

# Clarion Gaming's Ampersand Survey Results

## About the Survey

This bellwether report was conducted between 30 October and 29 November 2018 with Clarion Gaming's Ampersand Group to gauge the level of optimism/pessimism in the industry and to identify some overarching industry trends emerging in the sector. 93 responses were received and this report summaries the survey results.

Ampersand is an 800-plus strong group of industry experts and advisers who have joined to help drive Clarion's event and content strategy and set up as a networking opportunity for the sector.

# Clarion Gaming's Ampersand Survey Results

## Executive Summary

- **Online gaming is anticipated as the key growth area** and makes up a bigger proportion of the market than land-based. 3 in 4 respondents are optimistic about their organisation's prospects over the next 12 months
- **Expansion into new markets is the most important trend/development** for respondents' businesses. The US market, online/mobile gaming and sports betting (mainly in the US) are expected to be the key growth areas. US sports betting performs less well in the quantitative results as for some regions/respondents it isn't a relevant market. When prompted specifically about growth regions, Africa also performs well
- **The biggest opportunity for respondents is regulation**, but alongside Government and illegal/irresponsible operators, regulation is also seen as the biggest threat
- **Artificial Intelligence is overwhelmingly the key technology** as the choice to invest in, while there is a belief that more expenditure on innovation, marketing and sales/business development roles would drive company growth

# Respondent profile summary



29% online delivery (-6%pts)

15% land-based delivery (-3%pts)

56% both (+9%pts) NB: Figures in brackets relate to period on period change. (-) = no change

## GAMING TYPE

Combined top 5 (represents 76% of sample (not inc. other))

Casino	41%	(-)
Sports Betting	25%	(-)
Tribal	4%	(+3%pts)
Bingo	3%	(-)
Lottery	3%	(-4%pts)
Other	10%	(+3%pts)

## ORGANISATION TYPE

Combined top 5 (represents 89% of sample). 94% if including media/association

Operator	33%	(-2%pts)
Supplier/vendor	23%	(-1%pt)
Consultancy	19%	(+3%pts)
Regulator	8%	(+3%pts)
Law Firm (same % for media/association)	5%	(-)

## JOB TITLE

Top 5

C-level / Partner / MD	43%	(+7%pts)
President / VP / Director	25%	(-)
Head / Manager	20%	(-8%pts)
Non-managerial	2%	(-2%pts)
Other	10%	(+4%pts)

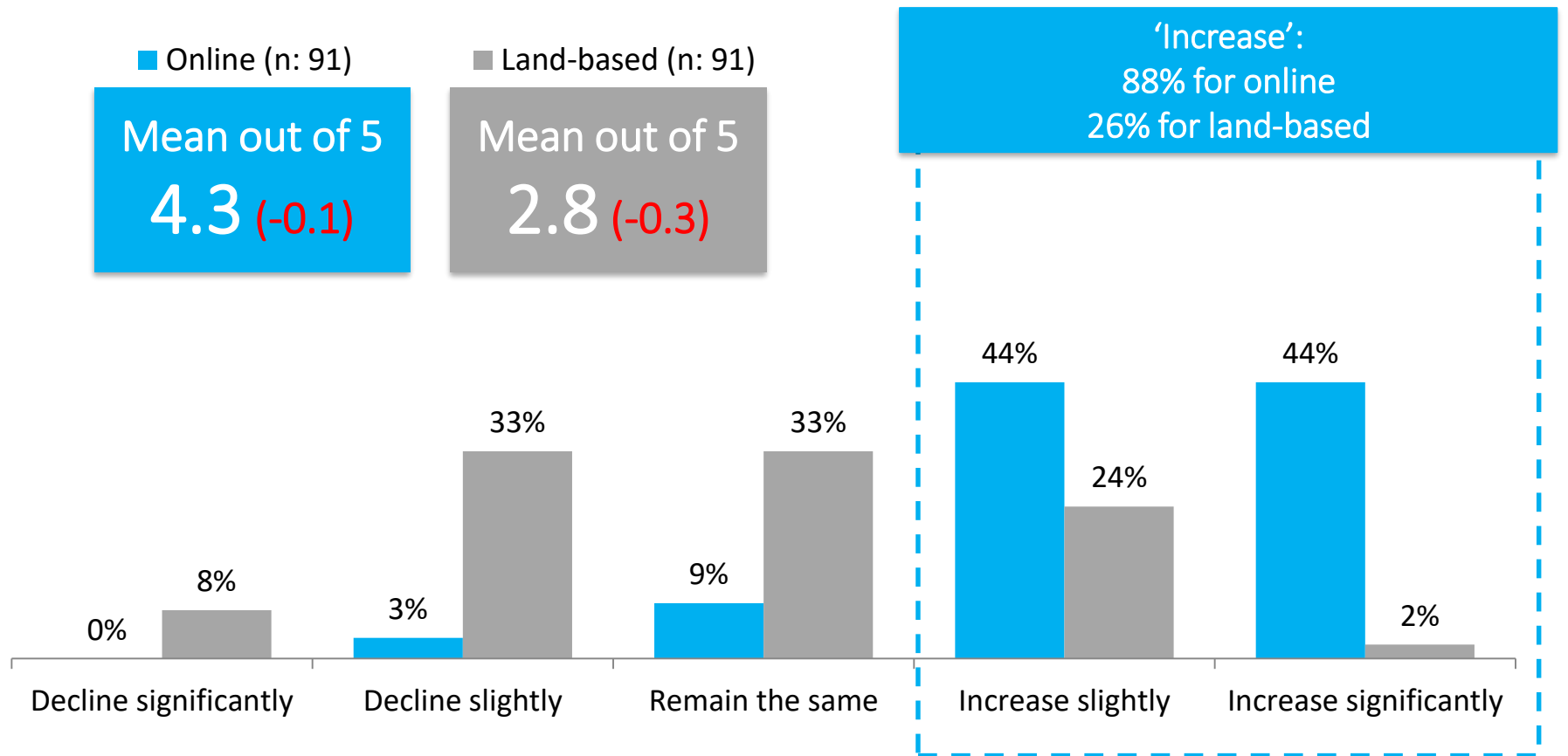
## REGION

Top 5 (please note significant drop in period on period %s overall)

Europe	60%	(-23%pts)
North America	30%	(+8%pts)
Africa	14%	(+3%pts)
Asia	10%	(-4%pts)
Australia	7%	(-4%pts)

