ACHIEVE CERTAINTY℠

GAMING COMPLIANCE INTERNATIONAL

Online Gaming 2024-2025: Africa

RELEASE DATE

July 2026

Introduction (1/2)

When African audiences want to find betting and gaming online – content that they demand and desire to engage with – they should find fair, safe and sustainable betting and gaming options across each African nation's online gambling marketplace.

Today, this is complicated by vastly differing regulatory realities across the continent, ranging from entirely prohibited marketplaces to those with recently introduced regulatory frameworks. It is complicated further by the presence and persistence of the unregulated sector, which seeks to exploit every marketplace regardless of its regulatory conditions.

Effective regulation of online betting and gaming can deliver substantial benefits for African nations. Those benefits accrue across:

Local Commerce: Successful companies operating locally, creating employment, investment, supply chains and economic growth.

Local Communities: Sustainable tax revenues and public benefits funding.

Local Consumers: Consumers who are treated fairly and protected, alongside the exclusion of underage and vulnerable audiences.

The purpose of regulation is not to exclusively regulate licensed operators. The purpose of regulation is to regulate the marketplace.

Consumers experience a single online gambling marketplace comprising both a regulated sector and an unregulated sector. Regulatory success must therefore be measured by marketplace outcomes rather than activity within the regulated sector alone. The challenge for African nations, particularly those with regulated online gambling sectors, is ultimately one of objectives and outcomes.

Objectives	Desired Marketplace Outcomes
Protect consumers.	Consumers choose to enter, use and remain within the regulated sector.
Reduce participation in the unregulated sector.	Participation in the unregulated sector declines.
Promote sustainable regulated marketplaces.	The regulated sector remains attractive, accessible and competitive.
Protect tax revenues and public benefits.	Sustainable economic and community returns are generated.
Preserve marketplace integrity.	Criminal participation and financial crime are reduced.
Enable economic development.	Local businesses, employment and supply chains grow sustainably.

Introduction (2/2)

Across the marketplace monitoring and analysis undertaken for this report, consistent relationships are observed between marketplace outcomes and four principal areas of public policy that directly influence the competitiveness of the regulated sector:

1. **Customer Taxation:** High taxes imposed directly on customers encourage migration to the unregulated sector where those costs do not exist.

2. **Operator Taxation:** Where taxation materially reduces operator competitiveness, regulated businesses become less able to compete through pricing, odds, bonuses, products and customer experience.

3. **Payments:** Excessive payment costs or monopolistic payment structures create friction, increase transaction costs and degrade the customer experience, often functioning as an additional hidden tax on regulated participation.

4. **Product Availability:** Restrictions such as product prohibitions, unrealistic stake limits or maximum-win restrictions may unintentionally divert consumer demand towards the unregulated sector.

The analysis that follows is undertaken through the **MPEO framework: Monitor, Police, Enforce, Optimize.**

MPEO recognises that effective regulation extends beyond licensing operators. It requires regulators to monitor the entire marketplace, police the unregulated sector and the ecosystem that enables it, enforce proportionate action against unregulated participation, and optimize the regulated sector so that it remains attractive, accessible and competitive for consumers. Today, the unregulated sector has become increasingly sophisticated in acquiring, retaining and reactivating consumers across digital channels. The regulated sector is the visible risk; the unregulated sector is increasingly the structural risk to marketplace outcomes.

If consumers do not enter and remain within the regulated sector, many of the protections developed by regulators – including responsible gaming and player protection measures such as self-exclusion schemes – cannot achieve their intended purposes. The consequences extend beyond lost revenue for licensed operators to weaker consumer protection, reduced tax revenues, diminished public benefits and increased criminal participation.

The data and analysis presented in this report should therefore be interpreted through the lens of marketplace outcomes: whether current regulatory approaches are protecting consumers, reducing participation in the unregulated sector and optimising the online gambling marketplace so that consumers choose to enter, use and remain within the regulated sector, delivering sustainable benefits for businesses, governments and societies across Africa.

Marketplace Overview

2025

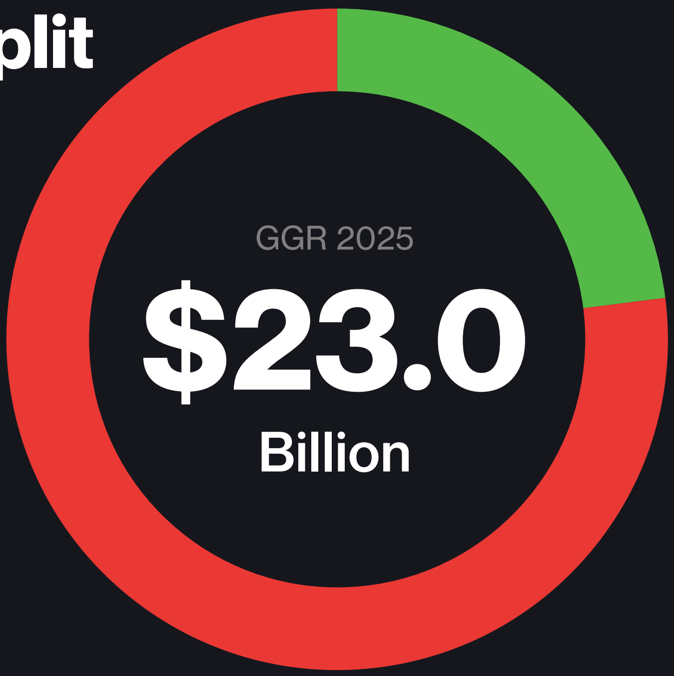
Total Online Gambling Marketplace: Africa

GGR Market Share Split

2025

$5.2 Billion
23% Regulated

$17.8 Billion
77% Unregulated



Note: GGR is "gross gaming revenue." Online products covered by the data in this report – sports betting and casino (including poker).

