

Austria

AUSTRIA SPORTS BETTING

NO. OF BETTING SHOPS:
TIPP3 3,300 + ADMIRAL 200
 SPORTS BETTING GGR:
€128M (2012)

HORSE TRACKS:

2

ONLINE MARKET

AUSTRIAN GAMBLING ACT

REMOTE BETTING GGR:

€110M (2012)

REMOTE LICENCES:

AUSTRIAN LOTTERIES.

LICENSING:

MINISTRY OF FINANCE

Novomatic has 200 sports betting outlets in the nine federal states via the Admiral Sportwetten brand and has a 50 per cent market share of the Austrian sports betting outlet market.

Retail partners also include tobacconists, Lotto collection points, post offices, petrol stations and grocery stores.

Tipp3's selection at retail outlets offer 120 games per round via a betting programme published twice a week. There is a new digital Tippbox providing customers with an alternative method of placing bets outside sales outlets and lets them place a bet via touchscreen.

The first 10 TippBox units were installed in Vienna at the end of November last year and 300 devices were due to be installed by March 2015. Self serving betting terminals via Tipp3Max can be played in selected casino group locations.

Since 2009 Tipp3 has offered games of skill, backgammon and rummy on the internet and since 2012 more live betting was introduced.

The brand Better Game Solutions (BGS) meanwhile offers a full range of products covering all sports. Each week there are over 10,000 bet options to choose from.

Austrian Lotteries Toto and Goal Bet saw total sales in 2014 of €9.06m. The company finances sports within Austria and pay €80m per year to the Federal Sports Promotion Fund

Other sports betting companies include Novomatic which has 200 sports betting outlets in the nine federal states via the Admiral Sportwetten brand and has a 50 per cent market share of the Austrian sports betting outlet market.

The company was founded in 1991 and has sports betting cafes throughout the country which offer slots, sports betting and dining facilities. Ibet provides live coverage of slot car races and these are also located in the betting cafes.

Via 25 bookmakers shops the team also analyse sports and monitor offerings which can help Admiral offer attractive odds for various sporting events.

Internet sports betting via Admiral was launched in 2001. These bets can be placed via the terminals onsite.

AUSTRIAN LOTTERIES FIGURES 2014

Total Sales 2014	€3,150,980,000
Total tax payments	€447,020,000
Total distribution network	5,162
Points of Sale	4,094
Quick Points of Sale	1,063
Sales outlets	5

Product Sales TOTAL	€3.150bn
Lotto 6-45	€586m
Toto	€8.0m
Torwette	€993m
Bingo	€10.0m
EuroMillions	€339.9m
ToiToiToi	€18.7m
Zahlenlotto 1-90	€4.0m
Joker	€182.9m
Rubbellos	€127.7m
Brieflos	€22.9m
Klassenlotterie	€31.3m
Win2Day and Keno	€1.17bn
Win2day Poker	€3.3m
WINWIN	€634m

The Austrians are among the most avid gamblers in Europe and in 2012 wagered around €14bn on gambling on lotteries, casinos and slots.

The lottery is the most popular form and is played by 30 percent of the population and this contributed some €682m to the industry. Slot machines followed with €354m, casinos €179m whilst online casinos and sportsbooks yielded €110m and offline sports betting saw €128m.

Sports betting in Austria began with the Football Pools Act of 1948 and the task of the Toto was to rebuild Austrian sports after the war. The Lotto was introduced and later Toto was acquired by Austrian Lotteries.

Despite having very restrictive laws for other forms of gambling, Austria has an open approach to sports betting and has taken a very liberal stance.

The gambling, casinos and lottery sectors are regulated by the Law on Games of Chance (GSpG) which comes under the Ministry of Finance, which is also responsible for the supervision of licensed companies.

Other betting activities such as sports betting, low stake games of chance and games of skill are in part regulated by the Federal States and their regional laws.

The Osterreichische Lotterien is licensed to operate Lotto, Toto, Goal Betting, Letter Lottery and Scratch cards plus electronic lotteries via the internet and via VLTs.

The Lottery company plus Osterreichische Sportwetten (Austrian Sportsbetting Company) are both subsidiaries of Entertainment, Gluecks und Unterhaltungsspiel and was founded in 2000 and gaming operations began a year later.

In Austria up to 10 cumulated sports bets on a fixed odds basis do not fall under the state gambling monopoly. Licences for these are issued by the individual federal states.

Osterreichische Sportwetten holds licences from all nine federal states to provide sports betting services. A mobile app was introduced with the run up to the FIFA World Cup in 2014 due to demand. The World Cup was the strongest revenue earner in 2014 for the provider.

The products are distributed via the brand name Tipp3 and bets can be placed only in sales outlets or via the internet. In 2010 the company began to offer B2B services via the brand BGS (Better Game Solutions) to other sports betting providers.

Tipp3 is the group's sports betting provider and products are sold exclusively in all nine provinces in the domestic market. This began in August 2001 with the first bet in Vienna and today there are around six million bets each year placed at the 3,300 sales outlets throughout Austria plus via the internet portal tipp3.at.

In Europe the regulated gambling market revenues have grown to €90bn in 2013 and the region's betting market is estimated to be around 20 per cent of this figure equating to €18bn approximately.

For EU Lottery companies sports betting accounted for €1.9bn (six percent) of their total GGR of €34.1bn in 2012. This is just a small section of the total sports betting sector as at least 60 percent of the lotteries in EU countries do not offer betting products.

With this sector such a huge chunk of the gambling market we take a look at the European Sports Betting Market.

Land based retail betting continues to be the most common betting medium used by consumers although online betting platforms represents around 30 per cent of the global position.

Global online gambling was worth \$40bn in GGR in 2013 and is forecast to reach \$50bn by 2017. Online sports betting accounted for nearly 50 per cent of this figure (\$19.3bn).

This trend is also driven by the growth in smart phone and tablet device usage and average mobile gambling spend per adult in the EU is expected to grow to €17 by 2018 compared to just €1 in 2010.

Report – Part 1

SPORTS BETTING

Hitting targets in European markets

G3 has gathered individual market data from across Europe to compile our first Sports-Betting Industry Report. Examining sports-betting in isolation and relation to adjacent gaming offers, both land-based and online, the report gives a comprehensive overview of legislation, revenues and future expansion

The regulated global betting market is hugely successful sector in the worldwide gambling industry. It represents a little over 14 per cent (\$58bn) of the total gaming market (\$460bn) and is expected to reach \$70bn by next year.

According to the European Gaming and Betting Association, Europe is one of the hot beds with new regimes, regulated sectors and growth for the online sector and has the largest betting gross gambling yield with 47 percent share of the global market (€26.6bn). This is compared to the likes of Asia/Middle East with 29 percent, North America 15 percent, Oceania with six percent, Latin America two percent and Africa with one percent.

