MECN
Media & Entertainment Consulting Network

The Spanish Gambling Market – 2nd edition

Liberalisation ahead – will it change the game?

London/Munich, December 2011

In legal/regulatory cooperation with:

ASENSI
ABOGADOS

Summary

In May the Spanish government published a law (Ley 13/2011) that will transform and liberalise most sectors of the Spanish online gambling market from beginning of 2012. Therefore Spain is currently on the top of the strategic agenda of most industry executives. While other jurisdictions (e.g., Germany) are still figuring out the details of their likely liberalisation, Spain is ready to start right now.

Liberalisation in Spain - likely to be a success story

Liberalisation always sounds good, but the question is whether it will turn into a success story in Spain - according to industry insiders, the hopes are high:

- **High future relevance** - For most of the global market (over 90% of the experts surveyed) the future relevance of the Spanish online gambling market is high or even very high.
- **Obtaining a license will pay off financially** - More and more operators are wondering whether a license will pay off financially - at least since the partly negative experiences in France. But Spain seems to be a different story, and nearly all of the experts surveyed believe that a Spanish license will pay off financially.
- **Size matters** - The market figures alone are impressive - total market size in 2010 of ca. EUR 28 billion in turnover/wagers and EUR 9.5 billion in gross revenues. The online gambling market (gross revenues) is estimated at EUR 465 million in 2010 and expected to grow to over EUR 680 million in 2015.

Increased complexity calls for more sophisticated analyses

In previous years, announcements of a coming market liberalisation were always met with great enthusiasm, but now things are more complex, and more questions emerge: What are the tax rates? What other regulations will be imposed (e.g., authentication, IT systems, ...)? What is the size of the market? How much will it still grow, or is it perhaps already saturated?

The increased complexity of the market has also led to increased demands on market research and analyses - simple and short answers just do not work. Therefore, MECN spent several months compiling the most comprehensive and detailed report (ca. 120 pages) on the Spanish gambling market.

Content of report

The report includes detailed analyses of all relevant topics:

- **Analyses of all sectors** - The report analyses all sectors of the gambling market: focus on interactive/online gambling, betting, lottery, bingo, casinos, and gambling machines.
- **Liberalisation process** - Up-to-date information about the ongoing liberalisation, including detailed explanations of regulations (e.g., taxes, ...) - produced in cooperation with the leading legal experts of Asensi Abogados.
- **Current market figures** - Comprehensive market data up to 2010, such as market size and development of sales/turnover as well as gross revenues.
- **Forecasts to 2015** - Detailed forecasts (2011 to 2015) for all sectors with a special focus on the interactive/online market.
- **Analyses of operators' strategies** - Analyses of operators' strategic plans for Spain, relevant players today and in the future, ...
- **Unique insights through a survey of market insiders** - Many analyses are based on the results and unique insights we gathered from our survey of Spanish market insiders and operators.

The report has ca. **120 pages** and **81 graphs/exhibits**.

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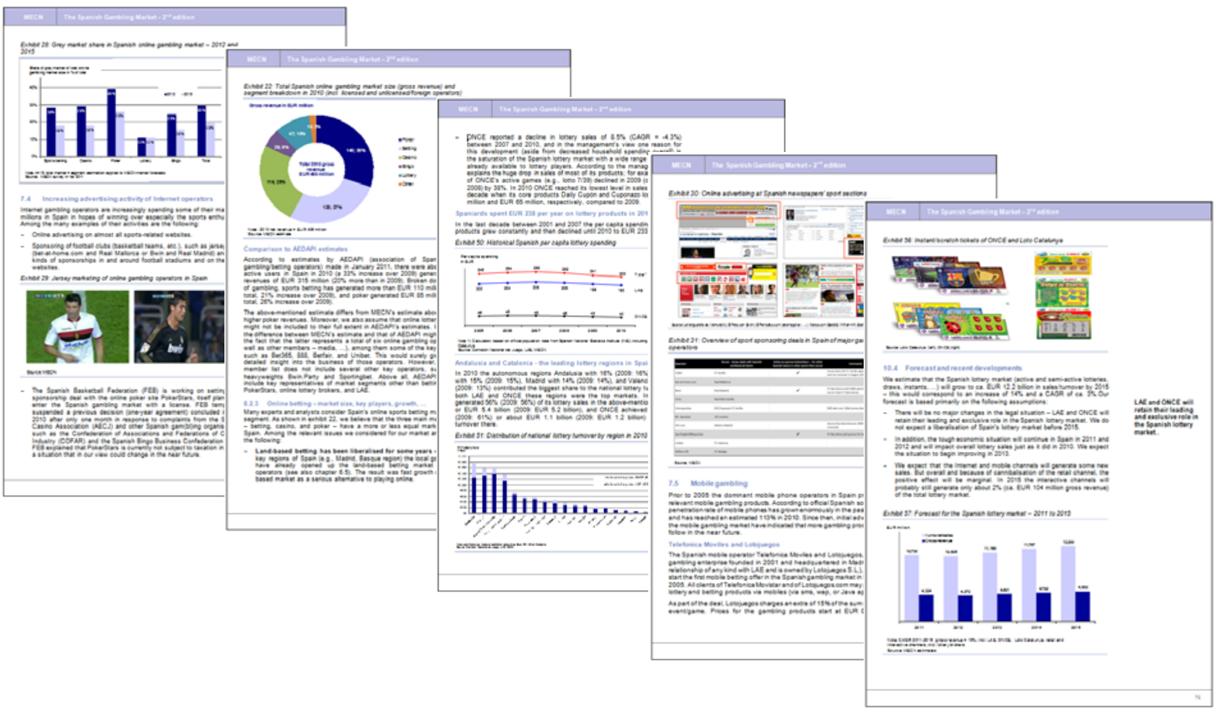
Exhibits

Sample pages of report



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MECN - Media & Entertainment Consulting Network

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