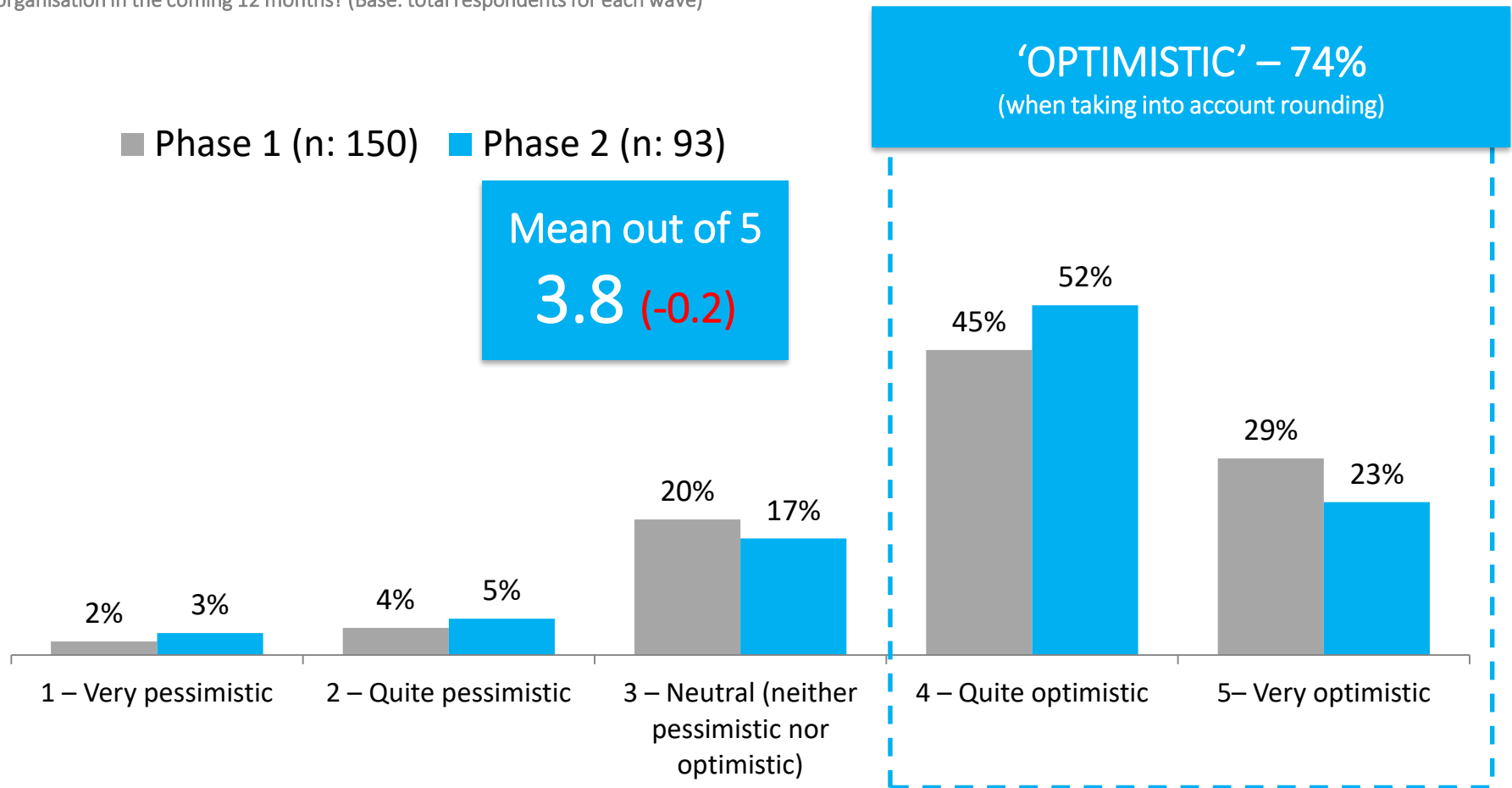
# Online is anticipated to grow fairly significantly; land-based expected to marginally decline (no significant change since Wave 1 – February 2018)

Q. Do you think that the following industry sectors will grow, remain the same, or decline over the next 12 months? (Base: total respondents for each wave)



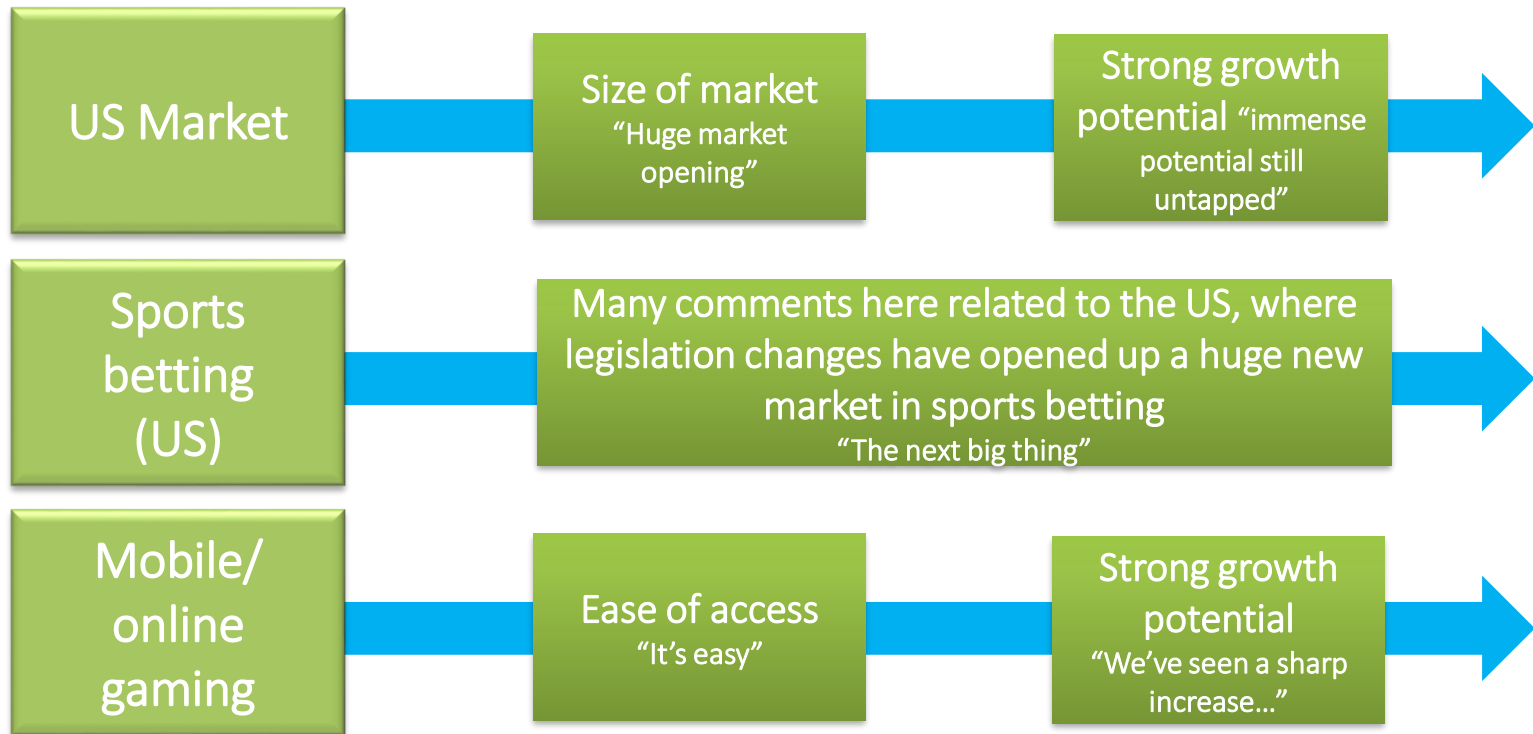
# Almost three quarters are 'optimistic' about their organisation's prospects in next 12 months (no significant change since Wave 1 – February 2018)

Q. And more specifically, how optimistic or pessimistic do you feel about the prospects of your organisation in the coming 12 months? (Base: total respondents for each wave)