BELGIUM SPORTS BETTING

NO. OF BETTING SHOPS:

2,679

NON REMOTE OPERATORS: **34**

GGR: **€360.1M**

HORSE TRACKS: **3**

ONLINE MARKET:

GAMBLING ACT 2009 AND OPENED IN JUNE 2011

REMOTE BETTING GGR: **€54.6M**

REMOTE LICENCES: **58**

LICENSING:

GAMING COMMISSION

ONLINE

Belgium has taken a fairly restrictive approach to online gambling in recent years. At one time it was fairly liberal but changes were made under the new law under the Gambling Act of 2009.

The new Belgian gambling legislation came into force in January 2011 and this included strict laws for online gaming and a closed licensing system.

This meant that online game of chance and wagers required an online licence (A+, B+ or F1+) which were limited to the nine casinos, 180 arcades and 34 betting licences.

The law stated the following:

- Online games of chance were placed under the supervision of the gambling commission.

- Online licences A+, B+ and F1+ allow licences of the following to operate games of chance online:

A+ – casino operations

B+ – gaming arcades

F1+ – organising wagers.

- All operators are required to pay a €250,000 guarantee fee.

- Operators are required to pay 11 per cent tax on GGR

- Horse racing tax is 3 per cent.

- Parimutuel bets on foreign horse races is 3.7 percent.

Austria

These terminals have also been sold into Spain with 336 units in place by end 2013.

Meanwhile horse racing in Austria began in the 18th century and the first races were held back in 1778. The Jockey Club was set up in 1867 and in 1982 the Jockey Club of Directors for Austria was reorganised.

ONLINE

Currently online gambling laws in Austria dictate that Austrian based companies are eligible for online gaming licences, mobile phones and interactive television but only Austrian residents can use them. Foreign operators will come across bureaucratic and legal blocks. Essentially this is legal under EU law despite challenges from online betting companies who have attempted to break the national monopolies.

Online betting on Football is hugely popular as are winter sports such as skiing and snowboarding. There is also a huge interest in Austria for Poker. Over €110m was wagered in 2012 on internet casinos and sports-books.

The government issues online gambling licences in Austria for companies within the country but websites can only accept Austrian players. On the other hand Austrian players can participate in online gaming on both Austrian and international websites. Only Austrian companies can advertise their products in the country. Online gambling revenue is taxed at a rate of 40 per cent.

As such some of the large internet gambling companies are operating in Austria despite their HQ being in other offshore jurisdictions.

In June 2010 the National Assembly passed a gambling law which was criticised for its strict regime, which opened up the market to slots whilst the number of casino licences was raised from 12 to 15 and stakes and prizes were set with a maximum payout of €10,000.

For many years Austria permitted its domestically licensed companies to operate alongside international sites, but this created some confusion when it came to taxes. The government has since looked at a way to encourage gamblers to use domestic sites and in October 2012 the government awarded an exclusive licence for 15 years to Österreichische Lotterien (Austrian Lotteries).

This was primarily for casino games and did not affect sports betting licences for domestic companies or the ability to wager on any sites. But it restricted advertising for foreign companies who also operate casinos and poker alongside sports books.

Austrian Lotteries' Win2day is the online gaming platform of Casino Austria and Austrian Lotteries and provides internet gaming for casino games, poker, bingo, sports books and classic lottery games.



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It is open to over 18s and only Austrian residents. Under the current law players do not pay taxes on any winning

Sports betting on Win2day is run in cooperation with Tipp3 which was added to the win2day portfolio in 2013. Sports betting transactions are handled using the players existing Win2day wallet.

Three types of sports bets are offered on the Win2Day site – classic sports bets, live bets and Quicktipp. Win2Day launched a new TV and internet advertising campaign in September 2014.

Meanwhile Tipp3.at has been operational since 2006 and in 2012 live bets were added to the full Tipp3 product range. Bar the range of betting options the Austrian Sports Betting offers games of skill.

Novomatic's division Greentube provides solutions for this sector. At the moment licences for online gaming

are granted to third party providers in regulated markets. These providers then make products available to an interested audience via their platforms and share their earnings with Novomatic as the licensor. Novomatic customers include Sky and Rank Group. Greentube has licences to work in Italy for example and the German state of Schleswig Holstein.

Cashpoint was set up in 1996 and operates in the sports betting online sector and has an extensive platform and more than 5,000 outlets in the form of betting shops, kiosks and venues with self service terminals.

The 2012 the Pflieger case (named after applicant Robert Pflieger who was taken to court for illegal operations of slots in gas stations) asked the CJEU to look the restrictive gambling law. This in turn saw the CJEU take a closer look at Austria's laws although the Pflieger ruling applied to only land based operations.

In May 2014 the CJEU stepped in and ruled Austria was not being consistent with its laws and this created an unfair market place and it is thought new legislation will come into place in the near future.

In March this year Austria implemented IP blocking of online gambling sites not holding an Austrian licence. However this type of blocking is viewed as unfavourable by the European Commission and a European Digital Single Market plan was unveiled at the beginning of May which could in turn have some implications.

Belgium



Belgium has a long history in gambling. The National Lottery dates back to the 15th century whilst horse racing and casinos are popular forms of gambling.

On course horse racing betting turnover in Belgium amounted to €39.7m for parimutuel betting and €952,590 for bookmakers last year. There are three horse racing tracks open in Belgium and around 185 races per year with 560 horses. Sports betting has been around for decades. Betting shops are all around the country and arrived back in the 1980s. Ladbrokes has had a base in Belgium for 20 years and has nearly 440 locations alone. The sector is governed by the Belgian Gaming Commission which has been going for 15 years and there are three types of bets under the remit of the National Gaming Commission – bets on events, bets on sports events or competition and bets on horse races.

For bets on horse racing you can bet either totalisator bets on races in Belgium and races abroad or fixed odds bets on races in Belgium and abroad. Bets are permitted in betting offices of Class IV gaming establishments although you can also bet at newsagents and at the horse tracks.

There are four main establishments for gambling:

- Class I – casinos
- Class II – slot machine arcades
- Class III – bars
- Class IV – Betting offices.

The new Belgian gambling legislation came into force in January 2011 and this included strict laws for online gaming and a closed licensing system.

