REVENUE:	MOP304,139m
CASINO REVENUE:	MOP303bn
TOTAL GAMING REVENUE:	\$33.5bn

OVERVIEW

Macau is the largest gaming market in the world and has seen tremendous growth over the last few years and is often known as the Monte Carlo of the Orient. At the end of the third quarter in 2012 there were 35 casinos in Macau of which 23 are located in the Macau peninsula and the others are located in the Taipa Island. The Sociedade de Jogos de Macau has 20 casinos, Galaxy operates six casinos, Venetian has four casinos, Melco Crown has three and Wynn and MGM each have one casino. Gross gaming revenue for the casinos amounted to \$303bn in 2012 which was a growth of 14 per cent whilst visitors reached 28.1 million with 60 per cent coming from mainland China. The VIP sector remains the largest market segment accounting for 68 per cent of total gaming revenue.

Macau-Slot offers instant lottery tickets, soccer and basketball sports betting. The company reported a net profit of MOP80.8m last year.

MACAU:
Statistics
Capital: –
Population: 583,003
Land Area: 28.2 sq.km
Currency: Patacas (MOP)
Government: Limited democracy
Head of Government: Chief Executive Fernando Chui Sai-on
Elections: Chief Executive chosen by a 300 member Election Committee for a five year term. Last elections held in 2009.



MARKET DYNAMICS	
AWPs:	19,343 (single sites) and 15,077 (arcades)
GAMING ARCADES:	268
SINGLE SITES:	13,249
GAMING REVENUES:	€520m (turnover from licences)
BETTING SHOPS:	30
OPERATORS:	300
LOTTERY:	De Lotto
LOTTERY REVENUE:	€335.4m
ONLINE GAMING:	Partly permitted (sports betting/lottery)
ONLINE GAMING REVENUE:	€750m
CASINOS:	14
CASINO SLOTS:	6,405
CASINO TABLES:	470
MAIN OPERATORS:	Holland Casino (monopoly)
CASINO REVENUE:	€539.4m
TOTAL GAMING REVENUE:	€2.9m (excluding online)

OVERVIEW

In the Netherlands tax rates are 29 per cent over the cashbox which is paid monthly. Annual administration charges for the gaming authority are €40 per seat in single sites and €80 per seat in arcades. From January 2014 the gaming authority will introduce a new monitoring method for slot machines

Meanwhile in 2012 it was announced that Holland Casino would be sold and online gaming permitted. In May 2013 the draft bill was passed. The Gaming Authority (Kansspelautoriteit) was set up in April 2012 as an independent administrative body responsible for the gaming sector. It is now waiting for the Senate to adopt the bill and it is expected that from 2015 permits will be provided.

Holland Casino saw a difficult 2012 with a loss of €0.7m and is under direct supervision due to financial problems. There are 14 casinos which saw 1.1 million visitors make 5.5 million visits over the year spending around €96 per person on average. Table game revenue was €218.2m and slot machine revenue was €265.9m. Holland Casinos pays 29 per cent in gaming tax per month.

De Lotto is the monopoly operator of lottery games, sports betting and the lotto. Turnover in 2012 was €335.4m.

NETHERLANDS
Statistics
Capital: Amsterdam
Population: 16,805,037
Land Area: 33,893 sq.km
Currency: Euro
Government: Constitutional Monarchy
Head of Government: Prime Minister Mark Rutte (VVD).
Elections: Monarch is hereditary. Following Second Chamber elections, the leader of majority party or leader of majority coalition is appointed Prime Minister by the Monarch. Deputy Prime Minister is appointed by the Monarch. Last election in 2012.



