



The most trusted
data and intelligence
on the global
gambling industry



We believe the best decisions are driven by the best data

Whether you're expanding into new markets, optimizing your operations or evaluating investments, H2 Gambling Capital delivers the critical market intelligence you need to win in the gambling industry.

Stay ahead of trends with our world-class revenue projections and performance benchmarks.

Navigate shifting market dynamics with detailed analysis and forecasts.

Benchmark your business against industry leaders and identify new growth opportunities.

Make data-driven decisions with the most trusted market intelligence in the gambling sector.



Insight – Strategy – Success

The H2 Subscription

Providing your organization with access to the most complete and reliable market data from across the globe with expert forecasts to future proof your strategy.

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H2 Core

Turnover and revenue data by product and channel for 150 markets from 1998 with forecasts to 2030.

Regulatory change trackers for every market.

Globally aggregated summary data and flat datasets.

H2 Standard

All core resources plus coverage and tracking of 100 operator and suppliers' financial data, company announcements and industry commentary. Including market share by operator in over 100 markets and monthly market tracking.

H2 Plus

All standard resources plus consolidated national and regional reports bringing together all the essential information in each market into easy to digest written report format with additional player survey analysis.

H2 Market Data



Gambling Capital

National Datasets

H2 NATIONAL DATASETS

Gross Gambling Turnover and Gross Gambling Win Tables

Sets out gross turnover and gross win data by product for all landbased and onshore interactive gambling activity.

Key Performance Indicators

Provides detailed KPI's on various market segments including facility numbers, device numbers, admissions etc and uses data in the above tables to calculate win per device, win per admission etc.

Presented in Microsoft Excel

X

Over 150 detailed national and state datasets provide a comprehensive breakdown of the onshore and offshore gambling revenue generated in each jurisdiction

All datasets are constantly updated to take account of most recent data, changes in regulation and market developments to provide the most up to date view of the market available

Data is sourced from regulators, governments, monopolies and commercial operators

Historical time series spans 18 years with 5-year forecasts extended each year.

The screenshot displays a Microsoft Excel spreadsheet with multiple worksheets. The visible worksheets include:

- Belgium Gross Gambling Turnover**: A table with columns for years (2004-2024) and rows for different gambling products (e.g., Casino, Sports Betting, etc.).
- Belgium Gross Gambling Win**: A table with columns for years (2004-2024) and rows for different gambling products (e.g., Casino, Sports Betting, etc.).
- Belgium Interactive Gambling Summary (Gross Win)**: A table with columns for years (2004-2024) and rows for different gambling products (e.g., Casino, Sports Betting, etc.).
- Total Global Gambling Spend**: A table with columns for years (2004-2024) and rows for different gambling products (e.g., Casino, Sports Betting, etc.).

The spreadsheet is color-coded with blue headers, orange borders, and a yellow box highlighting the 'Yellow Assumptions Box' at the bottom right.

Interactive Gambling Summary

Breaks down interactive (online) gambling by onshore and offshore licensed activity including by segment analysis.

Total Market Overview

Provides total market analysis including gross win, gross win per adult, % of market interactive, % of GDP

Yellow Assumptions Box

Outlines the sources and assumptions used in the dataset including date of most recent reports and clarification of factors / assumptions used in forecasts.

National Regulatory Updates

Presented in PDF Format



H2's regulatory updates provide a consolidated overview of the regulatory environment in over 150 markets

The reports describe the market structure, legality, taxation rates, regulatory bodies and key legislation

Include a timeline of the key regulatory developments up to present day.

Regulatory Update



United Kingdom



Last Updated – 20 January 2020

Market Dynamics

- Commercial operators. Betting was mostly regulated onshore until recently with gaming mostly operated offshore. Camelot, the National Lottery (monopoly) operator offers its products online (currently running at circa 13.5% of sales);
- Ladbrokes, PaddyPower and William Hill moved their operations offshore. Few operators are based onshore; the two major onshore operators are bet365 and Skybet. (both companies only have their interactive betting operations in the UK, their gaming is offshore).

Legality

- All forms of gambling are authorised within the market. Gaming since September 2007 under the 2005 Gambling Act. Remote betting licences were available prior to this.

Taxation

- Land-based casino, 15-50% gross profits dependant on gross gaming yield; gaming machines, 5%, 20% or 25% gross profits; sports-betting, 15% gross profits; pool-betting, 15% net profits; bingo, 10% gross profits; interactive gaming, 15% gross profits (exchange, poker, pari-mutuel operators, 15% operator commission); lotteries, 12% to charitable causes.

Regulatory Bodies

- Gambling Commission.

Legislation

- Gambling Act 2005; Gambling (Licensing and Advertising) Act 2014.



November 2019 con...

- The London borough of Tower Hamlets adopted a new gambling policy that could lead to the council restricting the opening of new gambling premises near schools, playgrounds, hospitals and residential homes for the elderly and would allow the council to block the building of new gambling premises near any venues where a Gamblers Anonymous meeting was held. The new policy will come into effect on 14 December, it followed a 12-week consultation period that ran from April to June.
- The Scottish National Party's (SNP) General Election manifesto called on the UK government to treat problem gambling as a public health matter and for the introduction of new laws to help protect children online. The SNP said the UK government should tackle problem gambling with a joined-up strategy and added that it would press for greater devolution of gambling regulation to the Scottish Parliament and back a full public health inquiry into gambling-related harm. It also set out how it would support changes to charity lottery law to reduce bureaucracy and maximise returns to good causes and prevent minors from accessing gambling-style features such as loot boxes in video games.