Wagers can be placed at betting shops, newsagents or horse racing tracks whilst casinos, gaming arcades and betting offices can apply for online licences. At present there are:

- 2,679 (2013) active F2 licences (bookshops)
- six horse racing associations.
- 572 bookmaker licences

BELGIUM REVENUES

Type	Number of	Revenue 2012
Casinos A	9	€141.4m
Online Permit A+	7	€15.2m
Gaming Arcades B	177	€189.3m
Online Permit B+	34	€22.7m
Cafes C	8,222	
Sportsbetting F1	34	€360.1m
Online Sports Betting F1+	17	€16.7m
Bookmakers	2,679 active permits	

Belgium

France

Report – Part 1

SPORTS BETTING

FRANCE SPORTS BETTING

NO. OF BETTING SHOPS:
12,500 (PMU), 25,500 (FDJ)

GGR:
€2.5BN PMU (HORSE RACING, SPORTS BETTING AND POKER)
HORSE TRACKS:

242

ONLINE MARKET:
DECREE NO 2010-509 – MAY 2010

REMOTE BETTING GGR:
€164M (SPORTS BETTING GGR)

€246M (HORSE RACING GGR)

€258M (POKER GGR)

REMOTE LICENCES:

18 OPERATORS WITH 30 LICENCES

LICENSING:

ARJEL

The following licences were issued:

A+ LICENCES:

1. Casino Spa www.casino777.be
2. Casino Namur www.pokerstars.be
3. Casino Blankenberge www.unibet.be
4. Casino Knokke www.napoleongames.be
5. Casino Oostende www.bwin.be
6. Casino Middelkerke www.ladbrokes.be
7. Casino Namur www.circus.be

Turnover for Permit A+ amounted to €15.2 in 2012.

B+ LICENCES:

Issued to 34 slot arcades

FI+ LICENCES:

There are 17 online gambling licences (FI+) for online betting given to:

1. Sagevas
2. Vincennes
3. Unibet
4. Euro Tierce
5. Stargames
6. Mystery Games
7. CKO Betting
8. Circus Belgium
9. Nationale Loterij
10. SGS Betting
11. Play N Bet
12. Bet90
13. Tipico
14. Derby
15. BC Wetten Beteiligungsgesellschaft
16. World Football Association
17. Pas Co.



In 2012 the government blocked access to unlicensed online gaming sites. Banks are required to block all financial transactions from blacklisted sites and ISPs block access to unlicensed sites.

A stipulation for online operators was they had to have a physical presence in Belgium such as setting up land based servers or obtaining a landbased licence. Only those companies who operated in Belgium would be able to accept online Belgium custom.

This basically kept the foreign bookmakers out. Any companies found promoting unlicensed services faced criminal action. This was challenged by Betfair but legislation was upheld. Fines can be as high as €25,000 for players found gambling on illegal sites whilst operators face fines of up to €100,000.

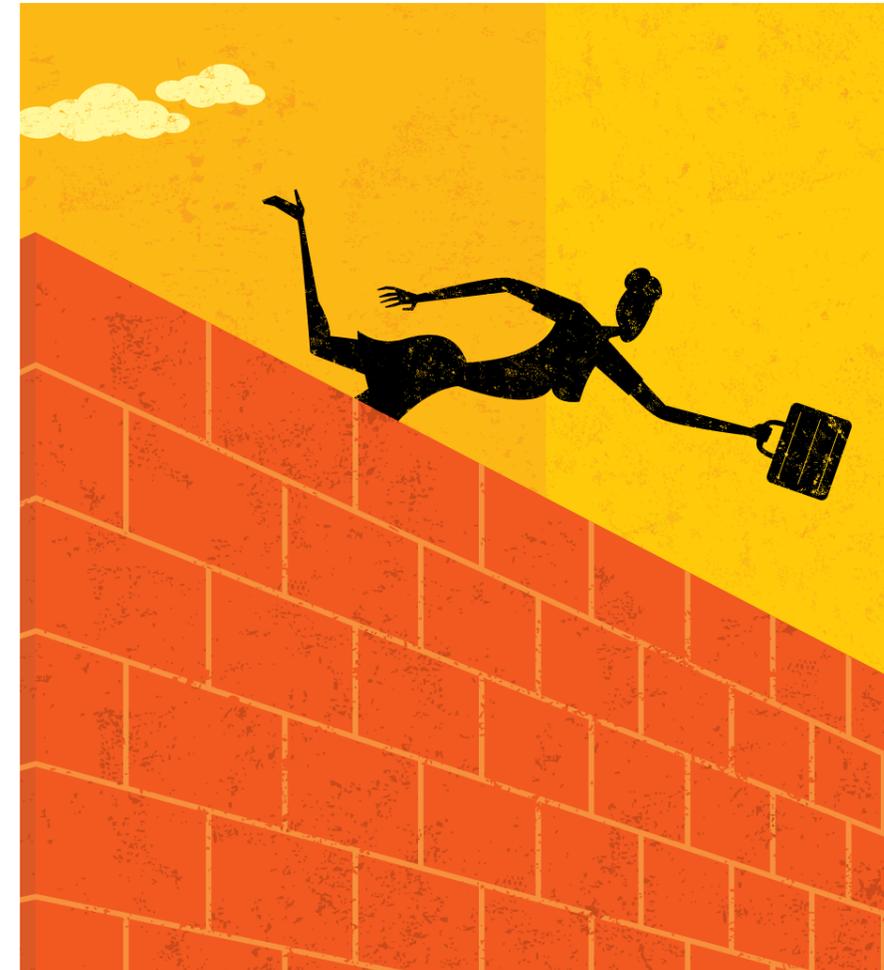
The government put a limit on licences granted although some companies have circumnavigated these laws such as Bwin.party which was initially blacklisted for being online only and later granted a licence by partnering Casino Kursaal Oostende.

In 2012 the government blocked access to unlicensed online gaming sites. Banks are required to block all financial transactions from blacklisted sites and ISPs block access to unlicensed sites.

In February 2012 three online gaming licences allowing Belgian players to legally gamble were approved – PokerStar.be, Partouche.be and Casino777.be. Pokerstars partnered with Casino de Namur and the other two have their own landbased casinos in Belgium.

In March 2014 there were 97 banned gambling websites on the blacklist including 888.com, Betcliv, Bet at Home, William Hill and Stan James.

In 2014 the Gaming Commission doubled the number of inspectors on its staff looking for non licensed gambling sites.



France's gambling market has a very long history and dates back to the early 1500s whilst in the 17th century it was a French man called Blaise Pascal who invented the roulette wheel. In 1836 the government banned all forms of gambling, other than horse racing, and basically drove it underground.

Although illegal lotteries and casinos thrived, sports betting was limited largely to horse racing. In 1867 parimutuel betting was invented although sports betting arrived much later.

Bookies began to pop up after the 1880s offering sports lotteries, fixed odds and pool bets and this was seen as a threat to the horse racing industry and French parliament banned (even though they were still illegal under the 1836 Act) all forms of fixed odds betting and non horse racing pool betting in 1891.

The same Act saw the arrival of the Pari Mutuel Hippodrome (PMH) which could legally accept pool bets on horse racing.