MARKET DYNAMICS	
GAMING MACHINES:	17,320 (Class 4)
GAMING MACHINE REVENUE:	\$854m
GAMING VENUES:	1,343
LOTTERY:	Lotto New Zealand
LOTTERY RETAILERS:	1,217 outlets
LOTTERY REVENUE:	NZ\$946.8m (sales)
ONLINE GAMING:	Prohibited
TOTAL TAB REVENUE:	NZ\$286m
BETTING ACCOUNTS:	146,000
TAB BETTING OUTLETS:	640
HORSE RACETRACKS:	52
HORSE RACING:	\$419m (total on, off course and FOB turnover)
GREYHOUND RACETRACKS:	11
CASINOS:	6
CASINO SLOTS:	2,826
CASINO TABLES:	199
MAIN OPERATORS:	SkyCity (4).
CASINO REVENUE:	NZ\$509m
TOTAL GAMING REVENUE:	\$2.1bn

OVERVIEW

Gambling was introduced into New Zealand by the Europeans and flourished after 1840. The first thoroughbred horse was imported in 1840 and gaming legislation passed in 1881. Lotteries were legalised in 1949 and in 1977 the Gaming and Lotteries Act was passed

Lotteries in New Zealand are conducted by the government owned New Zealand Lotteries Commission via 1,217 outlets. Casinos operate table games and slots via six locations on the north and south islands and located in Auckland, Hamilton and two in Queenstown which are operated by SkyCity plus two independents in Dunedin and Christchurch. No further casinos are permitted under legislation at the moment. Gaming machines are operated in pubs and clubs and are classed as Class 4 gaming if they are outside of casinos. Today there are a total of 1,343 gaming venues with 17,320 gaming machines. Of this Auckland City region has the biggest 6.8 per cent share in the number of sites and seven per cent in the number of machines followed by North Shore City and Wellington City.

TAB racing and sports betting increased by 4.9 per cent whilst spending on lotteries rose by 3.5 per cent last year. Casino gambling saw an increase of eight per cent mainly due to growth across Sky City’s casinos and the Christchurch casino reopening after the 2011 earthquake.

NEW ZEALAND:
Statistics
Capital: Wellington
Population: 4,365,113
Land Area: 267,710 sq.km
Currency: New Zealand dollar (NZ\$)
Government: Parliamentary democracy and a Commonwealth realm
Head of Government: Prime Minister John Key
Elections: President and vice president elected on same ticket by popular vote for four years. Next elections 2014.



MARKET DYNAMICS	
GAMING MACHINES:	70,000
SIOT PARLOURS	688
BINGO HALLS:	Bingo is not popular in Peru and when present form only small parts of larger slot machine parlours
LOTTERY:	Loterías PerúGana
POINTS OF SALE	2,800
RACETRACKS:	2
ONLINE GAMING:	Permitted
CASINOS:	12
CASINO TABLES:	Estimated 130
MAIN OPERATORS:	Thunderbird, Alpamayo inversiones S.A Corporacion, Casino Dreams, Aventuras A.C. Gaming and Technology Peru.
CASINO REVENUE:	Unknown
TOTAL GAMING REVENUE:	Unknown

OVERVIEW

In 1994 slot parlours and casinos were permitted in Peru for the first time. Faced with a huge rise in illegal gaming in 2004 the government gave all operators one year to register their operations or face closure and in 2005 began a number of high profile raids. In 2006 a federal court ruled that court rulings for stays of closure were void, paving the way for the Peruvian government to pass the “Reordering and Formalisation of Casino and Slot Machines Law.” The law has been instrumental in allowing the government to create a regulated gaming sector as it firstly created a gaming control board which comes under the Department of Foreign Trade and Tourism (MINCETUR). Thanks to the efforts of the newly established gaming board the gaming landscape in Peru has changed from a situation of an almost completely unregulated market to a situation where illegal gaming has all been eradicated. The gaming control board has also been able to monitor all gambling transactions by a central government-controlled server since November 2011 after the government approved an amendment to the gaming act of 2007. Peru is also one of the only jurisdictions in the region where the online gaming industry is regulated.

PERU:
Statistics
Capital: Lima
Population: 29,849,303
Land Area: 1,285,216 sq.km
Currency: Peruvian nuevo sol (Pen)
Government: Republic
Head of Government: President Ollanta Humala (Peruvian Nationalist Party Partido Nacionalista Peruano)
Elections: The people directly elect the president as well as a legislature. The president and the legislatures are elected by the people for a five-year term.