December 2019

- The UK Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) launched a new consultation over proposals to alter current rules in order to allow children to play a greater role in certain lottery adverts. Currently advertising rules limit how often minors can appear in lottery adverts and the good causes they support, but CAP and BCAP said these could prevent some lotteries from featuring the beneficiaries of lottery funds to a point where it may be too strict.
- Northern Ireland's Department for Communities (DfC) launched a public consultation to look into its gambling regulations and explore the "effectiveness of the current legislation". It said it was "seeking to identify changes which should be included in any new gambling legislation". The consultation period will run until February 21, 2020. Meanwhile Boris Johnson's election victory will likely lead to the overhaul of government departments in the coming months. Press reports suggested that the remit of the Department of Culture, Media and Sport (DCMS) could be trimmed down and departments merged at the end of January. Nicky Morgan will remain Culture Secretary for now and Helen Whately, MP for Faversham and Mid Kent, will continue as minister with responsibility for gambling;
- The Government announced it would conduct a complete review of the Gambling Act which specific focus on interactive gambling regulations including the treatment of video game "loot boxes" and gambling on credit.

January 2020

- The Gambling Commission announced it would take action to address issues related to the use and promotion of VIP accounts if operators do not "improve their interaction with VIPs." The announcement came in response to UK media outlets who had obtained a non-public report from the Gambling Commission which highlighted the prevalence of problem gambling issues with VIP account holders and ways in which the issues could be tackled, including an outright ban;
- The governing body of English football, the FA, announced it would not renew its agreement with Bet365 that allowed the operator to stream live football matches for customers who had placed bets with them. The decision followed criticism from Parliament including an All Party Parliamentary Group on gambling related harm who called for a complete reform of the Gambling Act.
- British newspapers report that the UK Gambling Commission is expected to announce the long-awaited ban on credit card wagers in the coming days. It is unknown whether e-wallets such as PayPal will be included in the ban, therefore limiting customers to using debit cards to fund their accounts.
- The Gambling Commission announced that the use of credit cards for gambling will be banned from 14 April 2020, including 'payments to the licensee made by credit card through a money service business'. However, there will be an exception when purchasing National Lottery tickets at a retail venue, when these are purchased along with other items. This follows a consultation that ran from 14 August to 6 November 2019, and was widely expected.



Presented in Microsoft Excel



Presented in a simple, consistent format to allow for easy analysis and comparisons

- Race Betting
- Sport Betting
- Casino Table Games (Land)
- Casino Gaming Machines (Land)
- Gaming Machines Outside of Casinos (Land)

- Race Betting
- Sport Betting
- Casino Table Games (Land)
- Casino Gaming Machines (Land)
- Gaming Machines Outside of Casinos (Land)
- Casino Slots (Online)
- Casino RNG (Online)
- Casino Live Casino (Online)
- Poker
- Bingo/Other Gaming
- Draw Lottery
- Instant Lottery
- Other Lottery