To gain control in the 1920 and 1930s various forms of

Francaise des Jeux (FDJ) is the operator of France's national lottery games and is owned and operated by the French government. It is the second largest European lottery and fourth largest lottery in the world.

gambling became legal when using state owned betting companies. The main one being Francaise des Jeux (FDJ) for betting games and lotteries and Pari Mutuel Urbain (PMU) for horse race betting.

For years these two remained the gambling monopolies until the laws relaxed. In 1983 pool betting greyhounds became legal and in 1987 the legal gambling age was reduced from 21 to 18 and in 1987 Basque Pelota betting

was legalised. Revenues increased rapidly whilst charities are supported with profits.

In 2010 the monopoly ended and the market opened and gave other EU member states the opportunity to apply for a French gambling licence. This also saw the creation of ARJEL (French Autorite de Regulation des Jeux) and by 2012 there were 68 legal French online gambling sites.

Traditional casino games and spread betting were not included in the legislation and remain illegal for online gambling as they are viewed as highly addictive.

PMU

The PMU was created in 1930 by the French Horseracing Associations and is the biggest parimutuel operator in Europe and third largest worldwide and today also offers sports betting online and online poker.

The company is made up of 58 horse racing associations which are headed by two parents companies – France Galop and Le Trot.

The French horseracing sector organises more than 2,000 meets a year with on average eight races per meeting. Some 12,000 of these races are open to betting via the PMU. France Galop and Le Trot (Cheval Français) are the racing associations responsible for the organising the races in France.

Since 2010 PMU has offered bets on sporting events in partnership with Paddy Power and also poker in partnership with Bwin Party.

PMU saw €199m stakes for its sport betting sector out of a total of €844m bets in the market in total whilst poker saw €569.9m bets out of a market total of €6.5bn.

The company saw a total of €9.16bn bets on horse racing last year with a 75.3 percent return of €7.5bn in winnings paid out.

PMU has some six million customers and a distribution network of 12,500 outlets in France. There are 540,000

France

PMU

PMU PRODUCT	MARKET SHARE	PLAYERS	STAKES
Sports betting	24%		€199m
Horse racing			€9.6bn
Poker	10%	35,000	€569.9m
Online		540,000 users	€1.7bn
TOTAL			€10.4bn

FDJ

FDJ PRODUCT	FDJ SHARE STAKES	PLAYERS	RETAILERS	STAKES
Jeux de Tirage (loto)	41.7%	24.2m	33,400	€5.14bn
Grattage (scratchcards)	45%	20.1m		€5.56bn
Paris Sportifs	13.3%	3.2m	25,500	€1.65bn
Online lottery		1m		€334m
TOTAL		27.1m		€12.35bn

ONLINE LICENCES

COMPANY	SECTOR
BES SAS	Poker games, sports betting
Betclic	Poker games, sports betting, horse racing
Beturf	Horse racing
Electraowrks ltd	Poker games
Epmedia France	Poker games
Everest Gaming Ltd	Poker games
France Pari	Sports betting, horse racing
Geny Infos	Horse racing, sports betting
Itechsoft Game	Sports betting, poker games
JOA online	Poker games, sports betting, horse racing
Francaise des Jeux	Sports betting
PMU	Poker games, sports betting, horse racing
PKR France	Poker games
Reel Malta Ltd	Poker games
SPS Betting France	Poker games, sports betting, horse racing
Winamax	Poker games, horse racing
Zeturf France	Horse racing, sports betting

OVERVIEW OF REVENUES FOR ONLINE SECTORS.

	SPORTS BETTING	HORSE BETTING	POKER	TOTAL 2013	TOTAL 2012
Total Bets	€848m	€1.1bn	€5bn	€7.0bn	€8.0bn
Total admissions	-	-	€1.4bn	€1.4bn	€1.3bn
GGR	€160m	€246m	€258m	€664m	€697m
Net Gaming	€74m	€75m	€162m	€311m	€338m

pmu.fr users with an online turnover of almost €1.7bn.

fourth largest lottery in the world.

In 2013 the group saw a net profit of €854m. Some €10.4bn was bet in total on horse racing, sporting events and poker with a GGR of €2.5bn.

The FDJ offers two types of Paris Sportifs (sports betting) and this makes up 13 percent of bets in the FDJ product range.

FDJ

Francaise des Jeux (FDJ) is the operator of France's national lottery games and is owned and operated by the French government (72 percent government owned). It is the second largest European lottery and

There are 19 sports represented on the FDJ web and bets can be made in nearly 25,500 retail outlets under the brand Parions Sport and on the internet via parionsweb.fdj.fr. Parions web has some 100,000 customers and saw stakes of €75.5m last year. Turnover for Paris Sportifs was €1.4bn in 2012.

Parions Web was made available in 2013 on the iphone and ipad and this new App apparently accounted for 25 percent of ParionsWeb revenue.

ONLINE

The online gambling law in France arrived in May 2010 with the Law No. 2010-476 which is referred to as the French Gambling Act. Operators were authorised and a new authority called ARJEL (Autorite de Reglementation des Jeux en Ligne) was set up to govern this sector.

There are three types of licences for the three types of online gambling activities issued:

- Paris Sportifs - Online sports betting (live betting, pool betting and fixed odds)
- Paris Hippiques - Online horse race betting (pool betting)
- Jeux de Cercle - Online poker games (Texas Hold 'em and Omaha Poker 4)

Casino games, spread betting and betting exchange were not licensed as they were considered too addictive although poker is permitted.

A number of licences were issued to various operators such as Bwin, PartyPoker and Winamax and the bill made it possible to block illegal sites as well as financial transactions between French banks and these sites.

Initially the tax regime was 9.3 percent on player's bets on sports games, 14.4 percent for horseracing and two percent for poker bets.

Online gambling was launched just before the World Cup 2010 and as such 1.2 million accounts on licensed sites were registered during that first month and they bet €83m which was twice as much during the same period in 2009.

Everyone thought the French market would be a robust one. But some of the large operators such as William Hill, Sportingbet, Betfair and Ladbrokes didn't enter the French market mainly due to high entry costs and high tax rates. At the end of 2011 there were 35 operators. Today there are 18 operators who between them have 30 licences. The market has declined over the years.

Recreational gamblers are not taxed for betting online in France. To bet online in France players need to open an account with a French licensed bookmaker and make a deposit either via a debit or credit card or via the various e-wallets. Players can also purchase a PaySafe Card voucher to deposit in cash and these are sold at retailers such as mobile phone shops or petrol stations.

Football is the most popular sport for online betting (61 percent of the betting market) whilst other sports include tennis, rugby, handball and Formula 1.



ARJEL licenses all betting sites and basically any ending in .fr are legal and regulated.

At the moment there are 17 companies approved for online gambling, 12 of which offer poker, 11 offer sports betting and eight offer horse racing.