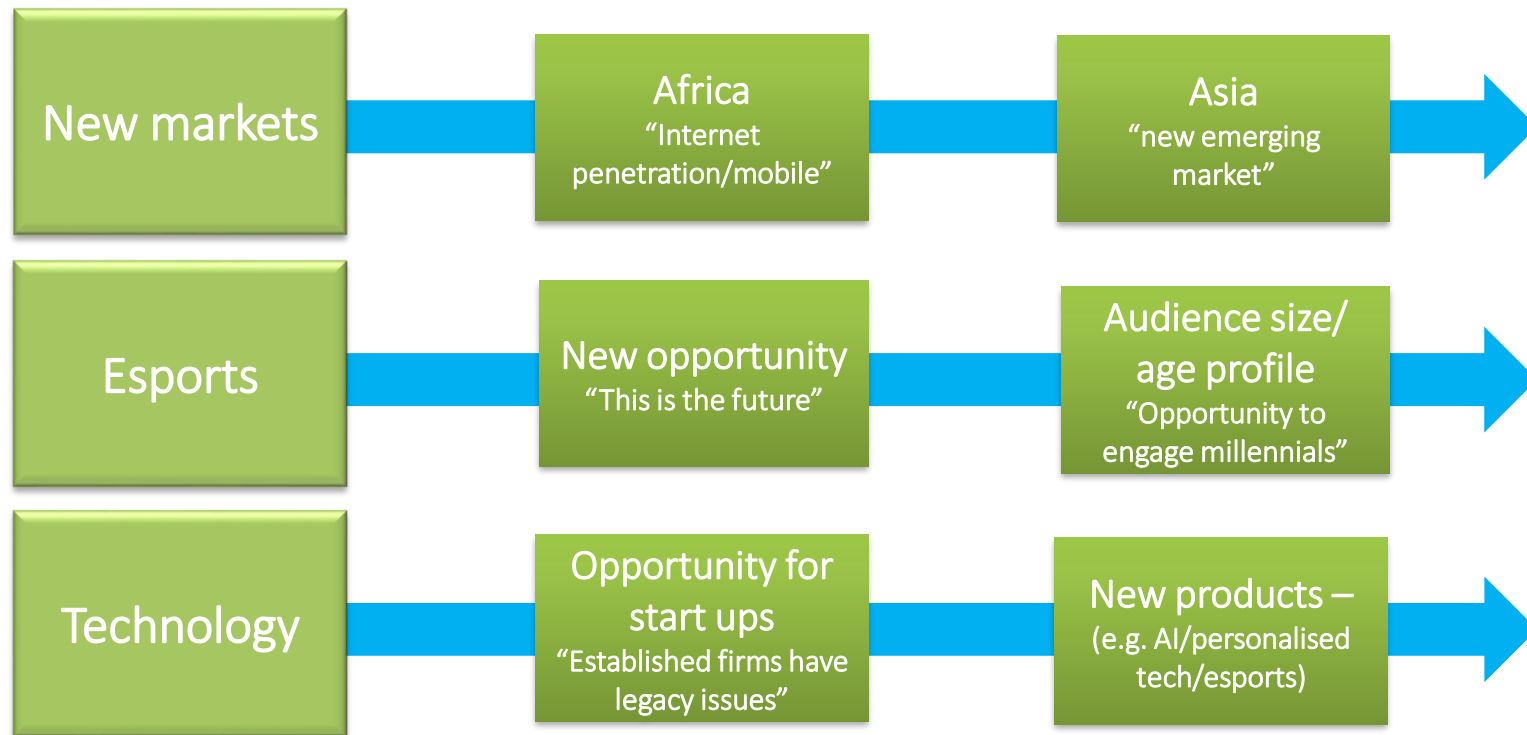
# Three big opportunities – Mobile/online gaming, sports betting and the US market

Q. What are the biggest opportunities in the gaming industry and why?  
(Base: total respondents – 93)



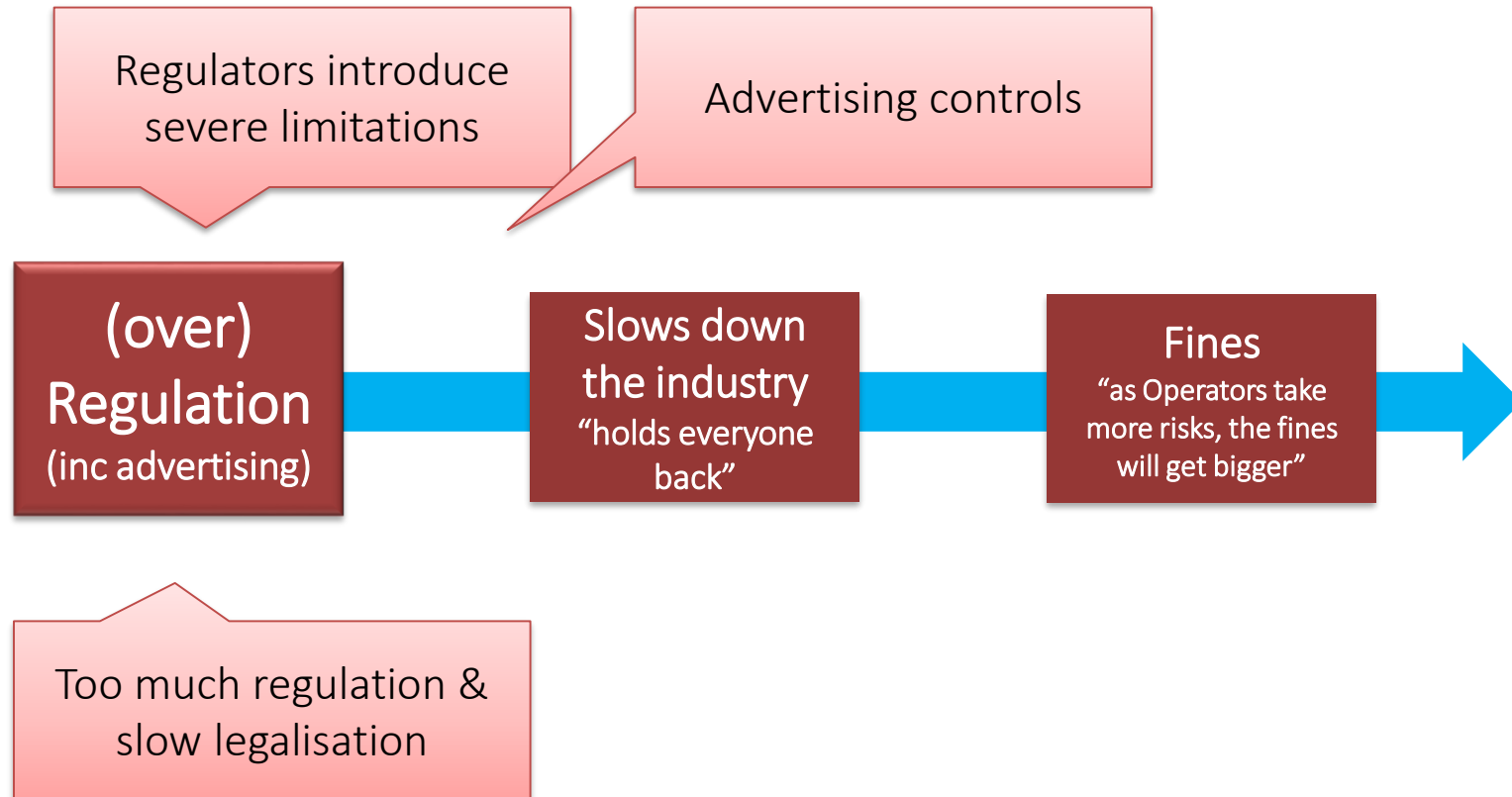
# Secondary opportunities – new markets, esports and technology