H2 Gaming Capital	Total All Channel Betting Gross Win													
	(US\$m)	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Algeria	0.9	1.2	1.5	2.0	2.1	2.2	2.4	2.4	2.6	2.9	3.3	3.3		
Botswana	0.1	0.1	0.1	0.1	0.2	0.3	0.4	0.4	0.4	0.6	0.9	1.0		
Cameron	2.5	2.7	2.9	3.1	3.3	3.6	3.9	4.1	4.5	4.9	5.4			
Congo (Republic)	0.5	0.6	0.8	1.1	0.9	1.2	1.2	1.6	1.9	1.9	1.7			
Egypt	0.3	0.4	0.6	0.8	0.9	1.1	1.6	1.7	1.9	2.2	2.4			
Ethiopia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Ghana	3.4	3.7	4.2	4.7	5.2	6.1	6.8	7.9	9.4	13.6	18.5			
Kenya	0.8	1.0	1.3	1.6	2.0	2.6	3.3	4.1	5.1	8.7	13.3			
Mauritius	11.0	14.6	15.9	21.3	26.4	28.7	30.9	33.0	33.0	35.0	31.4	32.0		
Morocco	57.9	69.0	77.9	89.1	103.3	136.3	150.9	166.5	185.3	201.8	216.1			
Mozambique	0.2	0.3	0.3	0.3	0.4	0.4	0.5	0.6	0.7	0.8	0.9			
Namibia	0.3	0.3	0.4	0.7	0.8	0.9	1.0	1.2	1.3	2.5	2.9			
Niger	3.7	4.0	4.3	4.6	5.0	5.4	5.8	6.3	6.9	7.5	8.2			
Nigeria	0.2	0.2	0.2	0.2	0.2	1.4	2.3	3.6	4.4	5.7	25.1			
South Africa	60.5	64.8	87.2	91.6	107.8	138.7	127.4	133.7	168.9	178.3	208.3			
Uganda	0.2	0.2	0.3	0.3	0.4	0.5	0.6	0.8	2.0	2.5	2.9			
Other Africa	45.8	46.2	46.8	51.2	52.1	56.1	59.0	61.4	71.5	86.3	89.4			
Azerbaijan	0.2	0.2	0.4	0.6	1.0	1.4	1.5	2.0	16.3	22.8	30.0			
China	714.5	495.7	1,161.9	1,413.5	1,581.5	1,115.4	1,105.0	1,613.4	2,043.8	2,443.6	2,971.4			
Georgia	2.8	3.6	5.3	8.0	10.6	16.8	18.3	20.3	38.1	48.0	52.2			
Hong Kong	1,821.7	2,105.8	2,138.4	2,207.9	2,217.2	2,380.1	2,313.9	2,448.0	2,705.8	2,906.7	3,133.8			
India	25.7	26.8	31.8	41.2	45.4	50.5	64.5	72.8	88.4	131.3	108.6			
Indonesia	4.2	4.9	5.8	6.5	7.9	9.6	14.6	23.5	25.9	28.5	30.5			
Israel	133.6	162.8	191.5	248.2	269.7	271.4	273.9	290.6	289.8	324.8	338.3			
Japan	11,433.7	11,332.0	10,945.6	10,875.7	10,470.9	9,846.0	9,096.1	9,273.5	9,504.9	9,273.5	9,504.9			
Kazakhstan	0.2	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5			
Lebanon	3.8	3.9	3.4	3.2	3.3	3.5	4.1	4.6	4.8	5.0	4.9			
Macau	203.2	263.8	338.8	110.1	101.4	129.8	104.6	153.3	147.1	135.1	138.0			
Malaysia	216.4	230.7	249.2	269.0	292.5	303.9	305.1	307.8	334.9	353.7	371.9			
Philippines	40.3	46.0	51.7	67.2	75.4	83.0	87.2	96.4	104.9	116.1	123.4			
Russia	365.9	331.9	377.1	437.5	500.6	531.8	552.9	507.5	479.5	498.8	495.2			
South Korea	211.0	1,909.7	1,909.2	2,085.8	2,684.5	2,984.4	2,973.9	3,116.8	3,222.7	3,553.1	3,540.8			
Taiwan	11.9	13.2	19.9	34.8	39.9	135.9	153.2	177.5	209.8	246.9	273.0			
Thailand	28.6	28.2	26.7	29.5	29.5	30.5	29.8	29.5	32.1	35.6	39.6			
Vietnam	0.6	0.9	1.1	2.1	2.3	2.5	2.6	2.9	5.6	7.9	9.9			
Other Asia and the Middle East	497.3	530.7	582.4	675.1	711.0	746.3	838.3	908.2	974.6	1,097.2	1,295.3			
Australia	104.2	111.2	121.5	143.4	169.5	188.7	189.0	206.6	208.8	216.3	219.9			
Belgium	91.1	91.9	86.0	88.3	92.9	104.4	108.8	113.7	119.4	145.7	183.0			
Bulgaria	37.2	38.6	39.6	42.0	44.7	51.0	55.0	59.0	65.2	66.7	60.9			
Croatia	66.9	76.2	100.7	103.6	130.2	169.6	151.2	162.7	181.5	189.0	186.9			
Cyprus	27.9	31.0	32.6	33.3	38.2	52.9	44.5	48.5	40.9	43.5	38.6			
Czech Rep	51.4	72.1	68.8	78.9	100.6	132.5	177.9	179.8	186.5	216.6	221.7			
Denmark	58.1	66.3	72.1	74.2	136.4	137.4	137.4	156.5	174.6	184.6	178.6			
Estonia	0.9	1.3	1.5	3.1	3.6	4.4	5.8	6.6	7.9	9.3	11.2			
Finland	180.5	189.3	211.8	215.2	219.8	228.6	226.9	229.1	239.4	251.9	269.1			
France	2,363.1	2,441.6	2,567.8	2,646.0	2,621.7	2,759.0	2,826.3	3,042.3	3,153.5	3,390.9	3,357.8			
Germany	618.8	660.4	684.2	624.5	605.4	588.8	506.7	504.8	531.7	921.9	979.3			
Greece	862.1	824.3	733.2	979.7	831.9	958.3	813.5	782.5	699.7	625.6	574.4			
Italy	17.6	19.6	21.3	22.7	27.7	40.9	50.5	63.7	71.9	85.8	107.9			
Latvia	329.5	384.1	440.8	557.1	601.9	609.6	524.0	536.8	463.9	477.2	473.8			
Italy	1,525.7	1,557.2	1,575.2	1,852.9	1,864.2	1,973.1	1,741.3	1,715.2	1,507.4	1,148.6	1,188.9			
Latvia	2.1	2.9	3.5	12.1	14.4	19.0	19.9	6.5	8.9	12.5	15.5			
Lithuania	0.8	3.4	3.7	4.7	6.1	8.9	10.6	12.1	15.2	19.5	23.2			
Luxembourg	1.7	2.2	2.9	4.2	5.4	6.0	6.4	7.2	7.6	8.9	6.9			
Malta	1.1	1.3	1.5	2.1	2.2	2.3	5.4	5.5	5.6	5.9	6.8			
Netherlands	28.6	30.1	39.6	43.8	46.2	60.6	68.8	84.6	93.1	119.6	137.3			
Poland	61.1	72.5	72.4	88.6	123.3	102.7	107.9	120.9	130.9	132.0	143.4			
Portugal	6.2	6.3	7.2	9.4	13.5	16.8	26.1	35.5	40.5	47.5	60.2			
Romania	8.1	10.0	12.5	17.4	21.8	29.5	36.4	43.3	53.4	62.8	67.7			
Slovak Republic	18.8	25.0	25.4	70.6	80.5	95.8	118.5	129.0	138.0	143.0	162.9			
Slovenia	4.0	6.3	10.0	16.3	20.4	26.8	26.8	29.9	30.5	34.0	29.6			
Spain	297.1	312.2	321.2	306.5	346.6	457.1	492.0	523.0	504.1	565.7	609.9			
Sweden	552.2	566.3	578.4	603.0	639.2	658.2	688.4	701.2	711.9	719.4	744.9			
EU27 Sub Total	7,318.9	7,623.7	7,863.3	8,641.0	8,799.3	9,479.5	9,166.2	9,500.4	9,392.0	9,900.2	10,161.9	10,161.9		
Albania	0.9	1.2	1.4	2.0	2.0	2.5	2.7	3.1	3.4	3.6	3.7			
Belarus	0.7	0.9	1.1	1.4	1.5	1.7	2.0	1.9	2.0	3.3	4.0			
Bosnia	0.1	0.4	7.5	8.8	9.4	10.6	11.6	11.7	10.8	13.0	14.3			
FYR Macedonia	0.5	0.5	0.6	0.9	1.2	1.5	1.7	2.0	2.1	2.3	2.4			
Norway	266.2	172.7	189.3	203.8	226.6	265.7	261.0	279.8	285.5	289.3	302.1			
Russia	165.0	212.9	271.5	341.9	422.6	526.7	500.5	598.2	727.1	836.0	916.9			
Serbia	49.8	56.5	63.8	70.0	76.7	84.6	86.0	89.2	94.8	95.3	97.7			
Turkey	59.9	73.2	68.9	70.3	80.9	81.3	80.0	81.5	87.4	81.3	85.8			
Turkey	45.9	55.9	77.6	110.2	148.6	166.7	194.1	228.7	285.0	307.3	214.5			
Ukraine	2.0	2.4	2.6	3.0	3.5	3.6	3.8	4.0	4.2	4.5	4.6			
United Kingdom	2,778.4	2,869.6	2,940.7	2,996.0	3,081.6	3,147.2	3,003.3	3,224.7	3,378.0	3,661.2	3,886.4			
Other Europe	12.2	20.0	24.9	29.9	37.7	45.9	59.5	64.0	70.7	75.0	81.2			
Argentina	3.7	2.4	2.8	3.2	3.8	5.0	5.8	6.8	7.9	9.6	9.9			
Bahamas	1.8	2.2	2.7	2.7	2.8	4.2	52.6	1.9	1.6	4.5	4.2			
Brazil	26.0	28.5	29.9	28.3	30.4	33.4	34.0	45.9	51.3	60.4	60.7			
Chile	44.6	48.3	60.7	62.6	58.4	63.4	66.3	64.3	73.4	76.6	82.2			
Colombia	497.0	487.8	325.3	341.4	347.5	353.5	356.4	360.9	208.7	279.6	332.1			
Jamaica	17.8	19.3	12.4	12.6	13.6	12.5	12.7	13.5	12.9	13.8	13.4			
Panama	7.7	11.3	12.4	15.6	17.1	23.3	22.9	25.0	31.6	29.9	25.9			
Peru	6.2	6.6	8.7	8.7	10.1	12.3	13.9	14.2	16.1	26.3	28.6			
Puerto Rico														
Uruguay	16.6	18.0	20.9	22.3	24.2	27.6	30.5	33.2	37.0	40.1	45.8			
Other Latin America and the Caribbean	119.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Bermuda	0.4	0.6	0.8	1.4	1.8	2.1	2.5	2.8	3.3	3.7	4.6			
Canada	523.6	531.5	507.8	542.1	559.6	569.6	567.5	551.2	596.0	611.1	599.3			
Mexico	15.3	17.7	21.7	28.2	32.8	42.8	52.6	67.6	70.6	72.4	70.6			
United States	4,673.1	4,574.8	4,694.5	4,674.7	4,184.9	4,269.7	3,888.1	3,697.2	3,334.7	3,282.7	3,304.1	3.3		
Australia	1,648.1	1,782.6	1,911.0	1,978.3	2,167.1	2,215.3	2,407.2	2,572.2	2,718.9	2,961.7	3,087.8	3.3		
New Zealand	172.1	178.1	188.3	201.1	212.2	215.4	214.8	226.7	225.5	234.6	251.1			
Other Oceania	18.3	19.7	21.0	22.4	23.2	24.1	25.0	26.0	26.9	27.9	28.4			
Global Total	38,432.3	36,617.4	37,406.9	39,393.7	40,351.1	41,352.8	40,187.5	41,869.3	42,258.5	46,006.1	48,973.9	61.1		