- The online sports betting sector saw a GGR of €164m in 2013 an increase of 19 per cent from 2012 figures. Bets topped €848m. This sector has seen a steady growth with football betting the highest with 61 per cent of bets in 2013 followed by tennis with 19 per cent. Active player accounts in 2013 for sports betting were 128,000 which is an increase of 14 per cent compared to 2012.
- The online horse racing sector meanwhile also saw a small growth in 2013 with €1.1bn in bets and €264m in GGR which was a slight increase from €263m the year previous. Active player accounts stood at 144,000 compared to 145,000 the previous year.
- Online poker is the sector under threat. Due to the economic downturn in particular a strong growth in

One of the main problems is the amount of grey market play and many say if there was a bigger crackdown on these sites players would have no alternative but to play on regulated sites.

2011 saw a slowdown in 2012 by five per cent plus this was coupled with an increase in tournament entry fees. Last year saw a sharp drop of 18 per cent in the number of bets which stood at €5bn compared to €6.1bn in 2012. GGR was €258m compared to €297m in 2012. Active player accounts have dropped by nine per cent to 269,000 in 2013.

It seems the downside is due to legal poker being less attractive than illegal poker thanks to the taxes and lower cash rewards whilst the poker media offer became less viable in 2011 and 2012 when poker operators reduced their marketing and communications costs.

Meanwhile the number of operators in this field is also declining. In 2012 there were 35 online operators authorised by ARJEL of which 23 were authorised for poker. By 2013 there were 18 operators (13 for poker).

ARJEL's results for the second quarter of 2014 still show a decline with cash game bets down 17 percent compared to a year ago. These games totalled €1,048m for the second quarter down from €1,266m the year before.

One of the main problems is the amount of grey market play, or play on unregulated sites, and many say if there was a bigger crackdown on these sites players would have no alternative but to play on regulated sites.

France's online gaming tax is often criticised saying it is detrimental to poker operators. Meanwhile the licence fee is €20,000 annually or €30,000 for two licences and €40,000 for three licences. These last five years.

The year 2012 saw 15 operators leave the market and only two enter the market. Companies such as Partouche Gaming, LB Poker and Rekop Limited left the market.

Horses for courses



Horse racing needs to change its funding model and broaden its appeal if the industry is to thrive and meet the challenge posed by the booming sports betting market, critics say.

The total amount bet on other sports was forecast to overtake horse racing in 2014 and keep on pulling ahead in coming years, according to figures released at the Asian Racing Conference (via Global Betting and Gaming Consultancy, GBGC) in May last year.

GBGC estimated that US\$133.13 billion was bet on sport in 2014 compared to \$132.68 billion on horse racing. However, that only refers to the legal

market and the underground figure is thought to be much higher.

Former director of trading at the Hong Kong Jockey Club and now British-based independent betting expert Patrick Jay estimates the total amount bet, including illegal gambling, is more than US\$1 trillion, and maybe as much as \$3 trillion, with 90 percent of that bet through the black market.

Racing has traditionally been funded primarily by betting and some claim this is shortsighted and old-fashioned. While turnover figures in Hong Kong racing continue to rise, helped by the Jockey Club's gambling monopoly and forward-thinking

marketing by officials, racing elsewhere continues to struggle.

International Federation of Horse Racing Authority Statistics show that turnover on racing in Australia and France grew by more than 1 billion euros (\$1.08 billion) between 2006 and 2012, but in the sport's other traditional strongholds Japan, Great Britain and the United States, betting handle dropped more than one billion euros in each jurisdiction over the same period.

Jason Trost is founder and CEO of Smarkets, a betting exchange licensed in Malta that fields on sports, including racing.

"Horse racing needs to adapt its business model if it wants to survive another twenty years," Trost says. "Relying on betting revenue is a long-term mistake because it distracts the industry from creating an entertainment product that is compelling on its own. People should want to watch horse racing just like football, without the betting element to spruce it up. Horse racing should look to other sports such as F1 (Formula One) for inspiration."

Some of Trost's suggestions for how to make racing more appealing include creating "leagues," or seasons, with a defined beginning and end, plus better branding of trainers, jockeys and horses moves aimed at helping a novice understand the

sport better and form an emotional attachment.

About 65 percent of financial returns to horse racing come from wagering, a further 20 percent comes from owners in the form of nomination fees and other charges, and 15 percent from race day takings such as entry fees and hospitality, according to Asian Racing Conference statistics.

An almost negligible amount is gained for racing from broadcasting fees and sponsorship. Compare this to America's National Football League, which does not endorse betting or gain any financial return from gaming operators and earns more than 44 percent of its revenue through a multibillion dollar television rights deal.

Those within racing say that the trouble is not racing's funding model, but rather high tax rates imposed by governments and the sports' aging demographic, but most admit that its marketing could be adapted.

The Hong Kong Jockey Club acknowledged that racing's image needed a boost and has taken measures to sell racing to a younger generation of customers. A 2009/10 Jockey Club customer survey showed that 75 percent of its customers were more than 50 years old.

Speaking at the Asian Racing Conference, the Jockey Club's executive director of customer and marketing, Richard Cheung, said there was a "perception challenge", with younger generations that "racing equals betting", and that "racing is complicated".

The Jockey Club's "customer segmentation" has targeted an upmarket and international crowd with initiatives such as the "Happy Wednesday" promotions at Happy Valley Racecourse and the Adrenaline nightclub-style venue at the same track. "We want them to look at racing as entertainment," Cheung said.

The Jockey Club also sought to stem the leakage of turnover to illegal markets, and target hardcore customers by implementing a 10 percent rebate on certain losing bets larger than HK\$10,000 (\$1,290). Introducing the rebates corresponded with a rise in turnover in 2006/07, one that has continued steadily skyward since a brief blip during the global financial crisis.

Gaining a financial return from online operators such as Smarkets has also been difficult for racing, with online wagering operators not required by law to make any financial return to the sport.

"It's about gaining recognition of the fact that racing's business model is built upon a reasonable rate of return from wagering to the sport," explained Andrew Harding, secretary general of the

Asian Racing Federation earlier this year. "If that is broken and you are left with what we call the "Free rider phenomenon" that is, wagering operators using racing without contributing to its costs."

"When this happens it is a case of market failure and if there is nothing done to address that then you end up with undersupply in economic terms and the industry cannot be viable in the long term. The sport will be limited in its growth or go into decline," he said.

Australian racing expert Ralph Horowitz is an independent form analyst and cohosts Radio Sports National's major racing broadcasts, but also has experience as a producer of top-rated television programs in his country.

"Relying on betting revenue is a long-term mistake because it distracts the industry from creating an entertainment product that is compelling on its own. People should want to watch horse racing just like football."

He disagrees that racing needs to abandon its funding model, but should embrace it and ensure the on-track product caters to its core audience.