Q. What are the biggest opportunities in the gaming industry and why?  
(Base: total respondents – 93)



# A number of **threats**, but the overwhelming one in the eyes of respondents is overregulation

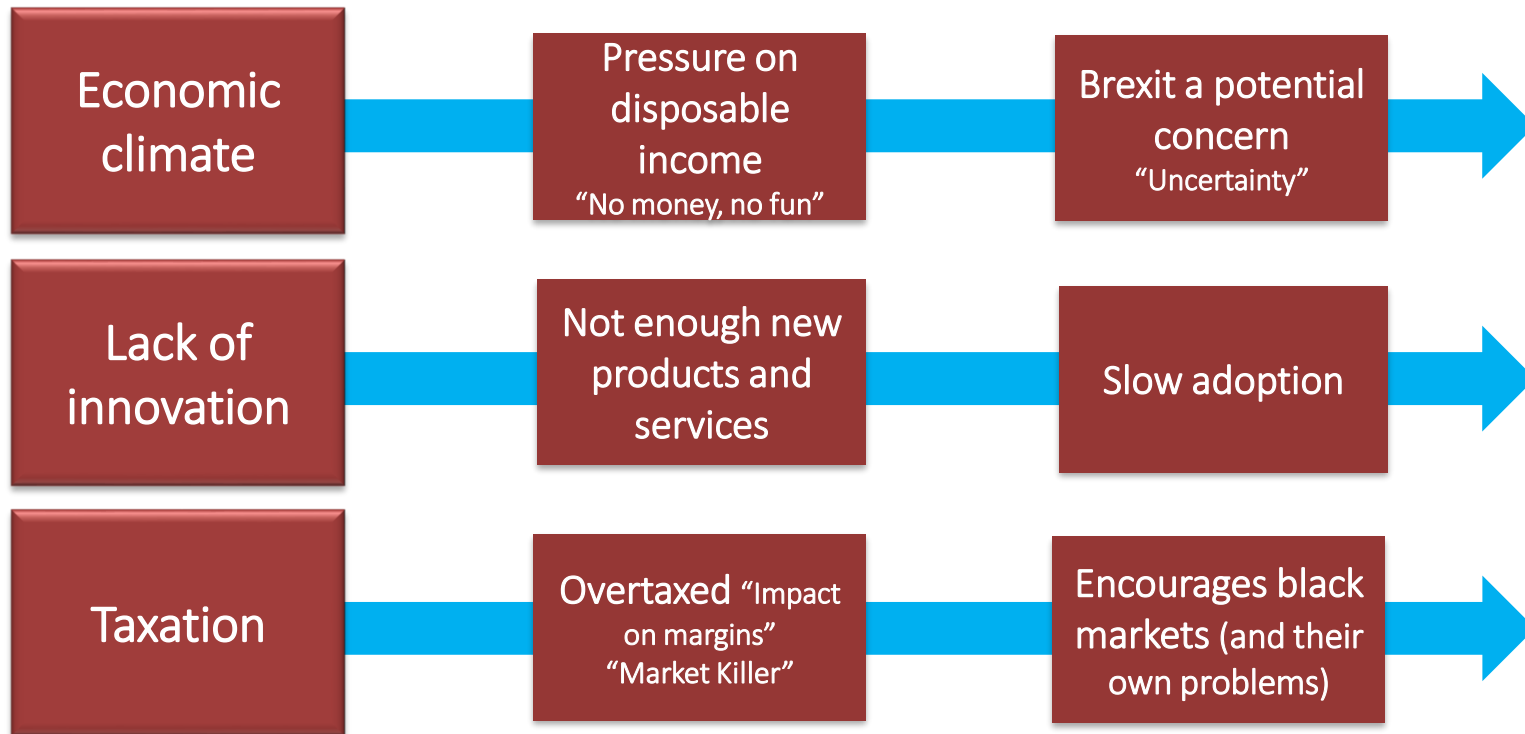
Q. And what are the biggest threats to the gaming industry and why?  
(Base: total respondents – 93)





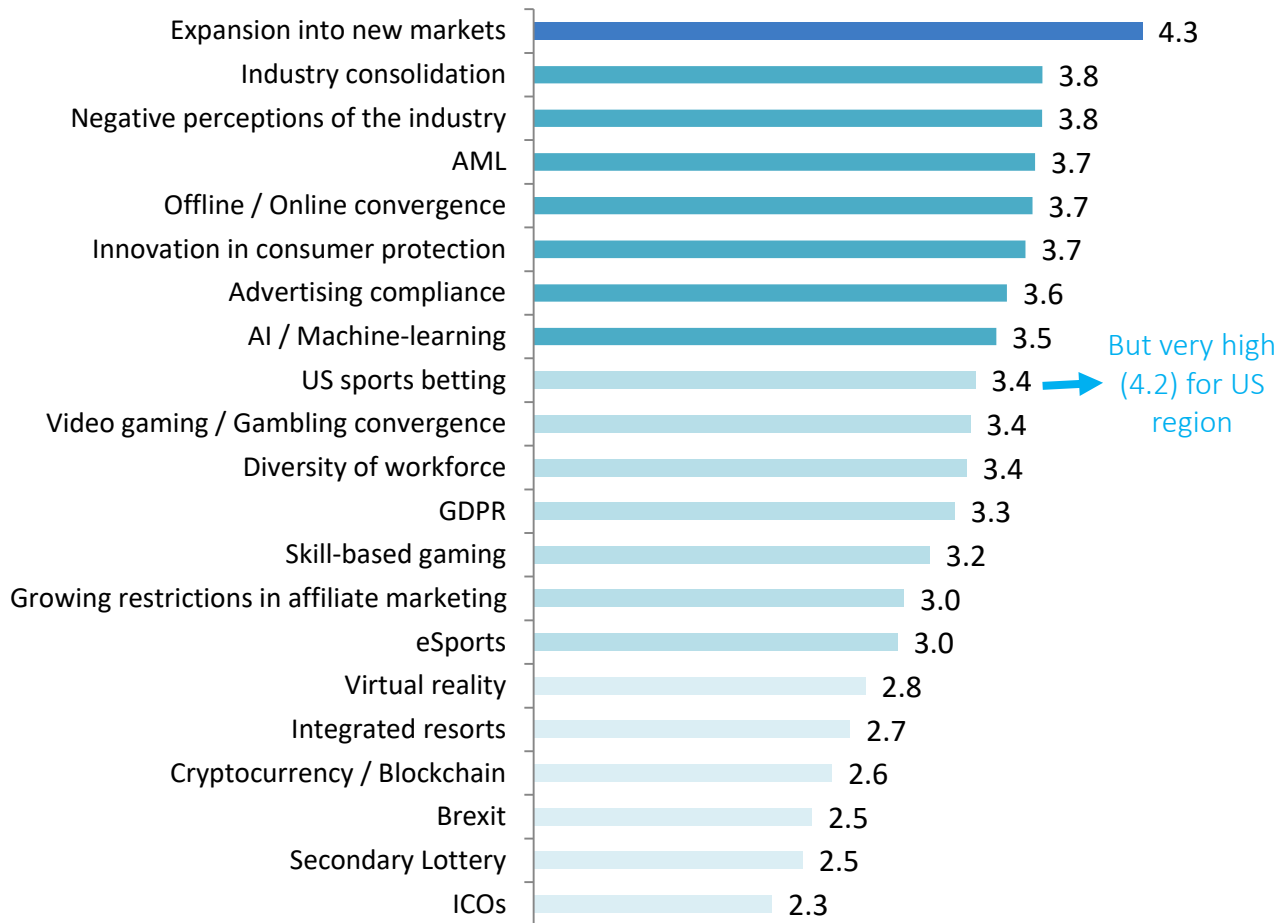
# Secondary threats – The economy; a lack of innovation, and taxation