<div><div>H2</div><div>Gaming Capital</div></div>													
Regional Sportsbetting Gross Win by Product													
	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Africa													
Soccer	0.01	0.02	0.02	0.03	0.04	0.05	0.05	0.07	0.08	0.11	0.16	0.21	0.26
Tennis	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01
Basketball	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rugby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Golf	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Motor Sport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cricket	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ice Hockey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
American Football	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Baseball	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cycling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
eSports													
Virtuals													
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.01
Africa Total	0.02	0.02	0.02	0.03	0.04	0.05	0.05	0.06	0.08	0.09	0.12	0.18	0.23
Asia													
Soccer	2.09	1.16	0.90	2.63	3.14	2.81	2.64	3.10	4.18	5.19	5.60	7.01	8.21
Kyotei (Motor Boat)	2.64	2.47	3.61	2.03	2.01	2.00	2.07	2.01	1.91	1.74	1.89	1.81	1.74
Keirin (Bicycle)	2.36	2.18	2.03	1.92	1.81	1.77	1.73	1.63	1.50	1.31	1.28	1.18	1.10
Basketball	0.18	0.10	0.10	0.20	0.23	0.20	0.18	0.23	0.34	0.43	0.46	0.50	0.53
Baseball	0.02	0.01	0.00	0.01	0.02	0.03	0.03	0.03	0.04	0.05	0.25	0.25	0.25
Tennis	0.07	0.04	0.00	0.07	0.09	0.11	0.11	0.12	0.17	0.22	0.22	0.22	0.22
Cricket	0.03	0.02	0.01	0.05	0.06	0.06	0.06	0.07	0.09	0.11	0.11	0.11	0.11
Auto Race (Motor Bike)	0.34	0.31	0.28	0.26	0.23	0.23	0.22	0.22	0.20	0.18	0.15	0.10	0.09
Golf	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.01
Other Motor Sport	0.01	0.00	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01
Baseball	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.01
eSports													
Virtuals													
Other	0.13	0.07	0.01	0.11	0.15	0.16	0.16	0.16	0.25	0.34	0.39	0.40	0.40
Asia Total	7.89	6.37	6.94	7.28	7.76	7.40	7.23	7.58	8.70	9.93	10.39	12.41	14.24
Europe													
Soccer	2.44	2.61	2.79	3.29	3.63	4.35	4.32	4.84	5.05	5.52	5.88	6.61	6.94
Tennis	0.13	0.15	0.18	0.21	0.25	0.30	0.30	0.42	0.49	0.55	0.62	0.69	0.73
Basketball	0.02	0.03	0.04	0.05	0.07	0.10	0.12	0.15	0.20	0.24	0.28	0.33	0.37
Ice Hockey	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.03	0.03	0.03
Cricket	0.05	0.05	0.06	0.07	0.08	0.08	0.08	0.08	0.09	0.10	0.10	0.10	0.10
Rugby	0.02	0.02	0.02	0.02	0.03	0.03	0.03	0.04	0.05	0.05	0.05	0.05	0.05
Golf	0.04	0.04	0.04	0.05	0.05	0.05	0.05	0.06	0.06	0.07	0.07	0.07	0.07
Motor Sport	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
American Football	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.01	0.01
Cycling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Baseball	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.01
eSports													
Virtuals													
Other	1.66	1.71	1.73	1.89	1.82	1.92	1.69	1.64	1.58	1.68	1.57	1.51	1.45
Europe Total	4.38	4.61	4.87	5.61	5.94	6.87	6.63	7.28	7.58	8.20	8.63	9.64	10.19
Latin America													
Soccer	0.35	0.35	0.26	0.28	0.29	0.32	0.33	0.35	0.24	0.31	0.36	0.40	0.43
Tennis	0.04	0.05	0.03	0.04	0.03	0.04	0.04	0.04	0.02	0.03	0.04	0.04	0.04
Basketball	0.02	0.03	0.02	0.02	0.02	0.02	0.01	0.02	0.01	0.02	0.02	0.02	0.02
American Football	0.04	0.03	0.03	0.03	0.03	0.02	0.03	0.02	0.03	0.02	0.02	0.02	0.02
Baseball	0.02	0.02	0.01	0.01	0.01	0.02	0.01	0.02	0.01	0.02	0.01	0.01	0.01
Motor Sport	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Golf	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Rugby	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.00	0.00	0.01	0.01
Ice Hockey	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cricket	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cycling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
eSports													
Virtuals													
Other	0.12	0.12	0.08	0.09	0.08	0.08	0.08	0.07	0.05	0.06	0.07	0.07	0.07
Latin America Total	0.64	0.64	0.48	0.49	0.50	0.53	0.53	0.54	0.37	0.47	0.54	0.61	0.65
North America													
American Football	0.42	0.39	0.54	0.55	0.45	0.36	0.57	0.49	0.49	0.47	0.42	0.40	0.39
Baseball	0.27	0.32	0.38	0.41	0.34	0.45	0.26	0.40	0.37	0.38	0.45	0.45	0.45
Ice Hockey	0.15	0.16	0.14	0.14	0.12	0.24	0.21	0.24	0.20	0.19	0.23	0.20	0.20
Cricket	0.05	0.06	0.06	0.07	0.07	0.07	0.09	0.09	0.11	0.12	0.10	0.09	0.09
Tennis	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.02	0.01	0.02	0.01	0.01	0.01
Soccer	0.01	0.01	0.00	0.01	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.01	0.01
Motor Sport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Golf	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rugby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cricket	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cycling	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
eSports													
Virtuals													
Other	0.03	0.04	0.02	0.03	0.02	0.04	0.03	0.04	0.03	0.05	0.03	0.04	0.04
North America Total	0.95	0.89	1.13	1.13	1.03	1.19	1.17	1.29	1.23	1.20	1.27	1.27	1.27
Oceania													
ARL Soccer	0.03	0.05	0.05	0.06	0.07	0.07	0.08	0.10	0.11	0.12	0.15	0.15	0.15
Soccer	0.02	0.03	0.03	0.03	0.04	0.05	0.05	0.07	0.08	0.09	0.12	0.12	0.12
Rugby	0.03	0.05	0.05	0.05	0.06	0.07	0.07	0.09	0.10	0.12	0.13	0.13	0.13
Tennis	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.03	0.04	0.05	0.06	0.06	0.06
Cricket	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.04	0.04	0.04
Basketball	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.03	0.03	0.04	0.05	0.05	0.05
American Football	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.02