AUDIENCE EXPOSURE

11%

The impact of regulated gambling and related content on the audience

UNREGULATED OPERATORS ACROSS AFRICA

4,129

AUDIENCE EXPOSURE

89%

The impact of unregulated gambling and related content on the audience

POPULATION IMPACT

14% of Africans, 215 million people

The percentage of the population that interacted with total online gambling

2024

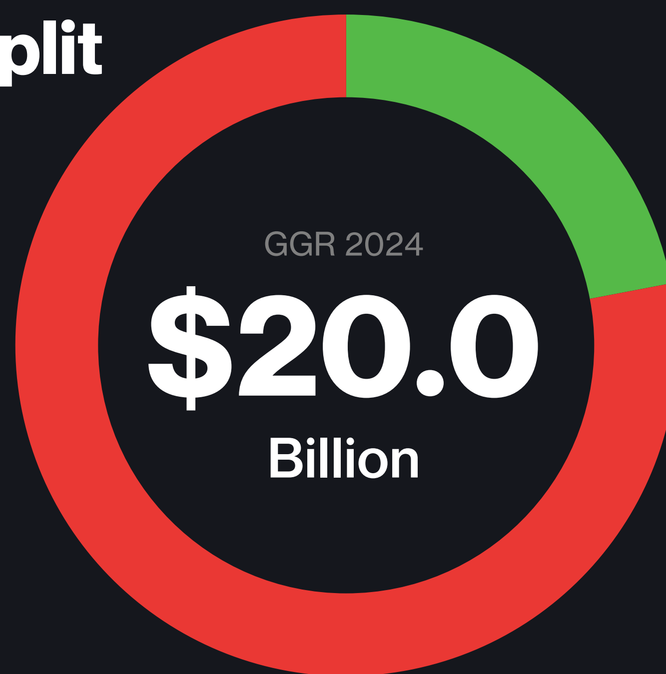
Total Online Gambling Marketplace: Africa

GGR Market Share Split

2024

$4.4 Billion
22% Regulated

$15.6 Billion
78% Unregulated



Note: GGR is "gross gaming revenue." Online products covered by the data in this report – sports betting and casino (including poker).

AUDIENCE EXPOSURE

10%

The impact of regulated gambling and related content on the audience

UNREGULATED OPERATORS ACROSS AFRICA

3,644

AUDIENCE EXPOSURE

90%

The impact of unregulated gambling and related content on the audience

POPULATION IMPACT

13% of Africans, 198 million people

The percentage of the population that interacted with total online gambling

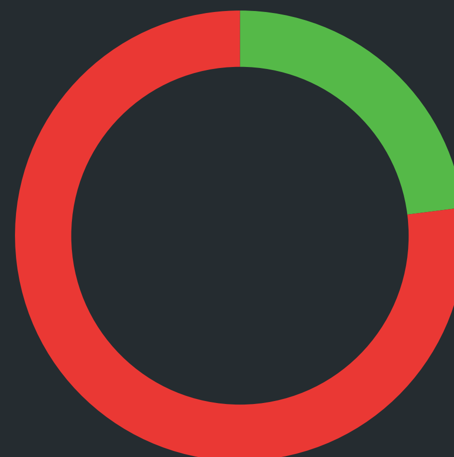
Online Marketplace Comparisons

Africa Total GGR Market Share Split

2025 Full Year

23%
Regulated

77%
Unregulated

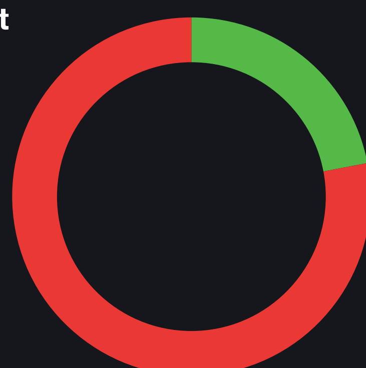


Global GGR Market Share Split

2025 Full Year

22%
Regulated

78%
Unregulated

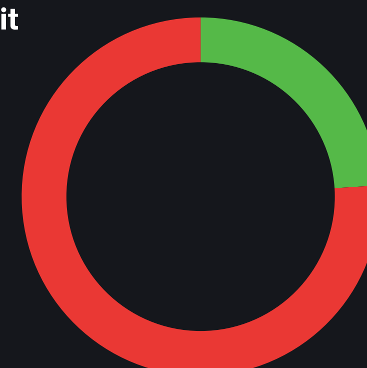


North America GGR Market Share Split

2025 Full Year

24%
Regulated

76%
Unregulated

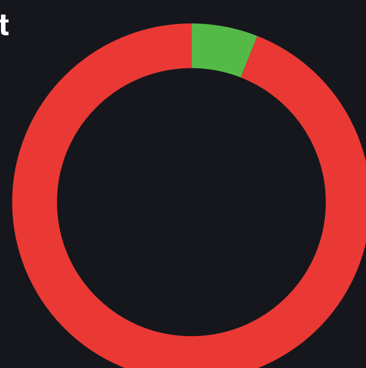


Asia-Pacific GGR Market Share Split

2025 Full Year

6%
Regulated

94%
Unregulated

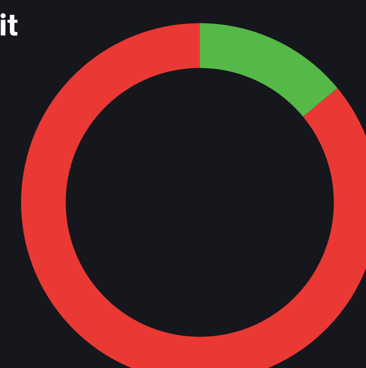


Middle East and Africa GGR Market Share Split

2025 Full Year

14%
Regulated

86%
Unregulated

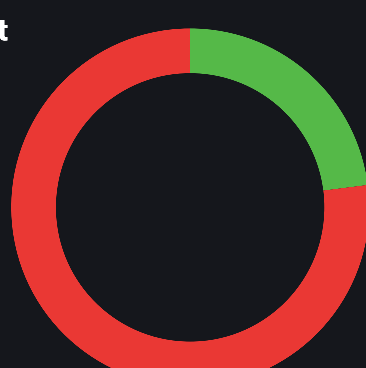


Europe GGR Market Share Split

2025 Full Year

23%
Regulated

77%
Unregulated

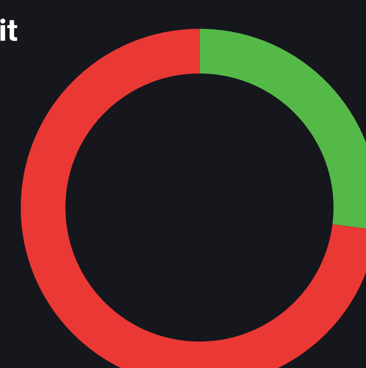


Latin America GGR Market Share Split

2025 Full Year

27%
Regulated

73%
Unregulated



Note: GGR is "gross gaming revenue." Online products covered by the data in this report – sports betting and casino (including poker).