MARKET DYNAMICS	
SLOT ARCADES:	3 (PAGCOR)
VIP CLUBS:	8 (PAGCOR)
SLOT PARLOUR REVENUES:	PHP13.22bn (casinos, arcades and VIP clubs)
TABLE GAME REVENUES:	PHP14.01bn
LOTTERY RETAILERS:	3,035 lottery terminals and 704 keno terminals.
LOTTERY REVENUE:	PHP11.7bn
ONLINE GAMING:	Permitted via PAGCOR
E-GAMING CLUBS:	227 outlets
HORSE RACING TRACKS:	2
RACINO:	1 (PAGCOR Club San Lazaro)
RACINO SLOTS:	250
RACINO GAMING TABLES:	8
CASINOS:	18
CASINO SLOTS:	7,000
CASINO TABLES:	700 (568 PAGCOR)
MAIN OPERATORS:	PAGCOR (13), Thunderbird, Jimei
CASINO REVENUE:	PHP40.8bn (PAGCOR)
TOTAL GAMING REVENUE:	US\$2bn

OVERVIEW

PAGCOR is a 100 per cent government owned corporation founded in 1977 to help curb illegal gambling in the country and currently operates 13 casinos and eight VIP slot clubs and three slot arcades. The company derives the bulk of its income from table games and slot machines and is the government’s third last revenue generating business. PAGCOR’s gross income in 2012 amounted to P40.8bn of which P27.4bn came from gaming operations. Net income for the company was P2.8bn.

The company’s huge project PAGCOR City or Entertainment City will comprise of several hotels, convention centres, theatres, sports zones with most completed by 2015/16. The first casino, the \$1.2bn Solaire Manila opened in March and Melco Crown’s City of Dreams Manila will be operational from mid next year.

There are only two racetracks – Manila Jockey Club which operates the Pagcor Club San Lazaro casino which was the first racino in the country. It has 250 slots and eight table games. The other is the Philippine Racing Club at Santa Ana Park.

Meanwhile Philiweb is a gaming technology provider serving 40,000 customers in online cafes, sports betting and mobile games in the Philippines including e-games – a café offering PAGCOR casino games.

PHILIPPINES:

Statistics
Capital: Manila
Population: 105,720,644
Land Area: 298,170 sq.km
Currency: Philippine Pesos (PHP)
Government: Republic
Head of Government: President Benigno Aquino (Liberal Party)
Elections: President and vice president elected on separate tickets by popular vote for a six year term. Last elections held in 2010.



MARKET DYNAMICS	
SLOTS:	Approx 2,000
GAMING ARCADES:	100
BETTING SHOPS:	40 outlets approx
LOTTERY:	Singapore Pools
LOTTERY RETAILERS:	300
LOTTERY REVENUE:	S\$746m
ONLINE GAMING:	Not permitted
HORSE RACING TRACKS:	1
HORSE RACING REVENUE:	S\$275m
CASINOS:	2
CASINO SLOTS:	3,900
CASINO TABLES:	1,100
MAIN OPERATORS:	Genting and Las Vegas Sands
CASINO REVENUE:	S\$5.1bn (combined GGR for both resorts)
TOTAL GAMING REVENUE:	US\$6.5bn

OVERVIEW

There are now two integrated resorts in Singapore – Marine Bay Sands and Resort World Sentosa. Last year casino entry levies amounted to \$174m with a drop of local visitors from 20,000 per day to around 17,000 per day. Singapore residents must have a valid entry levy to enter the casinos and be aged 21 or over. Marina Bay Sands has 1,500 slots on three gaming floors of 15,000 sq.m in total plus 600 table games with 13 different games. There were 14.4 million visitors to this casino last year with total casino revenues at \$2.2bn. Genting’s Resort World Sentosa has more than 500 tables and 2,400 slots and saw S\$2.95bn in revenue

In November 2012 the Casino Control Act was amended to enhance the provisions and raise regulatory standards at the casinos. Singapore has a five per cent tax on gaming revenue from high rollers, or those with a S\$100,000 deposit account with the casino. For other players the gaming tax rate is 15 per cent.

