

iGAMING BUSINESS

Intelligence reports



iGaming Business intelligence reports provide comprehensive, authoritative, strategic intelligence to help define markets, identify business opportunities and attain a competitive edge in the complex and rapidly-changing iGaming industry.

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All over the world, the most influential operators, software companies, affiliates, payments solution providers, jurisdictions, media owners, gaming lawyers, technology companies, venture capitalists, associations and more are using iGaming Business reports to make senior-level commercial decisions about iGaming and shape their future strategies.

Below is a selection of the iGaming and gambling related reports, data and research. If you would like to purchase a report or need further information please email reports@iGamingBusiness.com

Online Sports Betting: **A Market Assessment and Outlook** (Second Edition)

This report examines the main issues surrounding the growing digital sportsbook industry such as the global betting market overview by region, strategies into areas of opportunity, important factors affecting growth in the industry and how to avoid pitfalls. It will also cover the marketing strategies of online and mobile sportsbooks, regulatory issues and the growing role of smartphones and how it's affecting sports betting offerings and social media and in-play betting. The report will also feature commentary from leading executives in the digital gaming industry who provide their own expert views on what is next for sports betting. It will provide case studies of major digital sportsbook operators, betting exchanges and suppliers and determines who the winners and losers will be.



The Changing Face of Payments: **A Market Overview and Global Trends**

This report offers an overview of the entire global payments ecosystem as it stands, as well as looking to the future of payments. The Changing Face of Payments report will give you a comprehensive overview of the entire global payments ecosystem and a review of geographical processes and behaviour surrounding payments, as well as looking at local licensing. The report offers an in depth analysis of how the availability of more convenient options are creating new opportunities for alternative and non traditional payment (as well as details about different payment methods such as credit and debit cards, mobile, NFC, Ukash and PayPal) and a review of regulation and recent changes. The report will also look into future trends, in local and global markets, ensuring that operators will be up to speed in the landscape as it exists today and in the future.



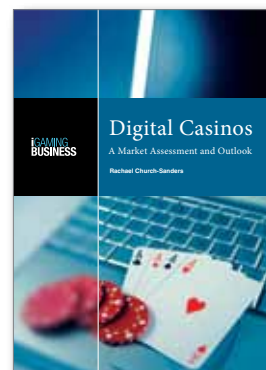
Social Marketing & Strategies: **Effective Implementation and Measurements**

Social media has heralded a new era. It is very much the end of “business as usual” and the beginning of adaptive engagement. The incorporation of social media into business practices is now nonnegotiable, yet it remains a medium that gambling companies are still, for the most part, just adjusting to. Some are actively pursuing social media strategies, to various degrees of success, while others are approaching the concept passively and reluctantly. Being competitive in today’s global economy hinges on the ability to interact with consumers online. Social media didn’t invent the ability for customers to share their opinions, but it did amplify it. How you take advantage of these changes will define your iGaming Business in the future.



Digital Casinos: **A Market Assessment and Outlook**

Online casinos were among the first gaming sites to appear on the internet when they launched in the mid-1990s thanks to the pioneering efforts of software companies. During the course of the past decade, the digital casino market (encompassing websites for computers, mobiles and other connected devices) has grown out of all recognition, maintaining its position as the leading gaming genre in terms of numbers of sites. This report examines the main issues surrounding the growing digital casino industry. It offers an overview of game genres, strategies into areas of opportunity, important factors affecting growth in the industry and how to avoid the pitfalls, the marketing strategies of online and mobile operators and regulatory issues and the growing role of social media, live dealer gaming and smartphones.



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