Weekly Industry Newsletter and Schedule of Updates

H2's weekly newsletter is sent out to all subscribers setting out all updates made across the resources over the week including H2's industry commentary and analysis on particularly significant and impactful developments.

A compiled monthly Update Schedule is available to download at any time takes account of all this information throughout the current month to provide a running timeline of activity and analysis.



H2 Industry Newsletter

23 April 2021

22 April 2021

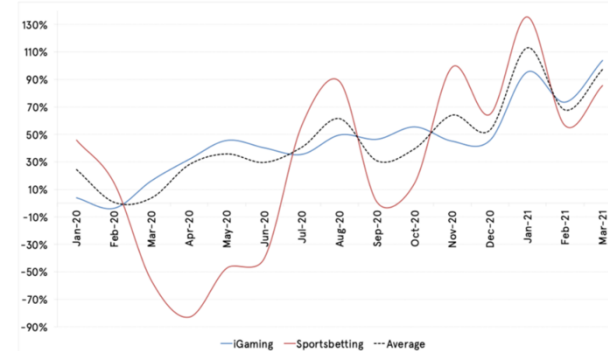
[United States iGaming Summary Dataset – March 2021 Delaware / Michigan / New Jersey / Pennsylvania Data Added and Forecasts Revised](#)

H2 Market Data Impact

iGaming in New Jersey continues to perform strongly, with record gross win in March of \$113.7m coming in at more than double our pre-covid expectations. This is up 21.2% versus February 2021, up 75.4% YoY and 95% higher than the previous record gross win reported in January 2021. For the first time since September 2016, the Borgata has taken the number one position in the market, and H2's company subscription has a detailed monthly breakdown of sportsbetting and iGaming revenues by operator. Pennsylvania has also reported record iGaming revenues in March, with gross win of \$97.7m up 23.8% compared to February, up 302% YoY and 21.5% ahead of the previous record month in January. Pennsylvania's March gross win was just 14% below that of New Jersey, despite having only launched in July 2019. Michigan launched its iGaming market in January, and is already just behind Pennsylvania, with March iGaming gross win of \$95.1m, up 26.5% sequentially.