Regional Insights

2025

Africa Online Gambling Marketplace: Regions

Africa Total
GGR Market Share Split
2025 Full Year

$5.2 B
23% Regulated

$17.8 B
77% Unregulated

Central Africa
GGR Market Share Split
2025 Full Year

$246 M
22% Regulated

$848 M
78% Unregulated

North Africa
GGR Market Share Split
2025 Full Year

$9 M
0.3% Regulated

$2.8 B
99.7% Unregulated

East Africa
GGR Market Share Split
2025 Full Year

$603 M
15% Regulated

$3.4 B
85% Unregulated

Southern Africa
GGR Market Share Split
2025 Full Year

$2.9 B
28% Regulated

$7.4 B
72% Unregulated

West Africa
GGR Market Share Split
2025 Full Year

$1.5 B
31% Regulated

$3.3 B
69% Unregulated

Note: GGR is "gross gaming revenue." Online products covered by the data in this report – sports betting and casino (including poker).

2024

Africa Online Gambling Marketplace: Regions

Africa Total
GGR Market Share Split
2024 Full Year

$4.4 B
22% Regulated

$15.6 B
78% Unregulated

Central Africa
GGR Market Share Split
2024 Full Year

$189 M
20% Regulated

$760 M
80% Unregulated

North Africa
GGR Market Share Split
2024 Full Year

$9 M
0.3% Regulated

$2.6 B
99.7% Unregulated

East Africa
GGR Market Share Split
2024 Full Year

$493 M
14% Regulated

$3.1 B
86% Unregulated

Southern Africa
GGR Market Share Split
2024 Full Year

$2.4 B
28% Regulated

$6.2 B
72% Unregulated

West Africa
GGR Market Share Split
2024 Full Year

$1.2 B
29% Regulated

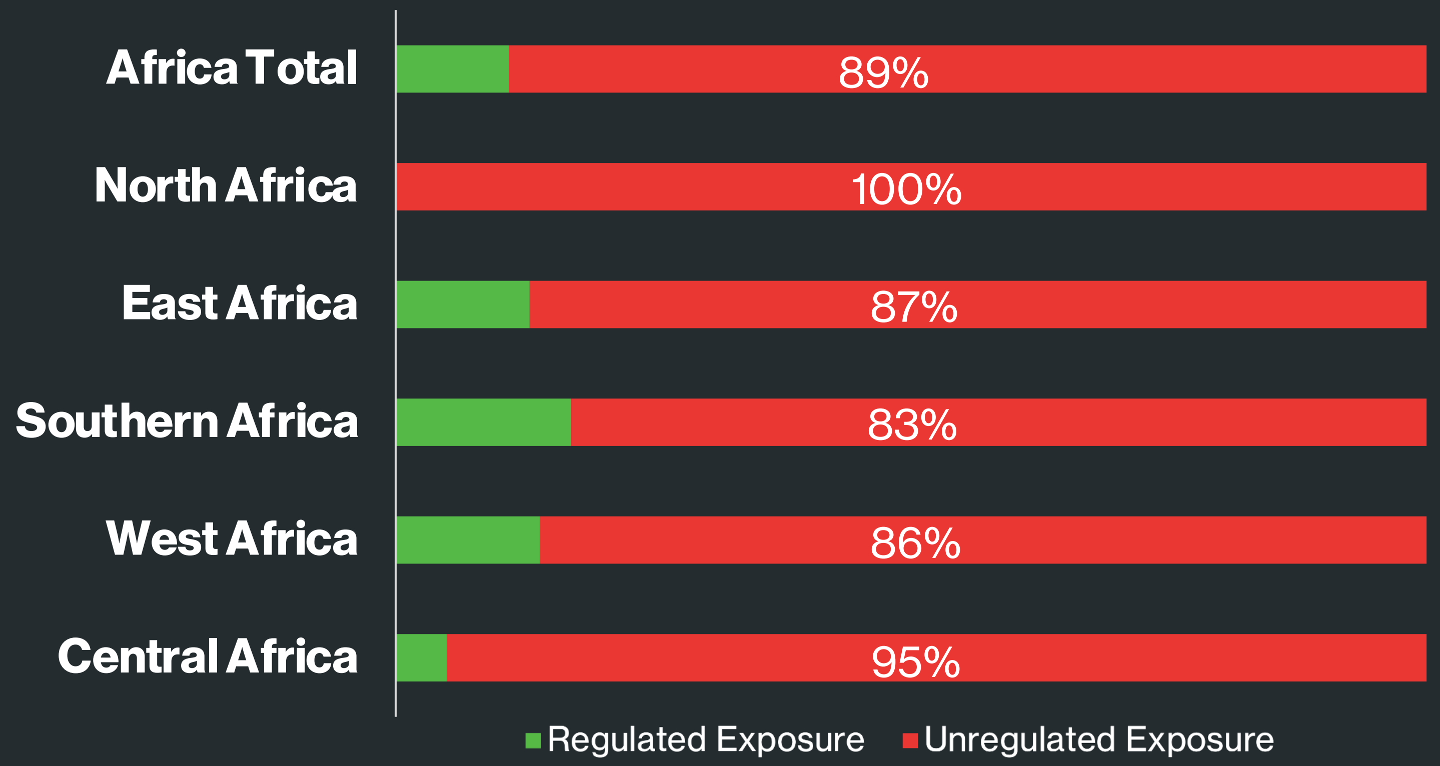
$3.0 B
71% Unregulated

Note: GGR is "gross gaming revenue." Online products covered by the data in this report – sports betting and casino (including poker).