Q. And what are the biggest threats to the gaming industry and why?  
(Base: total respondents – 93)



# Expansion into new markets continues to be the 'most important' trend/development for businesses

Q. How important are the following industry trends and developments for your business?  
(Base: respondents with an opinion of each (n: 88-91))



MEAN SCORE OUT OF 5  
(WHERE 5 IS  
'VERY IMPORTANT')

VERY  
IMPORTANT

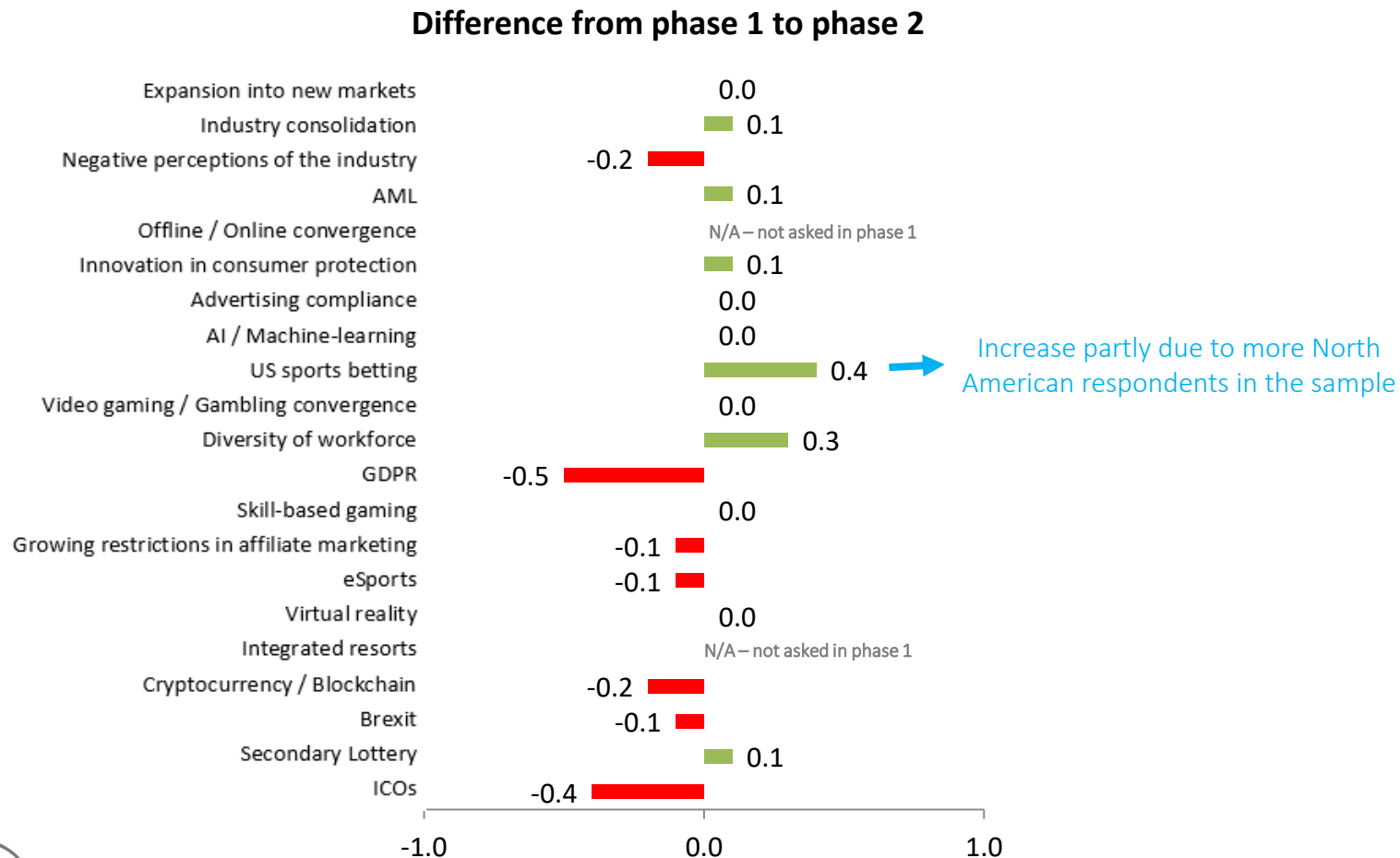
FAIRLY  
IMPORTANT

SOMEWHAT  
IMPORTANT

NOT IMPORTANT

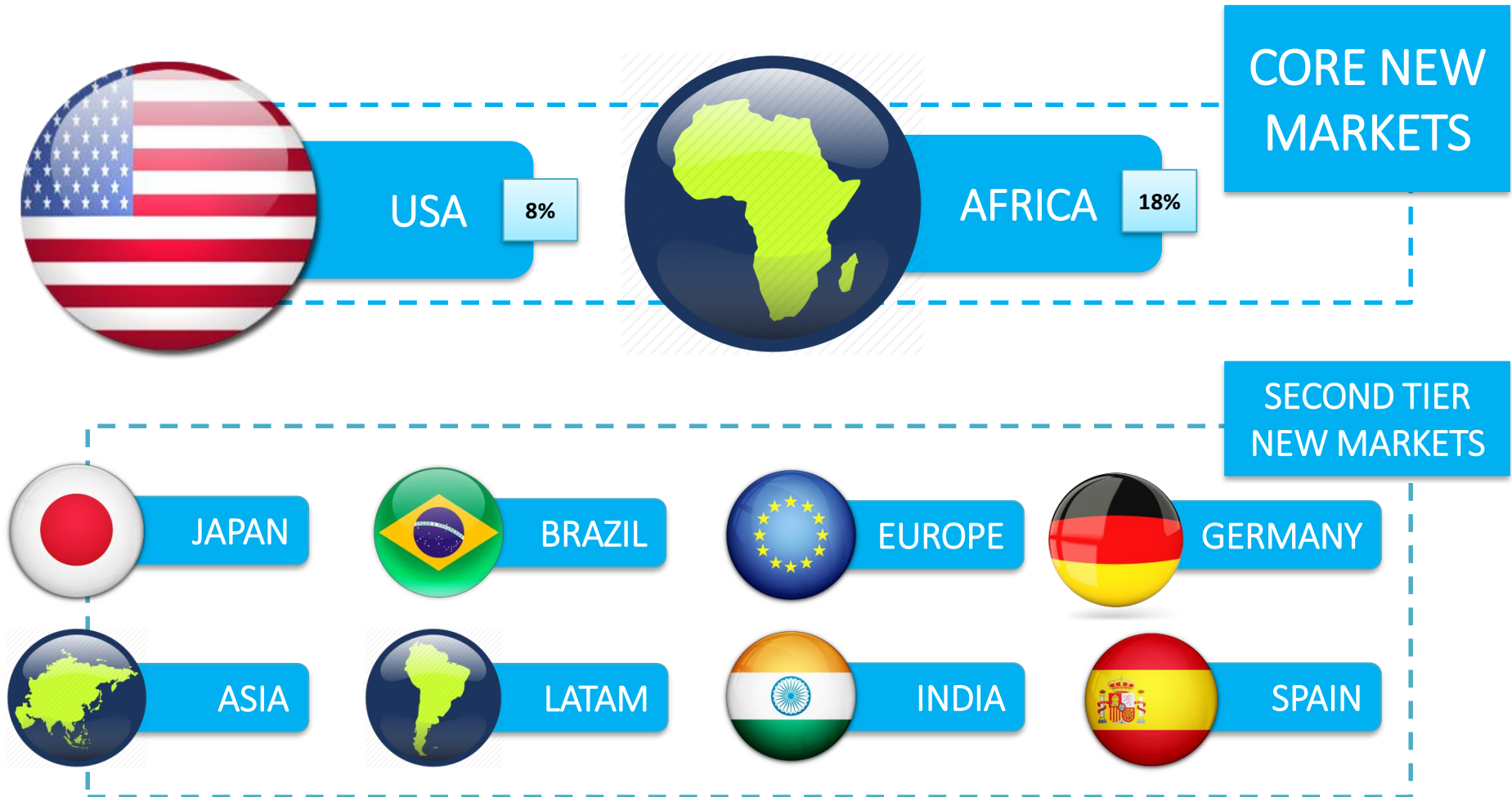
# US sports betting and diversity are more important, GDPR and ICOs less so (vs. Wave 1 – February 2018)

