

# Gaming in Germany webinar 24/6/2020 – Brand preference and advertising acceptance in the German online market

We all know who the biggest Germany-facing online operators are. It is not a secret that Tipico, GVC, and Bet365 make up the top 3, with PokerStars and Wunderino not far behind.

GAMING  GERMANY  
**WEBINAR**

But what about the rest?

Join us on **June 24** at **15:00 CET** for the Gaming in Germany webinar “Brand preference and advertising acceptance in the German online market” to find out!

During this webinar, we will reveal the current brand preferences (specified by product vertical) of a high-quality German consumer panel. We will also report on general attitudes toward gambling advertising, online gambling participation rates, and customer motivations for selecting a specific operator.

If you are a country manager, marketing manager, or business manager at a domestic or international operator interested in the opportunities offered by the regulated German online gambling market, this webinar is not to be missed.

Register here: <https://bit.ly/2Y2ZLJW>

## Help shape the Gaming in Germany market tracker

Our webinar will also introduce the Gaming in Germany Market Tracker – a new market intelligence tool that helps you track

your brand's performance over time against your competitors.

The Gaming in Germany Market Tracker can be a stand-alone tool to measure brand performance or a neutral check on already available market intelligence.

During the webinar, it will be possible to provide your input on the final questionnaire that will be used during the main research.

Help shape the Gaming in Germany market tracker to suit your market intelligence needs!

Register now: <https://bit.ly/2Y2ZLJW>

## **About Gaming in Germany**

Gaming in Germany aims to be the #1 resource for corporate decision makers, policy officers, and third-party professionals whose work will be impacted by the full regulation of online gambling in Germany.

For the Gaming in Germany market tracker, we have teamed up with an experienced market research agency with extensive experience in conducting brand tracking and attitude-behavior research.

*Sign up for our newsletters or print magazine here:  
<https://signup.gamingin.eu>*