[Download Latest Dataset](#)

New Jersey iGaming / Sportsbetting Gross Win as a % of Pre-COVID Expectations



Source: H2 Gambling Capital April 2021

22 April 2021

[Singapore National Dataset – LVS Q1 2021 Marina Bay Results / March 2021 International Visitor Arrival Data Added and Forecasts Revised](#)

H2 Market Data Impact

Singapore reported March 2021 international visitor arrivals of 27,000 – up 49.8% compared to February 2021, but down 88.7% compared to March 2020, and down 98.3% compared to the 1.6 million international visitors in March 2019. For Q1 as a whole, international visitor arrivals

19 April 2021

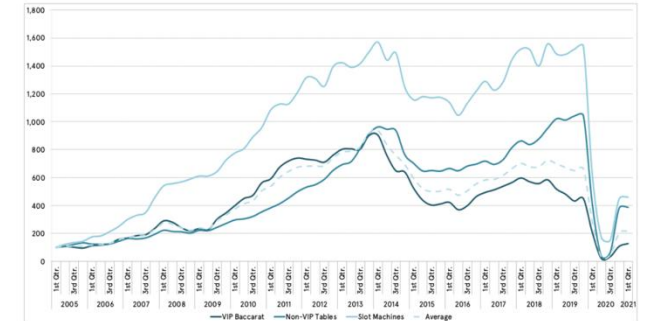
[Macau National Dataset - Detailed Q1 2021 Gaming Inspection and Coordination Bureau Data Added and Market Forecasts Revised](#)

H2 Market Data Impact

The Macau Gaming Inspection and Coordination Board has released detailed gaming information for Q1 2021, with the breakdown in Games of Fortune revenues. Total Games of Fortune gross win of MOPm 23,642 was down 22.4% YoY, with VIP revenues down 38.4% YoY, Mass Tables down 5.4% YoY and Slots down 25.6% YoY. Total VIP revenues of MOPm 9,128 represented 38.6% of total gross win, down from 48.6% in the same period in 2020. Non-VIP table gross win of MOPm 13,361 represented 56.5% of total gaming revenues, while slot gross win of MOPm 1,153 represented 4.9% of total gaming revenues. VIP revenues are down just over 75% compared to Q1 2019, compared to non-VIP table gross win down 62% compared to Q1 2019, slots gross win down 69% and total gaming gross win also down 69% over the same period.

[Download Latest Dataset](#)

Macau Games of Fortune Growth Index



Source: Macau Gaming Inspection and Coordination Board / H2 Gambling Capital April 2021

Other Key Updates

22 April 2021

[H2 United States Sportsbetting / iGaming Regulatory Matrix](#)

Updated to Take Account of Recent Legislative Developments

20 April 2021

[H2 Paraguay Regulatory](#)

Updated and Enhanced Version Published

20 April 2021

[H2 Germany Regulatory](#)

Saarland Approves State Treaty on Gambling

H2 Market Share Data



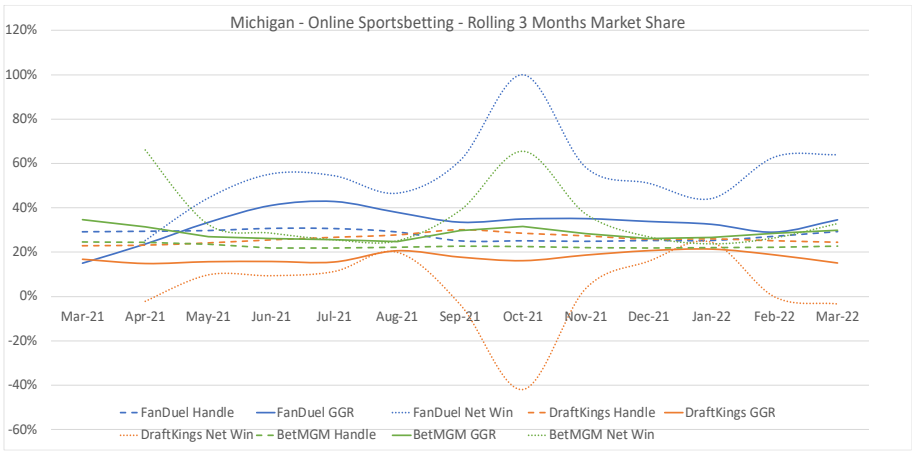
Gambling Capital

Market Share

H2’s market share analysis tracks the web traffic, affiliate traffic and web search data for over 12,000 online gambling brands and translates this into actual revenue forecasts for the active operators in each market.