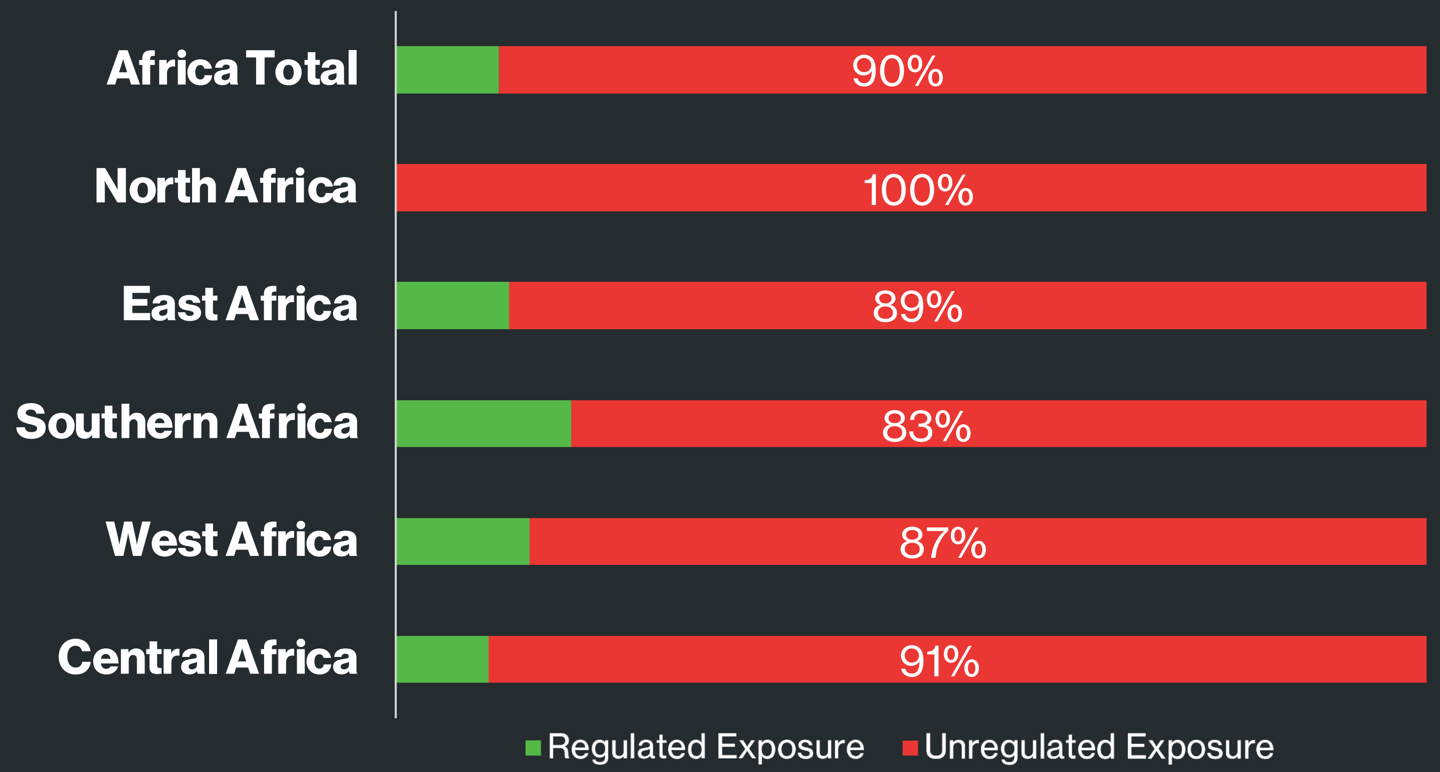
2024-2025 Audience Exposure

AUDIENCE EXPOSURE: The impact of gambling and related content upon the audience across a blended view of the Twelve Ecosystem Essentials (affiliates, sites, payments, social media platforms, responsible gaming, advertisements, streaming, peer-to-peer communications, supply chain, search/LLMs, products and apps). The audience exposure measure is a useful "early warning indicator" of where GGR market share split could flow in the future.

2025



2024



2024-2025 Population Impact

POPULATION IMPACT: The percentage of the population that interacted with total online gambling.

2025

	Percentage of Region's Population	Population Impact
North Africa	18%	39 million
East Africa	11%	51 million
Southern Africa	19%	38 million
West Africa	16%	71 million
Central Africa	9%	16 million

Africa 2025 TOTAL: 215 M

Average % of Population: 14%

2024

	Percentage of Region's Population	Population Impact
North Africa	17%	37 million
East Africa	10%	47 million
Southern Africa	17%	34 million
West Africa	14%	64 million
Central Africa	9%	16 million