Q. How important are the following industry trends and developments for your business?  
(Base: respondents with an opinion of each (n: 88-91))



# Africa and then USA continue to be regarded as the 'exciting' potential new expansion targets

Q. What new market (geographically) excites you as a potential new expansion target?  
(Base: total respondents – 93)



# Innovation, marketing and sales/business development roles wanted to drive growth

Q. If you could create a new senior role within your organisation to drive the growth of your business, what would that role be? (Base: total respondents – 93)



# Regulators the core organisation **positively** impacting businesses (but can be negative too)

Q. Are there any specific organisations or types of company that have had a positive impact on your business – or might do in future?  
(Base: total respondents – 93)

## HAVE POSITIVELY IMPACTED



Regulators

Ampersand/  
Clarion

Sports betting  
innovators

US federal court

Advisory networks

## MIGHT POSITIVELY IMPACT IN FUTURE

Game providers

Payment services  
provider

Regulators

But there is less consensus...

“It is very hard to say at this time as our industry has become more divisive than ever”

# Regulators, illegal/irresponsible operators and government key **negative** impacts

Q. Are there any specific organisations or types of company that have had a negative impact on your business – or might do in future?  
(Base: total respondents – 93)

## HAVE NEGATIVELY IMPACTED



Regulators / the  
Gambling  
Commission



Illegal /  
irresponsible  
operators

Government

Various individual  
companies

## MIGHT NEGATIVELY IMPACT IN FUTURE



Government



Regulators

Various individual  
companies

The press

Technology and  
tech giants

# Bet365 and MGM are the gaming companies that others aspire to; Apple and Amazon in terms of non-gaming companies

Q. What company within and outside of the gaming sector do you aspire to?  
(Base: total respondents – 93)

## GAMING SECTOR

### CORE COMPANIES



**bet365**

### OTHER COMPANIES

No other company was mentioned more than once, showing MGM and (particularly) Bet365's dominance in terms of respondents' aspirations

## NON-GAMING SECTOR

### CORE COMPANIES

**amazon**



### OTHER COMPANIES

**Uber**

**Google**

**IBM**

**NETFLIX**



# Artificial intelligence overwhelmingly the key technology to invest in

Q. If you had \$500,000 to invest in a new technology, what would that technology be? (Base:  
total respondents – 93)



ARTIFICIAL  
INTELLIGENCE

CRM

MACHINE LEARNING

MOBILE  
APPS

ONLINE GAMING  
(E.G. CASINO, BINGO)

