

Mobile Casino Facts and Figures

The real-money gaming industry is booming. Hundreds of new casinos have set up shop, millions of players are playing every day; apparently more women are joining the fun too! It's time to put some numbers on the table.

1. Lets Talk Money

The numbers are staggering. Today, the global remote gambling industry makes £21.54 billion a year, while the UK remote market generated a revenue of £2.44bn! The entire British gambling industry (including brick-and-mortar casinos shops) generated £6.8bn in April 2013 to March 2014, excluding the National Lottery. More impressively, these figures are much higher than the previous years. Remote gaming sees a 18% increase from 2013, while overall gambling sees a 6% increase.

2. Where Does Everyone Play?

A large chunk of gambling transactions still occur at brick-and-mortar betting shops. While the online market is growing steadily every year, it isn't overtaking the industry anytime soon – only 31% of the public has gambled online, whereas 62% gambled in person. Experts predict that online gaming would be complementary to physical gaming, in that it'd increase spending rather than substitute.

Despite the hundreds of new casinos that have popped up around the Internet, 60% of the UK Gambling Market is owned by Big 6 – William Hill, Ladbrokes, 888, Bet365, Betfair and Paddy Power. Sports betting is ruled by bet365, William Hill coming in second and Betfair third. Bingo operator, Gamesys holds 13% market share and tops the UK online gaming segment. Its a very crowded market too. As of 30 September 2014, there are 277 remote gambling licenses (for online and mobile casinos), held by 200 operators!

3. Is the mobile platform taking over the world?

Yes, and there is a lot of proof. In 2013, 17% of William Hill's Online Gaming revenue and 40% Sportsbook stakes are mobile. In Q2 2014, mobile took 51% of global social casino revenue to become the largest platform for the industry. It isn't just a shift of users from their PCs to mobile devices. The mobile platform has been driving new users to pick up gambling; in Q3 2014, PokerStars saw over 50% of new registrations come through mobile channels.

4. What games does everyone play?

The Health and Social Care Information Centre, Office of National Statistics reports that **the most popular gambling activity is the National Lottery**. Mintel Market Research analyses the games that UK online players choose, reporting that 40% choose are sports betting. Slots and roulette follows closely, followed by Poker and Bingo. The Gambling Commission's survey shows that online Bingo fans play more frequently than other gamers, with 25% of its respondents playing more than 2 days a week.

5. How much does everyone else spend?

A 2014 article by BBC reports that the average household spends £166 a year on gambling (or a £3.20 a week). It turns out that this is more than the average household spend on the cinema! Also, it seems that the amount is manageable for most gamblers, with only 0.5% of the population is experiencing gambling addiction.

The gambling prevalence report by the Gambling Commission reports that gamblers took part, on average, on 93.6 days per year. This works out at more than once a week, but not quite as often as twice a week.

Thank you

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