Africa 2024 TOTAL: 198 M

Average % of Population: 13%

Africa Online Gambling Marketplace: Regions

GGR Periodic Table: Africa 2025

LOWER

GGR MARKET SHARE TO UNREGULATED GAMBLING

HIGHER

Nigeria 56% Unregulated	**Seychelles** 60% Unregulated	**Sierra Leone** 63% Unregulated	**Zambia** 63% Unregulated	**Malawi** 64% Unregulated
Mozambique 66% Unregulated	**Cameroon** 66% Unregulated	**Ghana** 67% Unregulated	**Uganda** 68% Unregulated	**South Africa** 69% Unregulated
Congo, Dem. Rep. 74% Unregulated	**Senegal** 76% Unregulated	**Rwanda** 77% Unregulated	**Tanzania** 78% Unregulated	**Lesotho** 81% Unregulated
Kenya 84% Unregulated	**Botswana** 85% Unregulated	**Namibia** 87% Unregulated	**Benin** 88% Unregulated	**Congo, Rep.** 89% Unregulated
Liberia 89% Unregulated	**Cote d'Ivoire** 90% Unregulated	**Burkina Faso** 91% Unregulated	**Togo** 91% Unregulated	**Zimbabwe** 92% Unregulated
Angola 92% Unregulated	**Guinea** 93% Unregulated	**Mali** 93% Unregulated	**Burundi** 93% Unregulated	**South Sudan** 94% Unregulated
Gabon 95% Unregulated	**Niger** 95% Unregulated	**Eswatini** 96% Unregulated	**Tunisia** 96% Unregulated	**Chad** 96% Unregulated
Madagascar 99% Unregulated	**Cabo Verde** 100% Unregulated	**Guinea-Bissau** 100% Unregulated	**Mauritania** 100% Unregulated	**Gambia** 100% Unregulated
Central African Republic 100% Unregulated	**Equatorial Guinea** 100% Unregulated	**Sao Tome and Principe** 100% Unregulated	**Sudan** 100% Unregulated	**Ethiopia** 100% Unregulated
Eritrea 100% Unregulated	**Djibouti** 100% Unregulated	**Somalia** 100% Unregulated	**Mauritius** 100% Unregulated	**Comoros** 100% Unregulated
Egypt 100% Unregulated	**Morocco** 100% Unregulated	**Algeria** 100% Unregulated	**Libya** 100% Unregulated	

AFRICA Total Average
77%
Unregulated

NORTH AFRICA Average
99.7%
Unregulated

EAST AFRICA Average
85%
Unregulated

SOUTHERN AFRICA Average
72%
Unregulated

WEST AFRICA Average
69%
Unregulated

CENTRAL AFRICA Average
78%
Unregulated

The Path to Optimization: Scoring Africa

The GCI Scorecard method assigns a score out of an idealized 100 to online gambling marketplaces based on a variety of conditions and factors.

Marketplace conditions taken into account when scoring:

- Taxation: operators and customers.
- Ease of licensing. Can new operators get licensed?
- Product availability and restrictions.
- Regulated share of the online gambling marketplace.
- Payments: infrastructure and risk.
- Marketplace enforcement and public resources.

*Among other factors, including aspects of the Ecosystem Essentials.

The GCI Scorecards are a summarized "snapshot" of current marketplace conditions and status, and do not consider all conditions present in a given marketplace. It is not to be considered a standalone measure of marketplace potential.

The scorecards are ranked out of an optimized "100", with a 100/100 score representing a marketplace completely free of unregulated interference with optimized legislation, operator and audience protections and other idealized conditions. There are no jurisdictions in the world that would rank at 100/100.

Regional Scorecards: Averages

2025		2024	
Africa Total: 10/100		**Africa Total: 9/100**	
North Africa Average Score:	0/100	North Africa Average Score:	0/100
East Africa Average Score:	11/100	East Africa Average Score:	10/100
Southern Africa Average Score:	16/100	Southern Africa Average Score:	15/100
West Africa Average Score:	10/100	West Africa Average Score:	9/100
Central Africa Average Score:	8/100	Central Africa Average Score:	6/100

KEY: NORTH AFRICA · EAST AFRICA · SOUTHERN AFRICA · WEST AFRICA · CENTRAL AFRICA

Scorecard Tiers

Evolving Marketplaces: Marketplaces with strong existing legislation, regulated operator presence and regulator status.

Developing Marketplaces: Marketplaces with limited regulatory presence and licensing opportunities.

Challenged Marketplaces: Marketplaces with weak or nonexistent legislation, regulatory presence and/or operator and customer protections where unregulated presences dominate.

Evolving Marketplaces: Examples

Ghana 2025 Score: 38/100

- Legal, licensed sports and casino
- Stable and transparent regulation; no customer-facing taxation

Nigeria 2025 Score: 32/100

- Legal, licensed sports and casino
- Strong but fragmented implementation of regulation

Developing Marketplaces: Examples

Tanzania 2025 Score: 26/100

- Clear sports and casino licensing and application process
- Lack of strong legal enforcement

Zambia 2025 Score: 27/100

- Few customer protections
- Weak but present online casino licensing

Challenged Marketplaces: Examples

Kenya 2025 Score: 19/100

- Large unregulated operator presence
- Improving but historically unstable regulation

Benin 2025 Score: 8/100

- Weak legislation around online gaming
- General lack of marketplace clarity

KEY: NORTH AFRICA | EAST AFRICA | SOUTHERN AFRICA | WEST AFRICA | CENTRAL AFRICA

Note: Zambia conducted changes to its tax regime in 2026, outside of this report's data period.

Objectives and Outcomes

Objectives and Outcomes

Marketplace outcomes are the ultimate measure of regulatory success. Do policies achieve the outcome they're designed to achieve?

Objective	Outcome
Consumer Protection	Are consumers more protected?
Tax Collection	Is taxation capturing a large or small share of the total online gaming marketplace?
Channelization	Do consumers use and remain with the regulated sector?
Revenue Sustainability	Do licensed operators sustainably grow revenues?
Crime Prevention	Are criminal actors gaining or losing market share?

The purpose of regulation is not to exclusively regulate licensed operators.

The purpose of regulation is to regulate the entire online gaming marketplace.

The Gray-Market Myth

Local Licensing for Regulated Operators	International Licensing for Unregulated Operators
Benefits local commerce, community and consumers.	Benefits companies, not consumers or jurisdictions.
Has to abide by local jurisdictional law.	Presents ”alternative” regulatory coverage.
Has to safeguard consumers.	Banking continuity.
Has to accommodate self-exclusion schemes.	Payment-processing coverage and resilience.
Has to follow protections for vulnerable communities and the exclusion of the underage.	Jurisdictional “optionality.”

"Gray-market” licensing presents itself as a viable legal alternative to local licensing. However, gray-market licenses do not allow operators to take money from any jurisdiction of activity without paying local tax and obeying local rules. There is no meaningful alternative to the law of each jurisdiction and compliance with its rules through local jurisdiction-specific licensing.