SKILLS-BASED  
GAMES

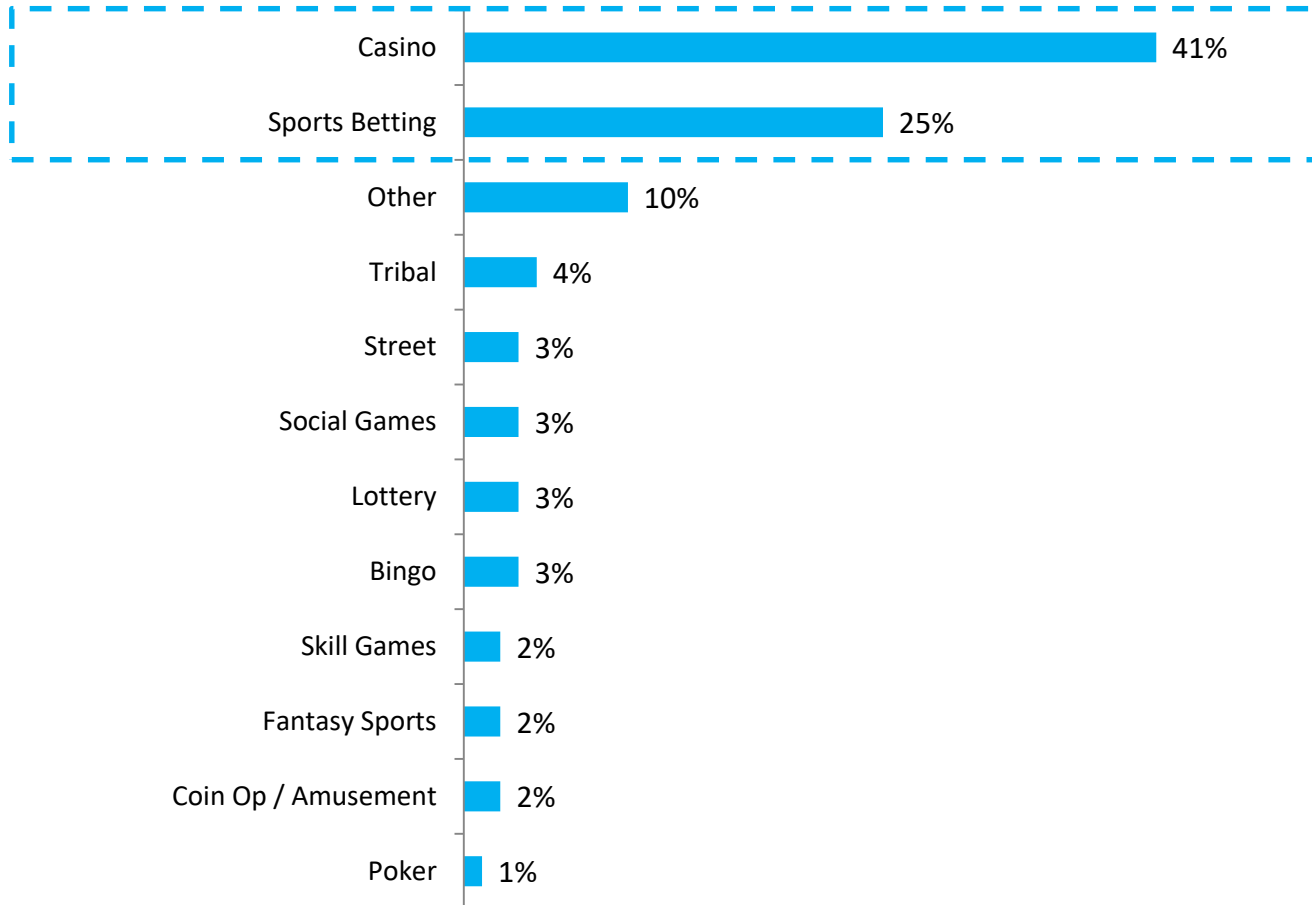
SPORTS BETTING  
PRODUCT / PLATFORM

VIRTUAL/AUGMENTED  
REALITY

SOFTWARE

# Approximately two thirds are involved with either casino or sports betting gaming

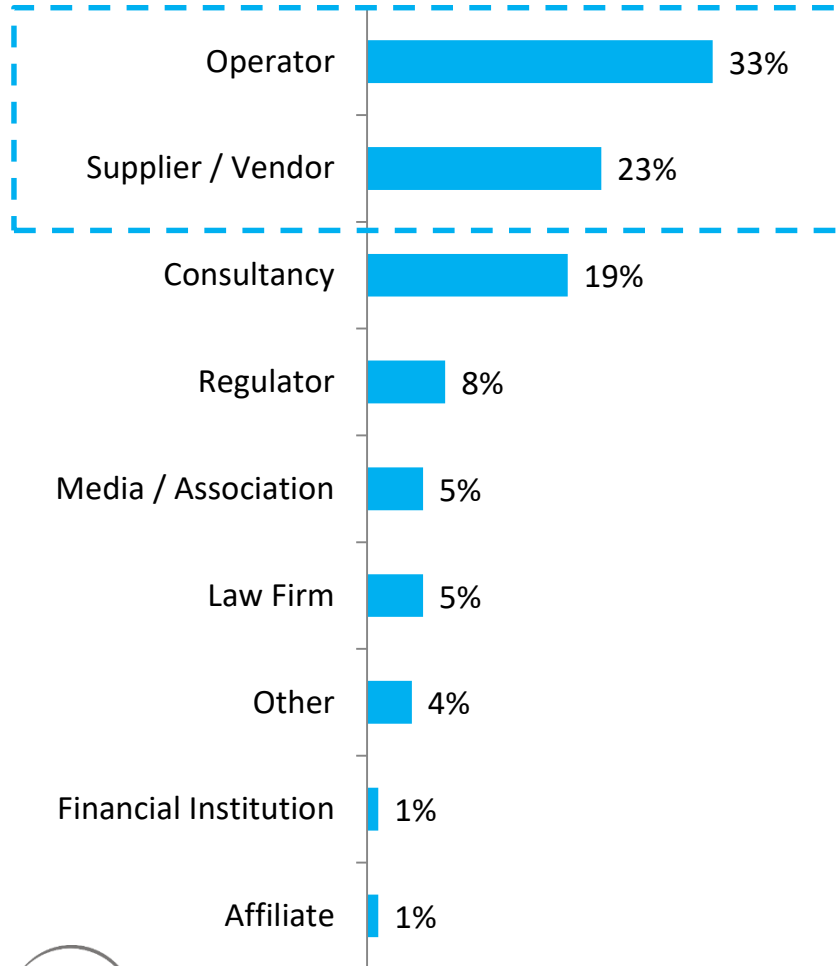
Q. Type of gaming predominantly involved with.  
(Base: total respondents – 93) NB. Displaying options selected by >1%



# 56% work for an operator or supplier / vendor, while 85% have an online presence

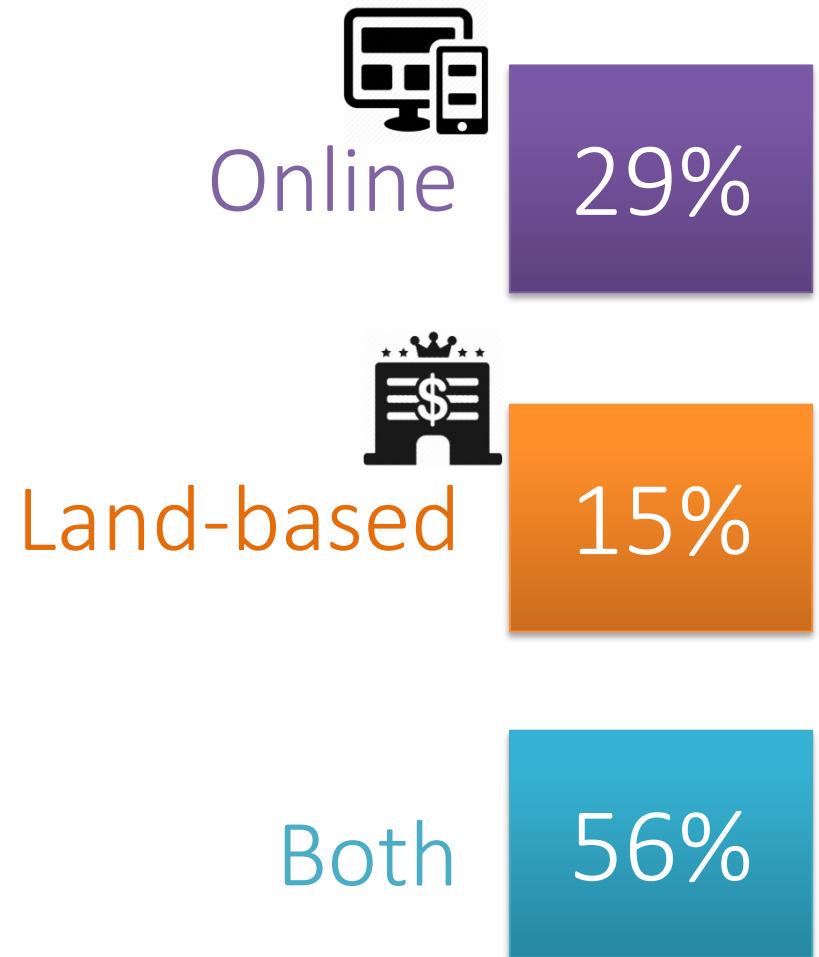
Q. Organisation type.

