

GAMBLING



2,403,645
TOTAL OPT-INS

74% OF GAMING, GAMBLING & SPORTS BETTING COMPANY OPT-INS ARE MALE



Opportunity: Around 2.4 million people will opt-in to receive messages from gaming, gambling and sports betting companies in 2013, rising to 3 million in 2015. The number of smartphone users opting-in over this time will increase from 1.44 million to 2.31 million.

CRM key stats: Males account for 74% of opt-ins, with a massive 90% of male opt-ins wanting to receive a communication on a quarterly or more frequent basis. Of the female opt-ins, 57% would like to hear from gaming, gambling and sports betting companies once a month or more. The demographic that would most welcome messages are 25-34 year olds.

Around the UK: In STV there are 322,449 opt-ins, which is on a par with Central and Yorkshire. Both Granada and Meridian have close to a quarter-of-a-million opt-ins.



FEATUREPHONE
OPT-INS
938,454



SMARTPHONE
OPT-INS
1,359,823



MALE
OPT-INS
1,788,160



FEMALE
OPT-INS
615,485