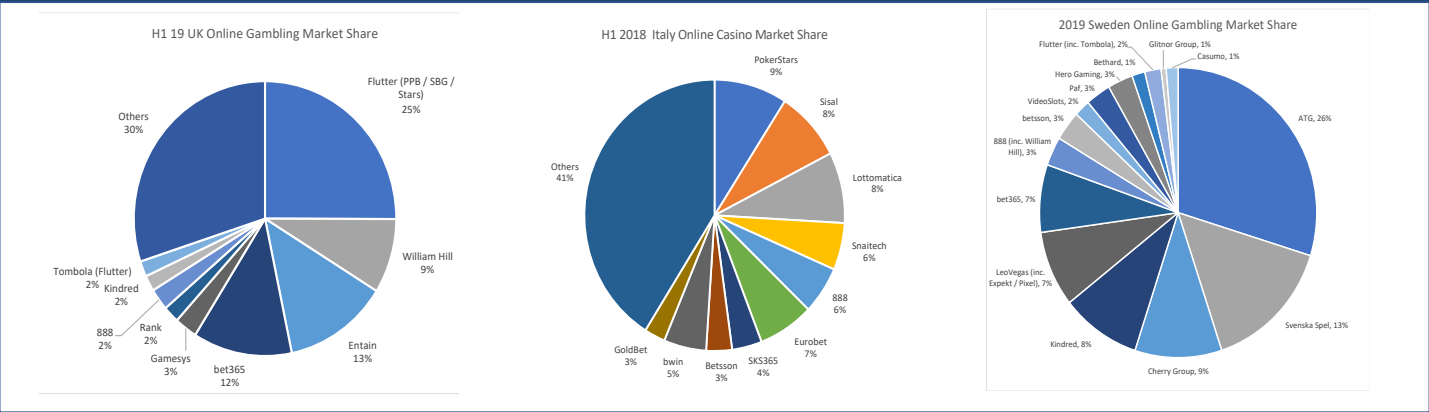
By aggregating all the reported data from regulators, governments, tax authorities and from the operators and suppliers themselves, H2 bases its analysis on the most reliable data available to deliver the most accurate insights into the gambling industry.

Additionally, **complete monthly market share tracking** is being rolled out across all international markets to allow you to keep on top of the latest shifts in operator level market dynamics and trends.



Market share by operator is provided in over 100 jurisdictions delivering detailed insights into the competitive landscape of each market. This includes annual online market share by operator for Europe, Latin America, North America, Oceania and landbased market share for Asia.

Our data also includes specific coverage of the US Sportsbetting and iGaming space on a monthly basis which is provided across multiple metrics including handle, gross revenue and net revenue and updated constantly to reflect the latest published data across all states



H2 Monthly Market Tracking

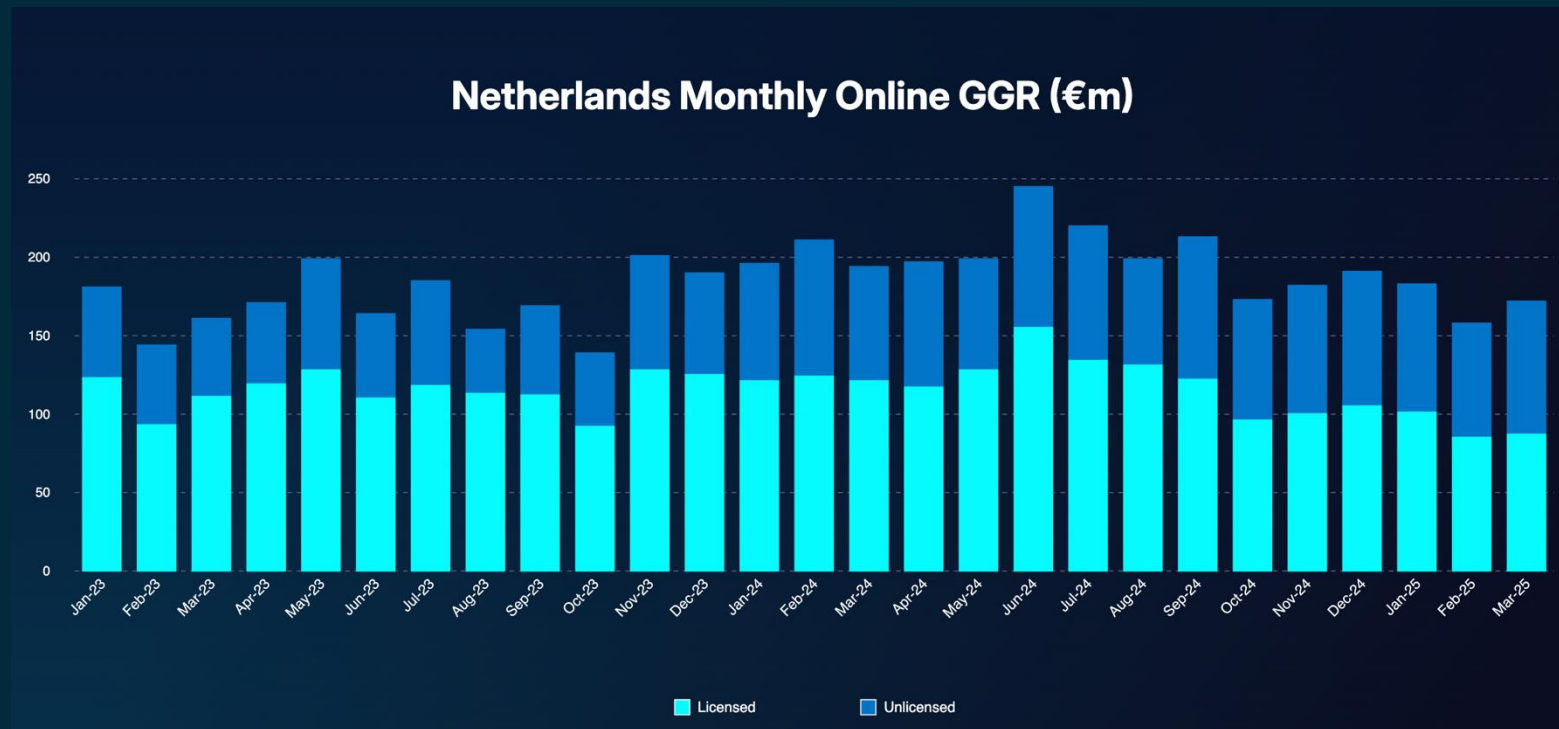


Gambling Capital

Monthly Market Tracking

H2's monthly revenue trackers provide estimates of online onshore and offshore gambling revenue generated in each market on a monthly basis to deliver timely insights into market performance, channelisation and revenue trends.