(Base: total respondents – 93) NB. Displaying options selected by >1%



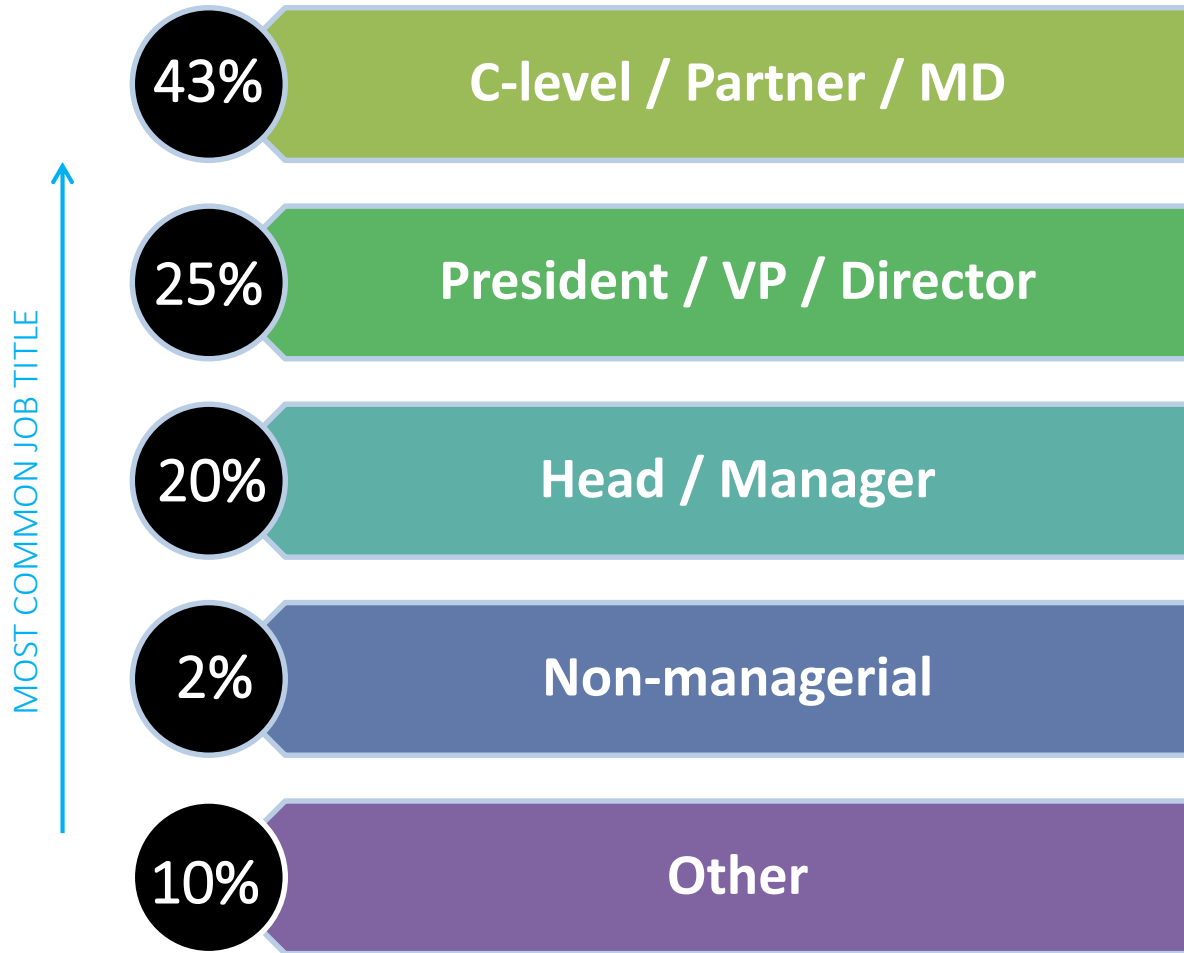
Q. Delivery channels.

(Base: total respondents – 150)



# Respondents were a senior audience – over 40% were C-suite

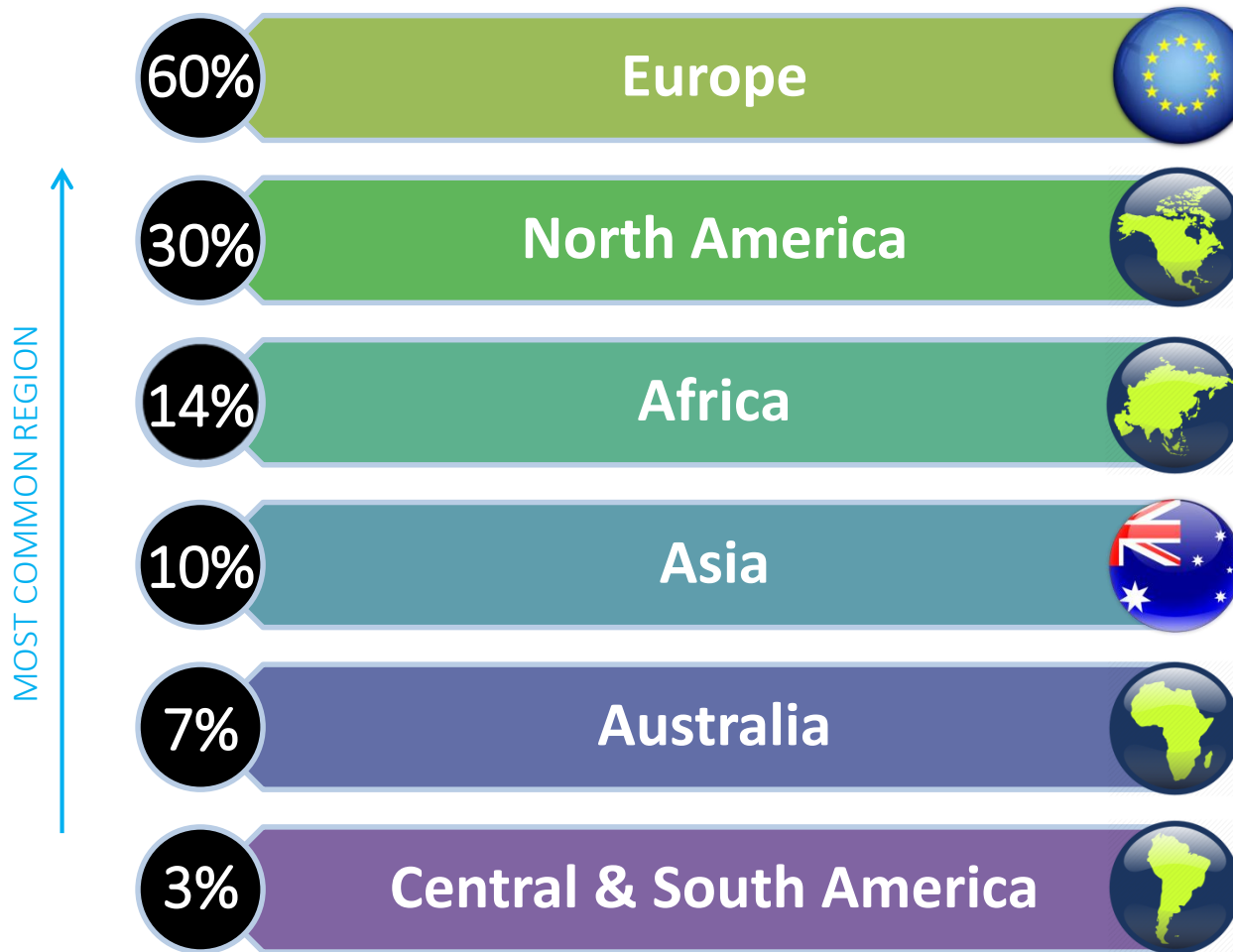
Q. Job title.  
(Base: respondents where available – 93)



# Europe is the core region that participants are involved with for work

Q. Region.

(Base: respondents where available – 93) NB. Displaying options selected by >1%



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## Thank You

A huge thanks goes to all Ampersand members for their continued support and engagement. We look forward to working with you again on these surveys and seeing you at our Ampersand Live events and receptions.