Meanwhile Singapore Pools is wholly owned by the Tote Board and was set up in 1988 by the government as Singapore’s only legal lottery operator. Today they offer various lottery games plus sports betting on football matches and horse racing. The totalisator turnover was S\$1.5bn. Singapore Pools turnover was S\$6.2bn.

SINGAPORE:

Statistics

Capital: Singapore
Population: 5,460,302
Land Area: 687 sq.km
Currency: Singapore Dollars
Government: Parliamentary Republic
Head of Government: Prime Minister Lee Hsien Loong (People’s Action Party)
Elections: President elected by popular vote for six years and the last one was held in 2011. Following legislative elections leader of majority party is usually appointed Prime Minister by the President.



MARKET DYNAMICS	
AWPs:	4,700
GAMING ARCADES:	32
GAMING HALL REVENUES:	€127m
SINGLE SITES:	Approx 1,000
OPERATORS:	Approx 25
LOTTERY:	Loterija Slovenije and Loterija Sportna.
LOTTERY RETAILERS:	1,181 (Slovenije)
LOTTERY REVENUE:	€70.6m
ONLINE GAMING:	Partly permitted (sports)
CASINOS:	9
CASINO SLOTS:	4,000
CASINO TABLES:	260
MAIN OPERATORS:	HIT casinos.
CASINO REVENUE:	€161.5m
TOTAL GAMING REVENUE:	€359.1m

OVERVIEW

Slovenia is a small market and fairly limited in terms of growth. Slots and multiplayers can only be operated in casinos and gaming halls and gaming tables can only be operated solely in casinos. There are limits on the number of operations permitted and also restrictions as to where such operations can be opened. According to the gaming act the government can award up to 15 concessions for casinos and up to 45 concessions for gaming halls.

The gaming market has grown over the last 15 years in Slovenia and today is made up of six gaming companies. Casinos and gaming halls make up around 80 per cent of the gaming revenues in Slovenia compared to 20 per cent from lotteries. Between them they saw €359.1m in GGR and paid €129.1m in taxes. Casinos and gaming halls saw a total GGR of €288.5m and some 4.3 million visitors in total.

The Hit Group is one of the largest entertainment groups in Europe and has seven gaming and entertainment centres, one tourism resort, a casino, two slot halls and 11 hotels and a travel agency. The HIT group saw €194.9m in revenues in 2011. The HIT casinos and slot halls saw 1.9 million visitors and table revenue was €60.1m and slots €123.7m whilst bingo and sports betting revenues amounted to €0.5m. There is talk of a new Gaming Act for Slovenia which could come into force as early as 2014 and this could see online gambling permitted plus some standard proposals to safeguard against unlicensed operators.

SLOVENIA:

Statistics

Capital:

Ljubljana

Population:

1,992,690

Land Area:

20,151 sq.km

Currency:

Euro

Government:

Parliamentary

Republic

Head of

Government:

Alenka Bratusek

(Positive

Slovenia)

Elections:

President elected

by popular vote

for five year term

last held in 2012.

Following

elections leader

of majority party

or leader of

majority coalition

is usually

nominated to

become Prime

Minister.