Regulated vs. Unregulated

Price

Regulated operators can't beat unregulated operators on price. Unregulated operators do not pay tax or licensing.

Product

Unregulated operators have more products regardless of law, and they're unrestricted by regulation.

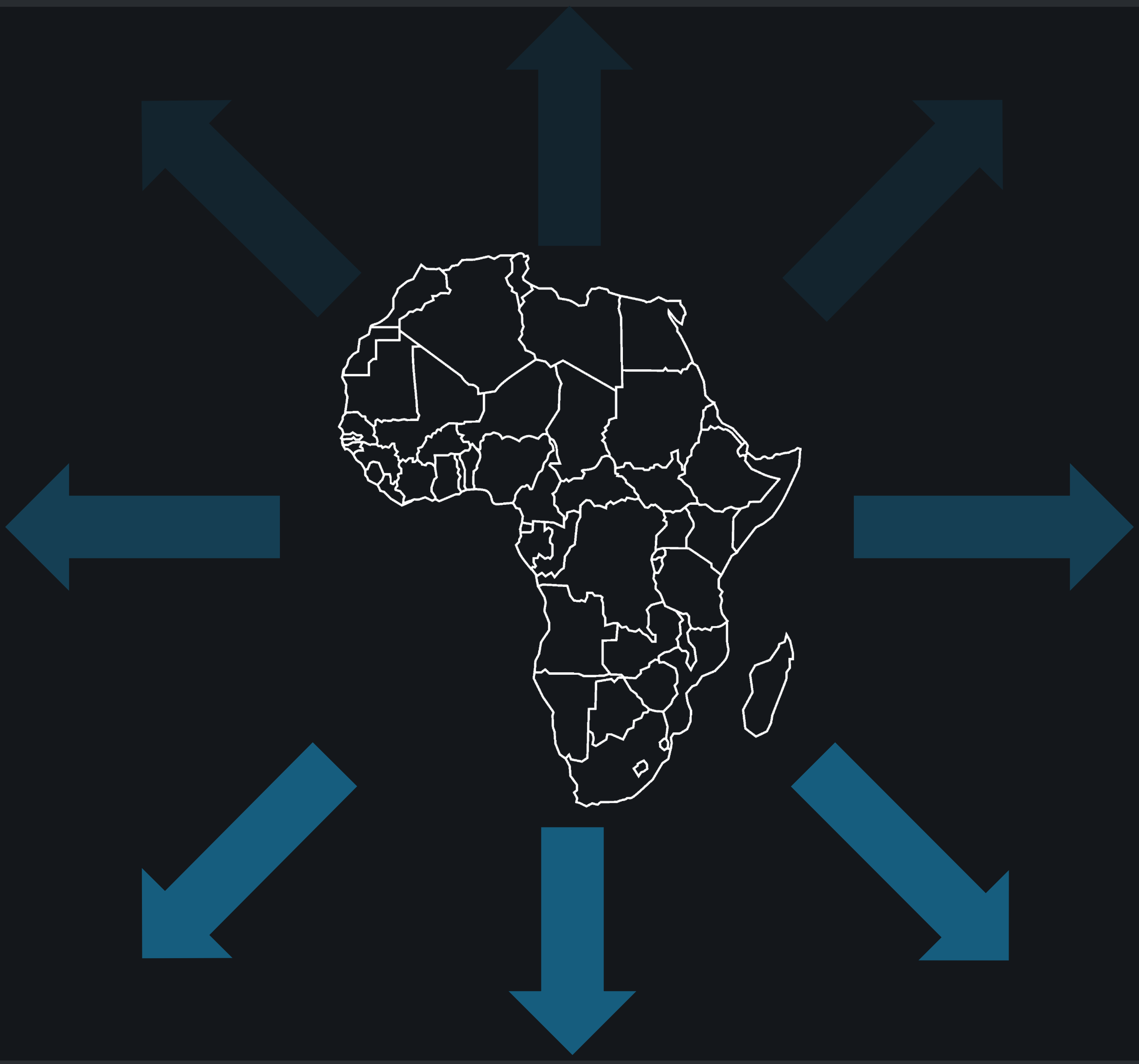
Promotion

Unregulated operators can afford to give away more money, more often, across all products.

REGULATED ONLINE GAMBLING	UNREGULATED ONLINE GAMBLING
Must abide by regulations.	Operates without constraints.
Cannot engage with illegal streaming content.	Audience can watch the sports (illegally) live while they bet.
Must pay taxes, which reflects across prices.	Unbeatable prices because they don't pay tax.
Must abide by local legislation.	Do not abide by any laws or rules.

Regulatory Fragmentation

Jurisdictions which participate in providing international licensing for unregulated operators directly contrast with African nations that seek to maximize local benefits. The resulting conflict has shaped years of regulatory fragmentation across Africa, which has been exploited by unregulated operators working outside individual nations' laws and rules.



Regulatory Evolution:
The critical question used to be: *"How effectively are licensed operators being regulated?"*

The critical question now: *"Are the intended online gaming marketplace outcomes being achieved?"*

Cost and Consequence

The more African audiences are exposed to unregulated online gambling content, the more Africa loses in revenue and tax.

Across policy, process and practice the path to control online marketplaces is achieved via MPEO: Monitor, Police, Enforce, Optimize.

Current national enforcement is struggling to keep pace with the threats from unregulated gambling. A coordinated response across all of the ecosystem essentials is required in every marketplace, and especially within Africa due to the growth status of its online economies.

Africa Commerce 2025

Revenue Lost:

$17.8 BILLION

Africa Community 2025

Tax Lost:

Note: Tax loss 2025 estimated at 20% of unregulated GGR.

