

**iGAMING  
BUSINESS**

# The Global Business of Poker

Fourth Edition

Rachael Church-Sanders

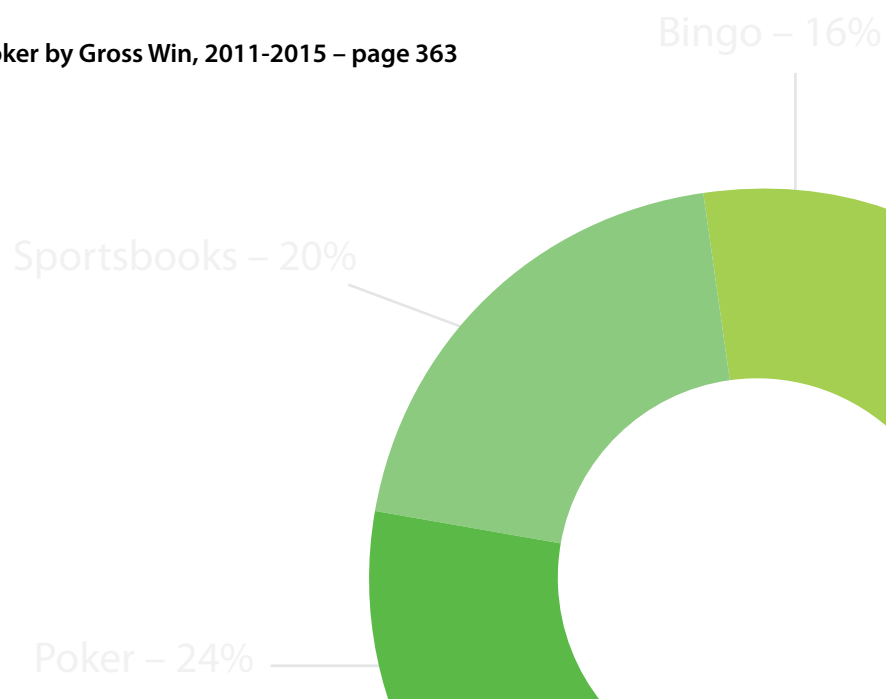


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Graph taken from Gaming site by genre  
Jan 2012; Introduction Page3

Source: Casino City Online



## The Global Business of Poker: Synopsis of Content

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*“From the dominance of PokerStars in the dotcom and dot.national markets in Europe through to the potential rewards that would arise from the opening of the US market, there is no doubt that the online poker game is changing.”*

**Jim Ryan, Co-CEO, bwin.party**

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*“Online poker growth has stagnated in recent months due to various causes. Black Friday, regulating markets, market saturation and reduced marketing budgets have each played a part in the slowed growth.”*

**Lydia Melton, Head of Network Games, Microgaming**

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Against a backdrop of a global economic downturn, evidence from some publicly-traded gaming companies such as Ladbrokes shows that throughout 2011, revenues from online poker have continued to be squeezed. No longer finding online poker to be a licence to print money, some operators are having to work harder than ever to retain existing customers and encourage them to spend more money on their sites.

Essentially, online poker's development has been similar to that of a typical teenager – large bursts of growth followed by shorter ones, periods of uncomfortable orientation and a sense of invincibility. However, times have changed. The online poker boom is considered to have peaked in the UK by many industry commentators. The UK is a country that is now considered to be a mature market, well over its poker fad.

Meanwhile, growth in the US is still stymied by prohibition at the time of writing although moves on a state-by-state level to legalise the game are considered bellwethers for regulation at a national level. Pockets of opportunity also still remain for the industry in markets that are starting to open meaning the online poker industry is a long way from being nascent yet.

In essence, each online poker operator is looking to participate in a sector becoming more socially acceptable and entertainment-based, benefiting from a liberalised regulatory structure in some markets, and enjoying growth across many key demographics including those that have been hard to reach through other types of gaming such as women. Add to that the growth in social media, smartphone apps and microtransactions and multiply that by the growing number of people globally with broadband connections and wireless access, the future still looks bright for online poker with operators such as Sky Poker claiming innovation is the key to success.

The Global Business of Poker: Fourth Edition provides an overview of the status of online poker in all key markets as well as forecasts up to 2015. It examines how gaming companies are reaching out to their audiences through online poker.

It outlines the key elements in developing and executing a successful online poker experience. It includes online poker overviews by region; areas of opportunity; factors affecting growth in the industry; the smartphone revolution and how it is affecting poker offerings; how social gaming is now part of the online poker mix; best business models for online poker; monetisation and marketing strategies; regulatory issues and demographics of players as well as the future of the online poker market.

It provides case studies of the major online poker sites and networks and takes a look at who the winners and losers will be as well as which countries/regions present the best opportunities for investment.

The report provides real insight and benefits to gaming developers and operators, sponsors, brand managers, marketers, agencies and others who are actively involved in online poker or that might be considering entering the industry.



**What is the main industry of your company**

- Online Operator
- Professional Services
- Payment Solutions
- Marketing
- Land Based Operator
- Technology Provider
- Software Provider
- VC/Investor
- Mobile Operator
- Jurisdiction
- Affiliate

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