MARKET DYNAMICS	
AWPs:	213,908
AWP REVENUE:	€2.7bn
GAMING ARCADES:	2,590
GAMING ARCADE REVENUE:	€418m
SINGLE SITES:	Approx 200,000
BINGO HALLS:	372
BINGO REVENUE:	€637m
BETTING SHOPS:	280
OPERATORS:	Approx 2,000
LOTTERY:	LAE, ONCE
LOTTERY REVENUE:	€4.8bn
ONLINE GAMING:	Permitted
ONLINE GAMING REVENUE:	€117m
CASINOS:	43
CASINO SLOTS:	2,352
CASINO TABLES:	Approx 500
MAIN OPERATORS:	Unidesa, Grupo Comar, Grupo Codere, Grupo Orenes
CASINO REVENUE:	€307m
TOTAL GAMING REVENUE:	€8.6bn

OVERVIEW

Spain has seen a tough year economically and its gaming market as such is struggling. The gaming market continues to be dominated by AWP's which make up 33 per cent of the gaming market is the biggest sector after the national (LAE) lottery. Bingos make up seven per cent, casinos six per cent and betting one per cent. Casinos saw total sales of €1.4bn last year a drop of 7.6 per cent compared to the previous year whilst GGR was €307m. This sector peaked back in 2007 which sales of €2.5bn.

The number of bingo halls, a hugely popular game in Spain, has dropped from 539 in it's hey day in the late 1990s to just 372 whilst total spend is down to €1.7m from €1.9m in 2011 and €3.2m in 2007. The number of amusements machines is around 38,400 compared to 150,000 in the 2000.

Meanwhile online gaming arrived in 2012 and the number of player registered is one million. The biggest sector of games offered include sports betting and poker cash. However the sector is also struggling and in the second quarter of 2013 there was a 'stagnation' in this market. Gross online gaming revenue was \$55.4m in the first quarter. Online sports betting revenue also declined by 13 per cent in the first quarter.

SPAIN:

Statistics

Capital:

Madrid

Population:

47,370,542

Land Area:

498,980 sq.km

Currency:

Euro

Government:

Parliamentary

Monarchy

Head of

Government:

President

Mariano Rajoy

(PP)

Elections:

Leader of the

majority party or

leader of the

majority coalition

is usually

proposed

president by the

Monarch and

elected by

National

Assembly. Next

elections in 2015.



MARKET DYNAMICS

VLTS: 6,695 VEGAS (6,403 restaurants - 292 bingo halls)	
VLT REVENUES:	SEK2bn (net revenue)
SINGLE SITES:	2,202 restaurants and 74 bingo halls.
BETTING SHOPS: Around 2,500 including 1,850 ATG shops.	
BETTING REVENUE:	SEK6.6bn (Svenska Sports)
OPERATORS:	50
RACETRACKS:	37 – 32 trotting, 4 thoroughbred, 1 combined
HORSE RACING REVENUE:	SEK12.4bn (turnover)
LOTTERY RETAILERS:	3,540
LOTTERY REVENUE:	SEK0.9bn (turnover)
ONLINE GAMING:	Partly permitted
ONLINE GAMING REVENUES:	SEK5.6m
CASINOS:	4
CASINO SLOTS: 1,141 of which 30 are Touch Bet Roulettes	
CASINO TABLES:	129 (of which 47 are poker tables)
MAIN OPERATORS:	Casino Cosmopol (Svenska Spel)
CASINO REVENUE:	SEK1.1bn
TOTAL GAMING REVENUE:	SEK17.1bn (net revenue)

OVERVIEW

Svenska Spel is the largest gaming operator in Sweden with a net market share of 49 per cent (and SEK9.8bn net gaming revenue) whilst ATG runs the horse racing and has 19 per cent of the gaming market (with net gaming revenue of SEK3.7bn) and NGO games and lotteries has 17 per cent (with SEK3.4bn) whilst foreign online companies have an 14 per cent share (with SEK2.7bn) and private restaurant casinos have one per cent (with SEK249m).

Svenska Spel saw a profit of SEK5.1bn in 2012 and a GGR of SEK22.8m. Vegas VLTs saw net gaming revenues of SEK1.7bn in restaurants and SEK217m in bingo halls last year. The four casinos saw a total of 1.2 million visitors last year.

Svenska is licensed to have up to 7,500 slots with a stake of SEK5 and payout of SEK500. They are located in selected restaurants with alcohol licences and bingo halls.