Our proprietary model allows us to detect the constantly shifting trends in both onshore and offshore gambling markets and translate this into monthly revenue estimates using our unparalleled insight into the industry from over 20 years of experience.



This provides our subscribers with an ongoing and up-to-date data feed from each market that goes beyond the annual level of data reported by most regulators to allow them to react and adapt to changing dynamics exactly when it is needed.

H2 Company Data



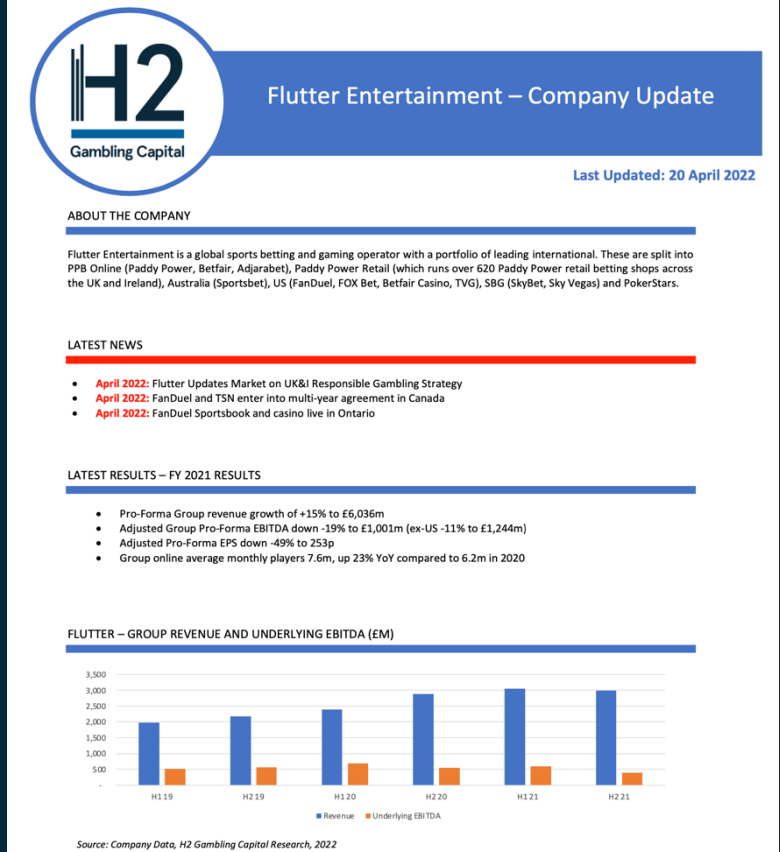
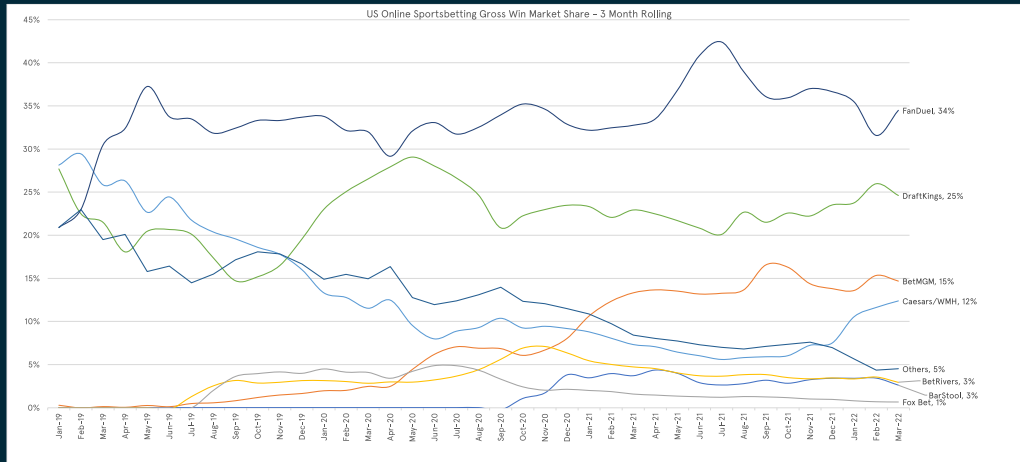
Gambling Capital

H2 Companies Research

Operator and supplier focused analysis service covers the global gambling market at a company level providing analysis of over 100 B2C and B2B gambling companies.

Comprehensive analysis of gambling companies including the following resources for each

- Financial Model – revenue breakdowns, reported P&L, ability for users to generate forecasts
- Company Update – analysis of results and key company news flow
- Conference Call Notes – key takeaways from selective company presentations and calls



Our global industry trackers aggregate the headline revenue information for each company to allow you to track performance on an annual and quarterly basis.

Post-results summaries and conference call analysis consolidates the key takeaways and talking points from across the industry's top operators and suppliers.

H2 Player Survey Data



Gambling Capital

Player Survey Data

H2’s proprietary player survey data delivers deep, unbiased insight into player behaviour, preferences, and brand perception across global gambling markets.

Our player surveys capture detailed insights across key behavioural and attitudinal metrics, including:

- Unprompted brand awareness
- Demographics
- Choice of operator
- Spend
- Deposit methods
- Number of accounts
- Industry views



H2 Reports



H2 Reports

Additional summary reports service providing comprehensive summaries of over 50 key markets with regional overviews

Essential reports aggregating all the key information across markets to provide you with all the key information you need in one place, including:

- Market dynamics overview
- Recent key trends
- Revenue forecasts
- Market share
- Key news
- Regulatory tracker



Annual Subscription Tiers and Pricing

H2 Subscriptions

	Core	Standard	Plus
Core Market Data	✓	✓	✓
Market Share Data		✓	✓
Monthly Market Tracking		✓	✓
Company Data		✓	✓
Player Survey Data			✓
Reports			✓
Price (ex VAT UK Only)	GBP 6,000	GBP 11,000	GBP 15,000