"Racing needs to accept a starting point, and that is that sports reluctantly tolerates people betting on their product, where racing doesn't exist if people don't bet on their product," he said. "Simply start by acknowledging racing is a wagering activity that happens to be an elite-level sport rather than vice versa."

"There's a natural edge in sports betting as the loyal fans of say Manchester United, India or Tiger Woods will always back their side, country or favourite player regardless of form, taking on those who are more clinical with their assessments which is what most racing "fans" are."

Still, Horowitz says racing administrators in his country have catered to the powerful breeding industry with the types of races that don't interest gamblers, and scheduled race meetings at unfamiliar times to regular customers. "We have administrators who don't bet nor understand the appeal of the sport for those who take it seriously," he says. "Fortunately for Hong Kong racing it doesn't have the breeding influence that Australian racing does and it clearly understands that its core customers are punters, whereas in Australia there's a patronizing approach to those who bet."

Tipping the odds



Tipwin was founded in 2011 in Malta and a year later the brand name Tipwin was introduced to the sports-betting market. The management team, however, looks back on over 15 years of experience in the sports-betting market. Tipwin has its headquarters in Malta and is active in several European countries such as Austria, Germany and Croatia. Tipwin offers a complete spectrum of sports betting solutions – as a developer, bookmaker and provider of sports betting terminals. Tipwin operates approx. 300 betting shops in Europe with approx. 80 in

Germany – yet this number is set to rise strongly to 200 during this year.

Ivica Batinić is the CEO of Tipwin. In an exclusive interview together with the company's legal expert, Dr. Damir Böhm, Mr. Batinić gave an overview of the German market.

What is the current update on pending legislation of the German sports betting market?

It is quite unclear on when the German sports

betting market will be regulated. The process of issuing only twenty licences was doomed to fail. The State of Hesse is responsible for managing the legislation process. A complicated points system was created to ensure that the applicants had to abide by strict guidelines to pass these. My opinion is that the guidelines were correct. We want to have a regulated and secure industry here. The top 35 applicants all passed the legal stipulations – but only 20 licences were set to be issued. We wanted to understand how the points were calculated. However, the State of Hesse did not explain how

they calculated the points for each applicant. Although we were just outside the top twenty, we believe that we should have belonged to the top six. We saw it as our right and duty to take legal proceedings.

How should the licensing process have been done?

Creating the points system based on major factors such as security and responsible gaming is the right way to go. However, applicants which pass the legal stipulations should have the right to operate their

business. The market will then decide who will be successful. The market should regulate itself amongst the bona fide companies. This will then ensure we have a stable and legal market to operate in.

Has the German state cracked down on the operation of illegal black-market sports-betting operations now that it has licensed the market?

No. We really wish this would be the case. The illegal market is damaging our business. Not only that, they create a negative image of sports betting. Serious companies like ourselves state that the only way for success is for complete market regulation. The market needs qualitative criteria to follow and these need to be set at a high standard. Those who pass such criteria should then be allowed to operate in the market.

Have legitimate Schleswig-Holstein licensed-operators been caught up in the chaos? What does this mean for the nationwide sports-betting concession process?

Not so. Here sports betting is allowed only in the state of Schleswig-Holstein. The territorial business – i.e. the betting shops – can only be licensed in this state. The online business is only confined to within the state. We at Tipwin have fulfilled all the conditions for Schleswig-Holstein and we operate betting shops there. We plan to further expand the shops segment.

What is the solution to the situation?

Absolute liberalisation of the market – yet operating corresponding to strictly laid out criteria. People wish to have their money in secure harbours. This is also true for our market. A licensed market would draw in investment on the basis of legal certitudes.

Will the nationwide operation of legal sports-betting in Germany take place in the near future? What's the timetable and is it likely to run to schedule?

This is unlikely. There has been no decision made from the lawsuits filed by the sports betting companies that were not due to be awarded a licence that yet conferred to all the necessary criteria. Once the legal response has been made, the politicians will then have to reach a new consensus. This is a notoriously arduous task. And then after that a new law has to be passed and a new tender process needs to be put into practice. I see at least another 18 months being taken up before we can place a new tender.

What impact will the withdrawal of many online operators in the online casino gambling sector in Germany, have on the online sports-betting market?

My opinion is that this will have some effect on our business, yet the effect will not be so large. The reason why I believe this is that gamblers and sports betting pundits tend to be two different types of personalities. Sports betting sets a certain level of interest in the sport as a prerequisite. The pundit really needs to know and understand the sport. Gambling is based only on chance. Yet this is my opinion based upon my experience. Scientific confirmation of these indications still needs to be carried out in the corresponding fields of research.

Serious companies like ourselves state that the only way for success is for complete market regulation. The market needs qualitative criteria to follow and these need to be set at a high standard.

The sports-betting providers in Germany grossed €4.5bn in 2014, a turnover increase of around 20 per cent in comparison to the year before. What accounts for this increase?

€4.5bn is the official figure. I believe that it is higher as the grey market is large and is often not included in this figure. We see a market potential between €12bn and €15bn for sports betting in Germany. The EU ruling on sports betting has given us a stronger pillar to base our business upon. The upshot of this is that advertising revenue has increased in our market – and this has had a positive effect on the industry.

How important is it that sports-bets are not offered on amateur football in the country?

As a sports betting company, we are always looking to expand our offers to our customers. Sports betting is destined for sports that are in the public eye that are, for example, transmitted on live television. We conform to the local laws. It is possible to bet on amateur leagues in some countries. The authorities presume there may be potential for manipulation. This has nothing to do with the bookmakers. Such a problem lies within the sports organisation itself.

What is the culture of sports betting in Germany?

The media plays a major role here. They use terms such as the sports betting mafia. Yet it is never the bet that is at fault. We are often put in the same light as casino gambling. However, we do see the younger people being more open to sports betting and the market potential for sports betting is very good – once we have a clear and secure legal framework to adhere to.

Germany

GERMANY SPORTS BETTING

NO. OF BETTING SHOPS:
3,500 (ESTIMATION)
 NON REMOTE OPERATORS:
ODDSET
 GGR:
€588M
 HORSE TRACKS:
40
 HORSE RACING REVENUE:
€300M (TURNOVER)
 ONLINE MARKET:
INTERSTATE TREATY ON GAMBLING (ISTG) 2011.
 REMOTE BETTING GGR:
€325M (ESTIMATION FOR FULLY OPEN ONLINE MARKET – €751.1M)
 REMOTE LICENCES:
20
 LICENSING:
MINISTRY OF INTERIOR AND SPORT OF HESSE



Betting turnover in 2014 in Germany amounted to €4.5bn in total which was a 20 percent increase on the previous year with €226m paid to the treasury.

Gambling has a long standing history in Germany. The territory of Baden claims to be the home of the world's first legal casino back in 1765 even though there are tight restrictions in place for the gaming sector.

