



The German Betting Market in Transition

Enormous Growth or Return to the Old Model?

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In cooperation with:



Introduction

MECN survey indicates that the German betting market will grow from currently Euro 2.2 billion to about Euro 5 billion by 2010.

News reports about the German betting market are arriving daily in unprecedented numbers, and with every passing day the betting sector moves further into the limelight of public interest. Market participants expect a further decisive milestone early in 2006 when the Supreme Court will finally set the course either for "enormous growth or for a return to the old model".

Thus, it is time to analyse the sector more closely and to replace speculation with solid information. Accordingly, MECN's new study analyses issues such as:

- Market size (betting revenues and gross wins of private operators, number of betting offices, ...)
- Structure of the betting market and its most important players
- Relevant sales channels
- Typical characteristics of German bettors
- · Legal developments
- ..

The study essentially targets betting providers (state-controlled and private) as well as businesses that considering entering the German betting market. In part, the analyses are based on the results of a MECN survey of industry experts.

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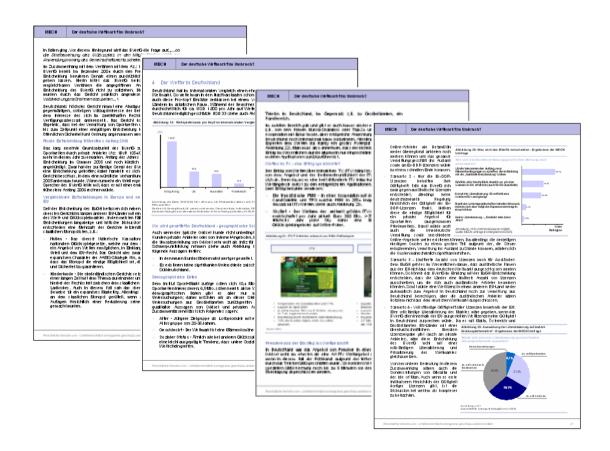


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Companies mentioned in the study

Jaxx/Fluxx 9Live Albers Wettannahmen Ladbrokes

Leip-Group/ WettenLeip Betandwin Magna Entertainment (MEC) Betbull

Bluevex Mvbet Oddset Cashpoint Pagobet Casinos Austria Lotto- und Totoblock **PMU**

Deutscher Buchmacher Verband Premiere / Premiere Win

ProSieben/Sat1

Digibet wetten.de AG Raze Digitote RTL DSG Deutsche Sportwett-Gesellschaft Scaraboo

SkvBet **European Betting Association**

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Goldsesel / Hobiger Springer Wettannahmen Tipp24 Göser Sportwetten

Interessengemeinschaft freier europäischer Buchmacher Trago WestLotto Interjockey

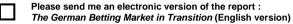
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