A new limitation rule in January 2013 relates to VLTs and making sure the game is a supplement to the restaurants and machine numbers can be reduced if the rules are not adhered to.

SWEDEN:
Statistics
Capital: Stockholm
Population: 9,119,423
Land Area: 410,335 sq.km
Currency: Swedish Krona (SEK)
Government: Constitutional Monarchy
Head of Government: Prime Minister Fredrik Reinfeldt (Moderate Party)
Elections: Monarch is hereditary. Following legislative elections the Prime Minister is elected by the parliament. Next due 2014.



MARKET DYNAMICS

AWPs:	158,892 (B1, B2, B3, B4, C, D)
AWP REVENUES:	£2.2bn
GAMING ARCADES:	1,698
GAMING ARCADE REVENUE:	£330m
SINGLE SITES:	60,000
BETTING SHOPS:	9,112
BETTING REVENUES:	£3.1bn
BINGO HALLS:	677 operated by 208 companies.
BINGO REVENUES:	£716m
OPERATORS:	1,500
LOTTERY RETAILERS:	36,700
LOTTERY REVENUE:	£6.5bn
ONLINE GAMING:	Permitted
ONLINE GAMING REVENUE:	£795m
CASINOS:	144
CASINO SLOTS:	2,855 (B1, B2, B3)
CASINO TABLES:	Approx 1,200
MAIN OPERATORS:	Genting UK (42), Rank Group (55)
CASINO REVENUE:	£935m
TOTAL GAMING REVENUE:	£6.1bn

OVERVIEW

Gambling in the UK is governed by the Department for Culture, Media and Sport and works under the Gambling Act 2005. There are still calls against the high profile Fixed Odds Betting machines in bookmakers and a campaign to reduce their stakes. On March 1, the ABB Code for Responsible Gambling and Player Protection (ABB Code) came into effect across all UK land-based and online products. The ABB code introduces enforced breaks for customers on gaming machines, automatic alerts about the money and time spent, and improved training for staff. Additionally, SG Gaming and Inspired Gaming Group have called for the mandatory introduction of responsible gambling measures across all UK gambling products.

Machine Game Duty was introduced in February 2013 and replaces AMLD and VAT and is a standard rate of 20 per cent and a lower five per cent rate (for machines with 10p maximum stakes and £8 payouts) on net takings. The non remote betting sector makes up 50 per cent of the UK market followed by casinos (15 per cent) and the remote sector (13 per cent). Category B, B2 and B3 machines have remained fairly static although B4 and C machines have declined. Category D machines have seen a large growth. The turnover for the gambling industry is £18bn.

The Rank (Grosvenor Casinos) purchase of 19 Gala casinos in 2013 made it the largest casino operator in the UK with 55 clubs.

UK:
Statistics
Capital: London
Population: 63,395,574
Land Area: 241,930 sq.km
Currency: British pound (GBP)
Government: Constitutional Monarchy and Commonwealth realm
Head of Government: David Cameron (Conservative)
Elections: Following legislative elections the leader of the majority or majority coalition party is usually elected as the Prime Minister. Next election 2015.



MARKET DYNAMICS

GAMING MACHINES:	853,197
GAMING MACHINE REVENUE:	\$9bn
SPORTS BETTING REVENUE:	\$170m
LOTTERY:	Various across 44 states.
LOTTERY REVENUE:	\$56bn approx
ONLINE GAMING:	Limited in Nevada, Delaware, New Jersey
RACINOS:	49
CARD ROOMS:	413
TRIBAL CASINOS:	466
LAND CASINOS/RIVERBOAT:	464
CASINO SLOTS:	446,458 (casinos) + 328,284 (tribal casinos)
MAIN OPERATORS:	MGM, Las Vegas Sands, Caesars Entertainment, Boyd Gaming, Wynn Group
TOTAL CASINO REVENUE:	\$37.34bn
TOTAL GAMING REVENUE:	n/a

