

Table of Contents

Mobile Gambling Markets Re-Assessed, Dec 2006

The Total Market for Mobile Gambling.....	3
Figure 1: Total Revenues from Mobile Gambling (Casino, Lotteries & Betting). Regional Forecast (\$m) 2006-2011	4
Table 1: Total Revenues from Mobile Gambling (Casino, Lotteries & Betting). Regional Forecast (\$m) 2006-2011	4
Figure 2: Total Revenues from Mobile Gambling (Casino, Lotteries & Betting). Application Forecast (\$m) 2006-2011	5
Table 2: Total Revenues from Mobile Gambling (Casino, Lotteries & Betting). Application Forecast (\$m) 2006-2011	5
Figure 3: Total Revenues from Mobile Gambling (Casino, Lotteries & Betting) (\$bn) 2006 and 2011	6
Figure 4: Reconciliation of Original Forecasts of Total Mobile Gambling Revenues and the Revised Forecasts.....	6
Mobile Casino Services	7
Mobile Casino Users	7
Table 3: % 2.5G and 3G Mobile Users Who Partake in Casino-type Gambling Services. Regional Forecast 2006-2011	7
Figure 5: Mobile Users Who Partake in Casino-type Gambling Services (m). Regional Forecast 2006-2011	7
Table 4: Mobile Gambling Users who Partake in Casino-type Services (m). Regional Forecast 2006-2011	8
Mobile Casino User Traffic	8
Figure 6: Average Number of Casino Plays per User per Year. Regional Forecast 2006-2011	8
Table 5: Average Number of Casino Plays per User per Year. Regional Forecast 2006-2011	9
Figure 7: Total Number of Casino Plays by Mobile Gambling Users per Year (m). Regional Forecast 2006-2011	9
Table 6: Total Number of Casino Plays by Mobile Gambling Users per Year (m). Regional Forecast 2006-2011	10
Mobile Casino Gambling Revenues.....	10
Table 7: Average Price Paid Per Casino Play (\$). Regional Forecast 2006-2011	10
Figure 8: Total Revenues from Mobile Casino Gambling (\$m). Regional Forecast 2006-2011	11
Table 8: Total Revenues from Mobile Casino Gambling (\$m). Regional Forecast 2006-2011	11
Mobile Lotteries.....	12
Mobile Lottery Users.....	12
Table 9: % of Mobile Phone Users Who Play Lottery Games via Their Mobile Phone. Regional Forecast 2006-2011	12
Figure 9: Mobile Users Who Take Part in Lotteries via Their Mobile Phone (m). Regional Forecast 2006-2011	13
Table 10: Mobile Users Who Take Part in Lotteries via Their Mobile Phone (m). Regional Forecast 2006-2011	13
Mobile Lottery User Traffic.....	13
Table 11: Average Number of Lottery Entries per User per Year. Regional Forecast 2006-2011	14

Figure 10: Average Number Lottery Entries per User per Year. Regional Forecast 2006-2011	14
Figure 11: Total Number of Lottery Entries by Mobile Users per Year (m). Regional Forecast 2006-2011	15
Table 12: Total Number of Lottery Entries by Mobile Users per Year (m). Regional Forecast 2006-2011	15
Mobile Lottery Gambling Revenues.....	15
Table 13: Average Price Paid per Lottery Entry (\$). Regional Forecast 2006-2011	16
Figure 12: Total Revenues from Mobile Lottery Entries (\$m). Regional Forecast 2006-2011	16
Table 14: Total Revenues from Mobile Lottery Entries (\$m). Regional Forecast 2006-2011	17
Mobile Sports Betting.....	18
Mobile Sports Betting Users.....	18
Table 15: % 2.5G and 3G Mobile Phone Users Who Place Bets via their Mobile Phone. Regional Forecast 2006-2011	18
Figure 13: Mobile Users Who Use Mobile Sports Betting Applications (m) . Regional Forecast 2006-2011	19
Table 16: Mobile Users Who Use Mobile Sports Betting Applications (m). Regional Forecast 2006-2011	19
Mobile Sports Betting User Traffic	19
Table 17: Average Number of Bets Placed Per User Per Year By Gamblers via Mobile Sportsbook Applications. Regional Forecast 2006-2011	20
Figure 14: Average Number of Bets Placed Per User Per Year By Gamblers via Mobile Sportsbook Applications. Regional Forecast 2006-2011	20
Figure 15: Total Number of Sports Bets Placed By Mobile Users Per Year (m). Regional Forecast 2006-2011	21
Table 18: Total Number of Sports Bets Placed by Mobile Users per Year (m). Regional Forecast 2006-2011	21
Mobile Sports Betting Revenues	22
Table 19: Average Price Paid Per Bet Placed via Mobile Sportsbook Applications (\$). Regional Forecast 2006-2011	22
Figure 16: Total Revenues from Mobile Sportsbook Betting (\$m). Regional Forecast 2006-2011	22
Table 20: Total from Mobile Sportsbook Betting Revenues (\$m). Regional Forecast 2006-2011	23