



The State of the Online Poker Industry

October 2017



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The State of the Online Poker Industry

Abstract

The online poker industry has faced some tough headwinds this year.

Operators have had to withdrawal from some markets, strict new regulatory regimes have negatively impacted them in others and continued segregation in some of Europe's key countries have further stymied poker growth.

Despite these tough market conditions, online poker has demonstrated a surprising robustness across major operators and markets. The latest data, compiled from public statements, regulatory reports, and estimations and projections exclusive to this report, show an industry experiencing modest growth in the first half of the year.

Among the big four online poker operators, revenue from real money online poker grew collectively during the first half of 2017. European markets have returned to growth after years of decline, and traffic in emerging markets suggests untapped growth opportunity.

Furthermore, important developments now anticipated over the next two years are set to transform the industry. Shared liquidity across Spain, France, Italy and Portugal will help promote further growth and increase competition in some of Europe's largest markets.

A similar project now underway in the US sets the stage for a much more competitive opportunity as the passage of online gaming legislation in Pennsylvania

could at last kickstart the domino effect of state-by-state regulation.

Online gaming liberalization in the Netherlands and Sweden, now expected in early 2019, will also provide fertile new ground for online poker expansion.

Perhaps motivated by these expected tailwinds, the year has seen a level of investment into online poker unparalleled in recent years. Operators are revamping VIP programs, investing heavily in live tours, and designing innovative new products in a concerted effort to revitalize a previously stagnant industry.



The Homepage to the Poker Industry

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Publication Date: October 2017

Cash game data and cash game traffic figures referenced in the report come from Poker Industry PRO's Cash Game Trends sections of the platform, part of Poker Industry PRO's suite of industry analysis tools available to subscribers. Data is provided by independent industry monitor PokerScout under an exclusive partnership. Figures are based on the average number of concurrent seats filled at cash game tables each day.

Unless stated otherwise, any figures quoted from online gaming companies come from the dissemination of public financial statements and/or public comments. Much of this information is made available on Poker Industry PRO's Data section of the platform. Jurisdictional data comes from publications released by regulatory authorities in those jurisdictions.

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