

Sports Betting - UK - July 2015

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The sports betting market in the UK is reaching a tipping point beyond which it becomes digital first and football-led: betting on sport is now more common online than in shops and is rapidly approaching equivalent value also, while the national game relentlessly closes in on the traditional staple of horseracing across all measures.

This report looks at the following areas:

- Where next for football betting?
- What will be the new 'new thing' in mobile sportsbook?
- Can in-play cross over to instant-wins?

Technological developments are only accelerating those trends too, with the live video streaming that has underpinned the growth of (football-dominated) in-play betting going mainstream and 4G mobile networks ready to give another boost to the smartphone sector.

The coming maturity of the football segment creates challenges for all operators in continuing to expand the player base, but retail brands are not entirely shut out of the prevailing digital trends – those who are able to harness the power of mobile as part of a more immersive shop experience can create a differentiated sports betting offer to appeal to new demographics.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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