$3.55 BILLION

Africa Consumers 2025

How much of what the audience sees across online content promotes unregulated gambling:

89%

Unregulated and Unacknowledged: Growth Drivers 2026

Regulation Exploitation

Advertising, Products, KYC, Self Exclusion, Age Limits, Responsible Gaming, Cross Sell, Taxation, Legislation

Product Bleed from Unacknowledged

Prediction markets – regulated versions will be cannibalized by the Unregulated

Illegal Streaming of Sports Events

Unregulated gambling ads featured on over 83% of illegal streaming of sports content in Africa in 2024 and 2025

Events

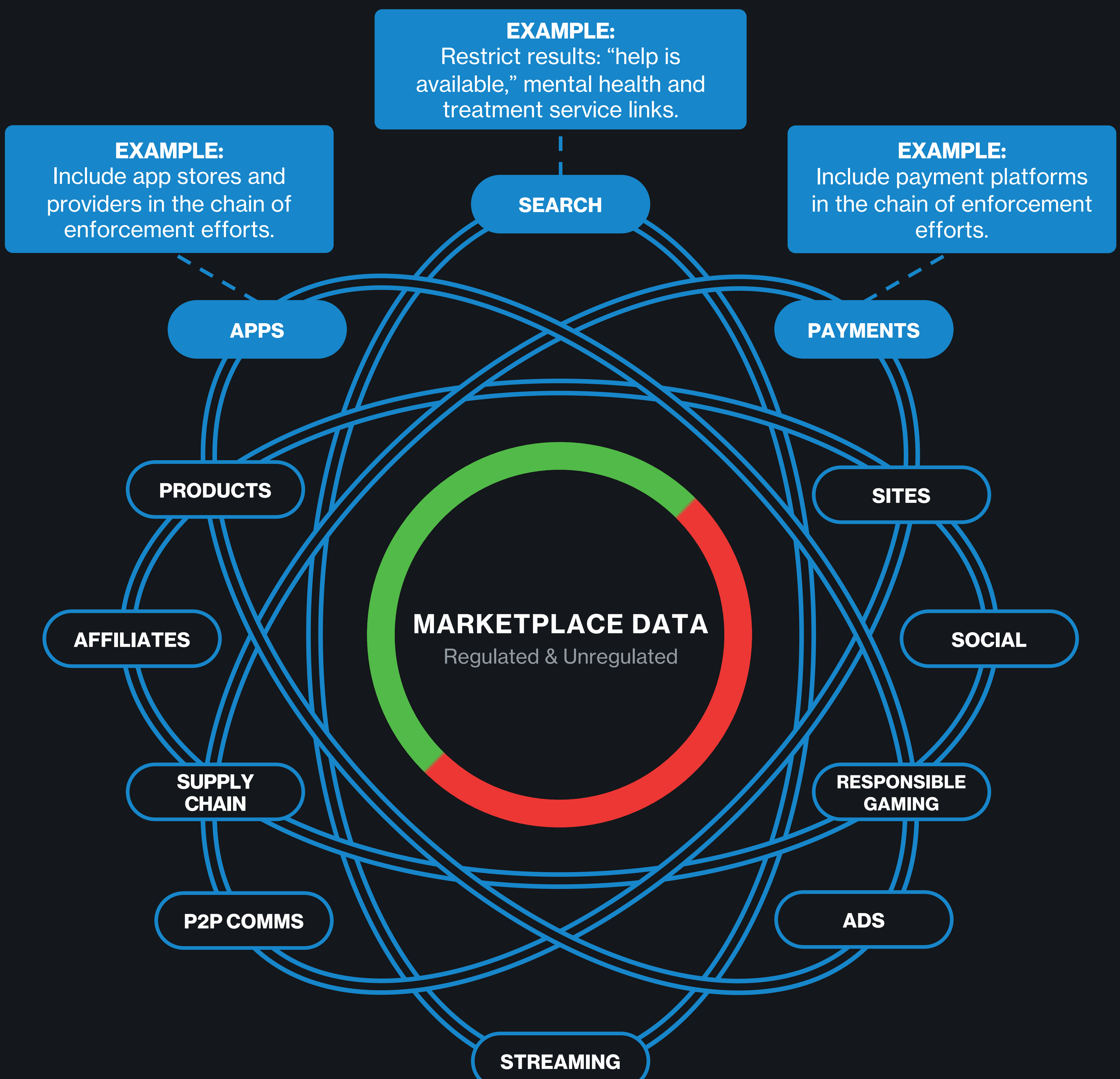
Mass market recruitment from local football leagues, Champions League, the FIFA World Cup. Seasonality surges from local jurisdiction events

Solutions: Taking Back Control

Unregulated online gambling is capable of acquiring, retaining, and reactivating customers throughout the Ecosystem Essentials. It competes with regulated gambling for audience attention, participation and spend.

Unregulated gambling is not merely an individual operator issue – it is an entire ecosystem issue: **unregulated online gambling is sustained by an ecosystem, not by one website.**

Change only happens through the entire ecosystem and supply chain. The regulated sector needs to remain competitive if consumers are to enter and remain within it.



Conclusion

Africa's online gambling marketplaces should not be defined by their challenges. They should be defined by their opportunity.

The data and analysis presented throughout this report demonstrate that significant consumer demand already exists across the continent. Millions of consumers actively participate in online betting and gaming, creating substantial economic activity and the potential to generate sustainable local commerce, public benefits and safer consumer outcomes. The challenge is not creating demand. The challenge is ensuring that demand is captured within the regulated sector.

Marketplace outcomes are the ultimate measure of regulatory success. The objective is not simply to regulate licensed operators. The objective is to optimize the entire online gambling marketplace so that consumers choose to enter, use and remain within the regulated sector.

That requires continuous focus on **MPEO:**
Monitor, Police, Enforce, Optimize.

Monitoring provides visibility across the total marketplace. Policing identifies unregulated participation and the wider ecosystem that enables it. Enforcement protects the integrity of regulation. Optimization ensures that the regulated sector remains attractive, accessible and competitive for consumers while continuing to deliver the protections expected of licensed operators and demanded by society.

Optimization represents Africa's greatest opportunity. For example: clear, transparent regimes drive onshore compliance. This doesn't happen with complex tax regimes, impacting both licensed companies and customers, and with high consumer barriers to entry that do not impact them in the unregulated sector. Across many jurisdictions, relatively small improvements in public policy, taxation, payments, product availability, enforcement and regulatory collaboration have the potential to deliver disproportionately large improvements in marketplace outcomes.