The Federal Rennwett und Lotteriesgesetz (RennwoLottG) which is the horse racing and lottery legislation, dates back to 1922 and is still in place with adaptations added over the years.

Sports betting in Germany is very popular, particularly football sports betting and horse racing. The German Derby is a huge crowd puller and German's are so passionate about their sport they have a dedicated bookmaker for horse racing called RaceBets which is only available via the internet. Some 40 percent of this company is owned by Germany Racing and it is the official platform of the German Racing Authorities.

German Racing has been around for 188 years as the oldest organised sport in Germany. RaceBets has a licence in Malta plus a German bookmaker licence and offers bets on worldwide horse and greyhound racing internationally online.

There are around 40 horse racing tracks in Germany. There are no dog racing tracks as betting is not permitted nationally. The majority of races are broadcast via live streams.

There are around 40 horse racing tracks in Germany. There are no dog racing tracks as betting is not permitted nationally. The majority of races are broadcast via live streams.

Turnover for the horse betting sector in Germany in total is estimated to be €300m which includes foreign races as there is a large amount generated from French races. There are some 550 horse breeders in Germany.

Meanwhile ice hockey, basketball and handball are also hugely popular. Sports betting in Germany is dominated by large chains running franchise

systems and a concession procedure is carried out for those requiring licences. This has been criticised in the courts and many providers are from Malta or Gibraltar and therefore operate in a legal grey zone as they pay taxes overseas.

In reality Oddset is the only company legally allowed to offer sports betting. Providers of the lotteries and sports betting are state owned companies such as Lotto, Toto and Oddset and this is coordinated by the Deutsche Lotto und Totoblock (DLTB) a consortium of state owned providers. DLTB is made up of 16 independent lottery companies in the states and was founded in 1955.

Oddset is a part of the DLTB and is basically a monopoly in the sports betting market. Every state and city has at least two Oddset stations whilst you can place bets at any Lotto outlets of the DLTB which have 23,000 points of sales. Oddset revenue is said to be between €3n and €5bn. Some say revenues are much higher in reality although this is the amount taxes are paid on. Tax rates are five percent on turnover.

Oddset has provided betting options in Germany

REVENUE FOR GERMAN BETTING MARKET

TYPE OF BETTING	REVENUE	PERCENTAGE OF MARKET
Horse race betting	€251m	3%
Oddset DLTB Football sweepstake	€234m	3%
Unregulated market	€7.3bn	94%
Sports betting	€1bn	13%
Online sports betting	€3.9bn	50%
Retail based sports betting	€2.4bn	31%
TOTAL	€7.8bn	

since 1999 and is one of the largest state owned betting providers in Europe. It began operations in Bavaria via the State Lottery Administration and a year later offered its products nationwide to the 16 German lottery companies. Scientific Games supported the company with 14,350 online lottery terminals.

In 2002 Top-bet was introduced and the betting line was extended. In 2013 an advanced betting program called PLUS and KOMPAKT were introduced alongside COMBI-TOP in several regions.

Oddset also has one of the 20 online licences available in the national concession for sports betting operations.

There are no exact figures for the German sports betting market. A study in 2010 by GoldMedia estimated the turnover to be €7.8bn for the gambling market of which:

- €3.9bn came from online gaming,
- €2.4bn betting offices,

- €1bn black market,
- €0.24bn from Oddset
- €0.25bn from horse racing.

It was suggested 3.8 percent of the population bet which equated to around 1.96 million people.

Betting turnover in 2014 in Germany amounted to €4.5bn in total which was a 20 percent increase on the previous year with €226m paid to the treasury. In reality with black market betting it topped €6.8bn. Around 97 percent of the tax revenue (€219m) came from private bookmakers. State provider Oddset provided the remaining three percent. There are an estimated 3,500 betting shops.

Meanwhile in 2014 a Sports Betting Association (DSWV) was formed to look at the legal uncertainty in the German market. The members all have licences for sports betting or are in the round of the nationwide concession.

The 12 members are Admiral, Betfair, BTY, Cashpoint, Deutsche SportWetten, Bet365, Ladbrokes, Mybet, StanleyBet, Tipico, Wettmeister, HappyBet.

Germany



ONLINE

Oddset at the moment is the only German internet provider however because the German government has no jurisdiction over foreign companies operating from their own countries there are several operating sites in Germany. Bwin has been particularly successful and has gained a huge following in Germany. As they do not pay taxes in Germany it can also offer better odds than Oddset.

The online gambling and betting sector in Germany has been a minefield littered with obstacles and complications since it all began several years ago.

At the start of 2008 the Interstate Treaty on Gambling (ISTG) was implemented by 15 of the 16 German states and this was meant to have a four year lifespan before it was reviewed. The crux of this legislation was a prohibition on online gambling except horse racing. This also extended internationally to foreign bookmakers and gave permission for ISPs to block access to online casinos and other portals.

Few took notice and despite the threat of legal action the German government couldn't in reality

In 2012 the German market decided to open up the sport betting sector and abandon the monopoly system under the ISTG. A clause in this treaty will allow for up to 20 online sports betting licences.

ban foreign bookmakers to offer their sites to German players.

Bwin, for example, reported in 2011 that 20 per cent of their €816m net gaming revenue came from Germany.

In 2010 the European Court of Justice claimed this treaty violated European law and by 2012 the betting market was partly liberalised and the country decided to grant concessions to 20 private bookmakers for sports betting shops and online portals.

In 2012 the German market decided to open up the sport betting sector and abandon the monopoly system under the ISTG. A clause in this treaty will allow for up to 20 online sports betting licences. However not a single licence has been issued to date. The treaty states the following:

- Limitation of 20 licences for sports betting only.
- Monthly limitation on stakes to €1,000 per customer
- Betting operators liable for a 5 percent tax on stakes (called Torpedo tax)
- In-play betting limited to final results and period of a game.

Damir Böhm of legal firm Böhm & Hilbert said: "The 20 licences under this process have not been provided. It is anticipated that this process can't be completed in the next two years. This can be followed by a new procedure which is determined last one year. Thus, by the end of 2017 or beginning of 2018 there may be licences granted for sports betting in Germany."

With the right legislation it is said the market potential is huge. It is reported that Germany's GGR for gambling operators is €10.7bn of which Oddset contributed €81m – outnumbered by unregulated market. Some €588m of GGR is from betting shops and €325m from remote sports betting.

Online casinos (although prohibited under the ISTG) generated €357m in the unregulated market and €301m for online poker (2012 figures).

Online betting, casino and poker accounted for €983m of GGR in 2012. Estimations state a gross win of €1.87bn could have been generated from July 2012 to December 2015 IF the market had been open for all products.

But the procedure has come to a standstill thanks to courts stopping licences pending proceedings.