OVERVIEW

The United States is of course a hugely diverse market which is changing rapidly. There are 28 states with pari-mutuel facilities, there are 14 states with 49 Racinos, 17 states with a total of 464 commercial or riverboat casinos, there five states operating 413 card rooms, there are 28 states with around 466 tribal casinos and there are a total 853,197 slot machines in 39 states in the casinos, tribal casinos and non casino locations with 446,458 in casinos, 328,284 in tribal casinos and 78,455 in non casino locations. Nevada has the most slots with 178,000 followed by California with 68,341 and Oklahoma with 64,786. Meanwhile gross gambling revenue for the commercial casino industry was up to \$37.34bn last year and the sector employs 332,075 people and pays out \$13.2bn in wages and contributed \$8.6bn in gaming taxes.

Top US casino markets are Las Vegas Strip with \$6.2bn in revenues followed by Atlantic City with \$3bn, Chicagoland with \$2.2bn and Detroit with \$1.4bn. The casinos saw a total of 76.1 million visitors last year. A slow economic recovery means commercial gambling revenues are still down on previous years and it is a concern that there is little room to grow in the commercial gaming sector. It is thought there are two major states where gaming could develop including Georgia and Texas. Online gaming is permitted in Nevada and Delaware and New Jersey is set to follow whilst New York, Pennsylvania, Illinois and California are planning for regulation. If 17 states permit online gaming the market could be worth \$7.4bn by 2017.

US:
Statistics
Capital: Washington DC
Population: 316,688,567
Land Area: 9,161,966 sq.km
Currency: US dollar (\$)
Government: Constitution-based federal republic
Head of Government: President Barack Obama (Democratic Party)
Elections: President and vice president elected on same ticket by representatives elected from each state. Both serve a four year term. Next election 2016.



MARKET DYNAMICS

GAMING MACHINES:	Unknown
SLOT PARLOURS:	None
BINGO HALLS:	Estimate 150
LOTTERY:	La Comisión Nacional de Loterías.
POINTS OF SALE	36,000
RACETRACKS:	Estimate 25
BETTING SHOPS	800. Betting on Horse Racing Only
ONLINE GAMING:	Not permitted
CASINOS:	Est. 3
CASINO TABLES:	Est. 130
MAIN OPERATORS:	Local bingo hall operators.
CASINO REVENUE:	Unknown
TOTAL GAMING REVENUE:	Unknown

OVERVIEW

The Venezuelan gaming sector is increasingly under siege by a government fundamentally opposed to gambling on principal and the gaming landscape has seen a remarkable transformation since 1996. In 1996 the market looked potentially lucrative for operators as Venezuela passed a gaming which allowed for casinos to be built in five star hotels with a minimum of 200 rooms. It was estimated that within a very short time at least 30 new casinos would be up and running and casinos and bingo halls would only be permitted once locals approved of their establishment via a referendum and bingo halls would be permitted as long as they were part of a hotel.

Three years after the act was passed and Hugo Chavez was elected to power. Chavez did not ban casinos or bingo outright but the industry saw a great number of closures during his 14 year long rule which saw huge tax increases across the bingo and casino sector. The closures left an estimated 100,000 people in the industry out of work. The went into overdrive in 2011 after the National Commission of Casinos, Bingo Halls and Slot Machines under the Ministry of Justice was given powers over the industry. Since its establishment closures have continued and in 2011 almost all of the bingo halls and slot parlours in the country were closed and licences revoked. Chavez's successor Nicolas Maduro seems equally opposed to gaming and it is estimated that the industry will continue to decline under his leadership.

VENEZUELA:
Statistics
Capital: Caracas
Population: 28,459,085
Land Area: 882,050 sq.km
Currency: Bolívar Fuerte (VEF)
Government: Republic
Head of Government: Nicolás Maduro (Partido Socialista Unido de Venezuela United Socialist Party)
Elections: Held at a national level for the President and for a unicameral legislature. The President of Venezuela is elected for a six-year term. The National Assembly elected for five-year terms