Private enterprises were able to apply for sports betting and lottery licences and companies could apply to operate online.

The tender for the 20 licences was published in August 2012 and legal battles followed. In November 2013 a letter was sent to the remaining

In 2012 Schleswig Holstein, the one state which had declined to enter the Interstate Treaty, passed its own liberal gambling law (Gaming Reform Act) to enable online operators to apply for licences.

41 applicants claiming none of them fulfilled the minimum requirements.

In September 2014 a letter was sent announcing the 20 highest ranked applicants but before it could issue licences the ministry was stopped by several court decisions.

To complicate matters further, in 2012 Schleswig Holstein, the one state which had declined to enter the Interstate Treaty, passed its own liberal gambling law (Gaming Reform Act) to enable online operators to apply for licences. This included the following:

- Lotteries, land based casinos, online casinos, betting.
- All online products are permitted except roulette, blackjack and baccarat.
- Operators are taxed on 20 percent of gross profits.
- Licences are granted for six years and unlimited number granted.
- Foreign operators are permitted to apply with a place of business in the EU/EEA
- Distribution licences required a bank guarantee of €1m

The first three sports licences were awarded to Betfair, Mybet and Die NordwestLotto. In total a 48 licences were issued – 23 for online casino products (including poker) and 25 for land based and remote sports betting.

It had issued licences to companies including 888Poker, Bet-at-Home, Bet365, Betfair, Bwin, Cashpoint Malta, Ladbrokes, Mybet, Online Casino Germany, Pokerstars, Tipico and Skill on Net.

Schleswig Holstein licences are valid for six years. However thanks to a change in power and a newly elected government the new leaders decided to include the state in the State Treaty.

However despite this recent inclusion in the State Treaty the licences the state issued remain valid for six years so are valid until 2018 or 2019 when the market will be fully closed.

The EU is now also involved querying the ISTG's decision to retain the state gambling monopolies saying the treaty is 'incompatible' with EU law and in April 2015 the German Sports Advisory Council on the ISTG resigned from its role as advisor to the government on issuing gambling licences to sports betting operators. Delays are now said to be pushing consumers back towards a black market.

At the moment it is stalemate. It is not thought any decision will be made before next year and possibly no sports betting licences will be issued in the near future.

In 2013 the Austrian Sports Betting Company founded Deutsche Sportwetten and entered into a partnership with Deutsche Telekom to provided sports betting in Germany.

In 2015 Deutsche Telekom acquired a 64 per cent stake in Deutsche Sportwetten and since March this year betting customers in Germany have been able to access online the Tipp3 products with a focus on football plus other sports such as tennis, basketball and formula 1.

The Big Five



The sports betting sector has needed to reinvent itself numerous times, particularly since the advent of the internet. As bookmakers compete to be at the forefront of the current sports betting boom, new technologies and products cause as many headaches as they do opportunities for their planning teams.

As bookmakers compete to be at the forefront of the current sports betting boom, new technologies and products cause as many headaches as they do opportunities for their planning teams.



As Head of Product at SIS, Marc Thomas is at the sharp end of new developments in the industry. He picks out five key innovations and products that are changing the face of sports betting:

Marc Thomas
Head of Product, SIS

BIG AND SMALL DATA

Operators are consistently challenged with how to get the biggest bang from their marketing buck and this year we could see the sports-betting sector make massive strides in how their data is harvested, analysed and put into practice.

The ability to look into this data and understand the changing target markets can now go into fine detail, making personalisation a watch-word for any new products. Using this ever-evolving capability to create a truly tailored offering with products, services, bonuses and interesting messages delivered to individual customers will be crucial as operators look to hold and grow market share.

Within a sportsbook, operators also need to visualise data in a way that will capture the imagination of the betting community, whether that's live, statistical or historical data. I think that we may see the sort of efforts that have already taken place in financial analysis – replacing qualitative concepts such as 'form' with hard statistical data – become more prevalent in sports betting.

HTML5

Modern smartphones are now as powerful as desktop computers, have higher quality screens and are infinitely more accessible and convenient.

Even without touching on the careful balancing act bookmakers now have to make between their online and retail identities, there's a massive challenge to create adaptable products that serve bettors across traditional online outlets such as the PC, while still satisfying the mobile generation.

The emergence of HTML5 as the technological standard for online development means that bookies can now build solutions that satisfy both online platforms. It's a tool that is capable of producing outstanding visual feats that adapt to whichever platform a user encounters, whether that is mobile, tablet, PC or, as the platform develops, watches too.

The omni-channel conundrum is one that hasn't yet been solved and mobile will likely be the biggest focus for many businesses in the industry this year. True, effective convergence is now seen as the Holy Grail for bookmakers and HTML5 could be the technology that delivers it.

STREAMING

Another technology intrinsically-linked to the ever-increasing power and capability of the internet, streaming has shaken up everything from bettor viewing habits to sports rights contracts in recent years.

Due to the ongoing hikes in the cost of sports rights, the streaming of sporting action on bookmakers' websites has come under increased pressure to be monetised.

At SIS, we've worked with international operators on streaming solutions and have seen a sea-change towards a 'Watch and Bet' model, where bookies attract a higher number of potential bettors on an event, versus the UK's more standard model of 'Bet and Watch'. It will be interesting to see how this trend evolves.

From a user perspective, the improvement in streaming technology, and the introduction of more powerful tablets and mobile phones, means that bettor habits have now moved past even 'second screen' to 'any screen' needs – they want to see and bet on what they want, when they want, wherever they are. The challenge for bookies is to provide this.

CASHOUT OFFERS

Cashout, cashback and moneyback offers are a great way for bookies to spark that initial interest from users. As they have become more common across the marketplace, there has now become a wrestling match between different providers led by these sorts of offers, as loyalty to betting brands diminishes within the online generation.

The logical next step for this type of offer now is to draw on the big data boom and create tailored offers that are personalised to individuals or a group. Traders now need to become marketers in their own right, spotting trends in sub-sections of their audience and delivering streamlined enticing offers to consumers who will then be tempted onto the service.

IN-PLAY BETTING

The rise of in-play betting continues. Already established in football, the decreased cost of the technology to deliver in-play means that operators can offer more sports within their in-play stable.

I'm expecting to see the capability become more widely available for horseracing, introducing a new style of betting for fixed odds punters who can demonstrate another level of knowledge relating to the consistency of a horse, or its finishing power, and so on.

Key technologies will be developed over the coming months that improve the positional tracking of participants, automated data collection and visual delivery to customers, meaning in-play will only continue to grow. There is no-end to where this technology can take us – with the advances in positioning technology, anything from a bike to a horse to a greyhound can be 'chipped up' allowing fixed odds bookmakers to tap into in-play revenue that has previously been largely available via exchanges only.