Success should therefore not be measured simply by the number of licensed operators, enforcement actions or regulatory interventions. It should be measured by outcomes: more consumers protected, greater participation within the regulated sector, reduced participation within the unregulated sector, stronger local businesses, sustainably increasing tax revenues, greater public benefits and reduced criminal participation.

The future of African online gambling is therefore not a choice between regulation and growth. Well-designed regulation will enable growth. Well-optimized marketplaces should deliver stronger consumer protection, stronger local economies and stronger public confidence simultaneously.

The purpose of regulation is not to exclusively regulate licensed operators. The purpose of regulation is to regulate the marketplace.

Africa's online gambling story is ultimately one of optimization. The opportunity is not simply to regulate more. It is to optimize better.

About GCI, Notes & Glossary

ABOUT US

Gaming Compliance International (GCI)

GCI is a proven leader in regulatory gaming compliance technology and consultancy, providing end-to-end oversight of the ever-expanding online and land-based gaming industry.

The focus at GCI is on enhancing revenue optimization, insight, and market transparency. We provide strategic results within the rapidly expanding regulated iGaming and sports betting industry, delivering complete oversight without interfering with day-to-day gaming operations.

GCI acquired Yield Sec in November 2025.

Bloomberg | The New York Times | Forbes
FORTUNE | FINANCIAL TIMES | The Guardian

US States

Ohio Casino Control Commission (OCCC) | The Montana Department of Justice (DOJ)

Forbes

The Super Bowl 2025 | US Prediction Markets | US Crypto

Bloomberg

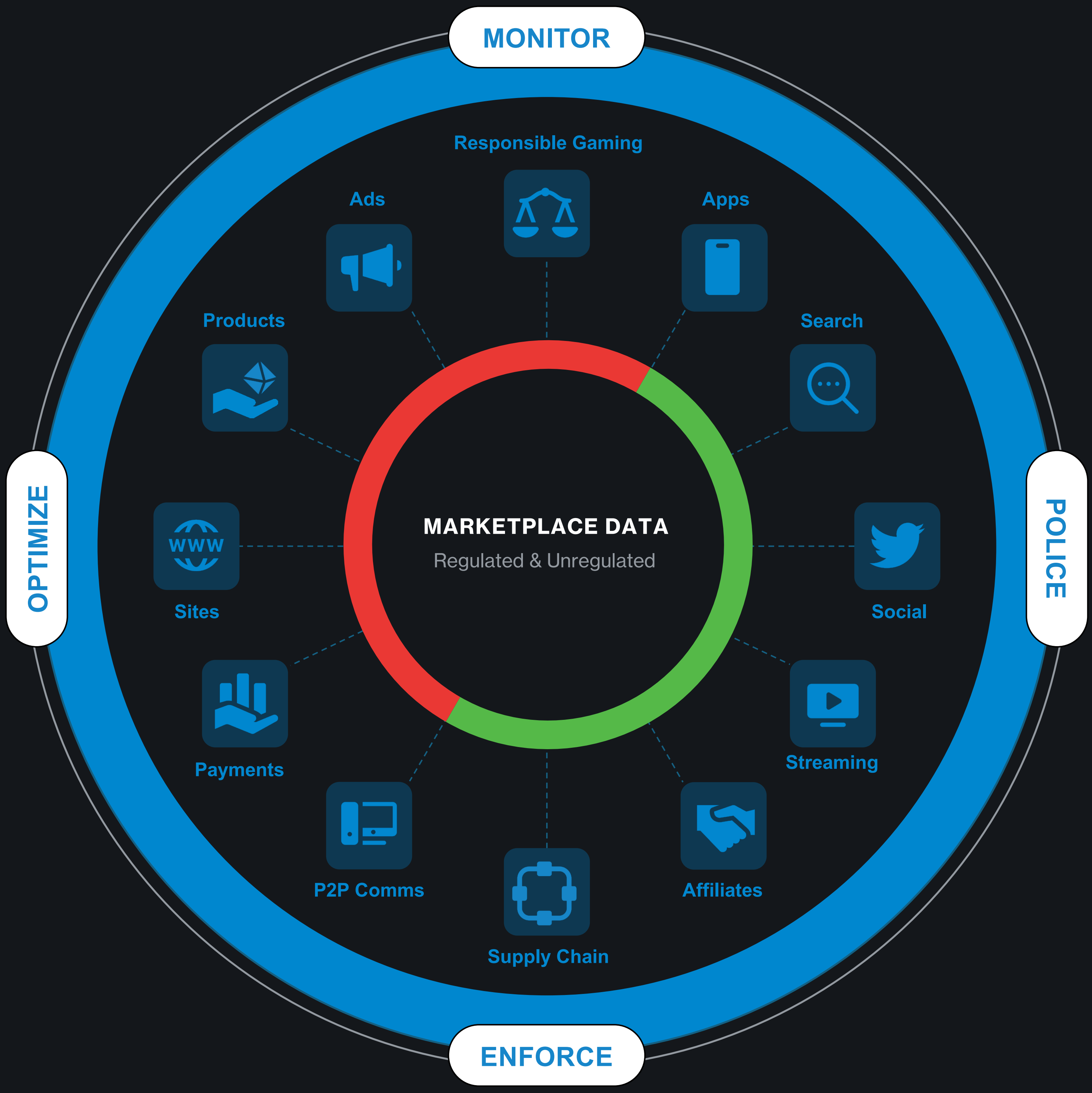
71% of European Gambling is Illegal | GB Illegal Streaming | GB Crypto

GCI: Multi-Level Monitoring

The GCI Platform incorporates:
Integrated platform covering the regulated and unregulated sectors to present the total marketplace view. GCI data is from multiple sources (proprietary and third-party licensed).

Internal:
Monitoring, auditing, and reporting of regulated operator back offices.

External:
Monitoring and reporting across Audience and Activity, All of the Time, throughout the total marketplace.



Methodology

MATRIX

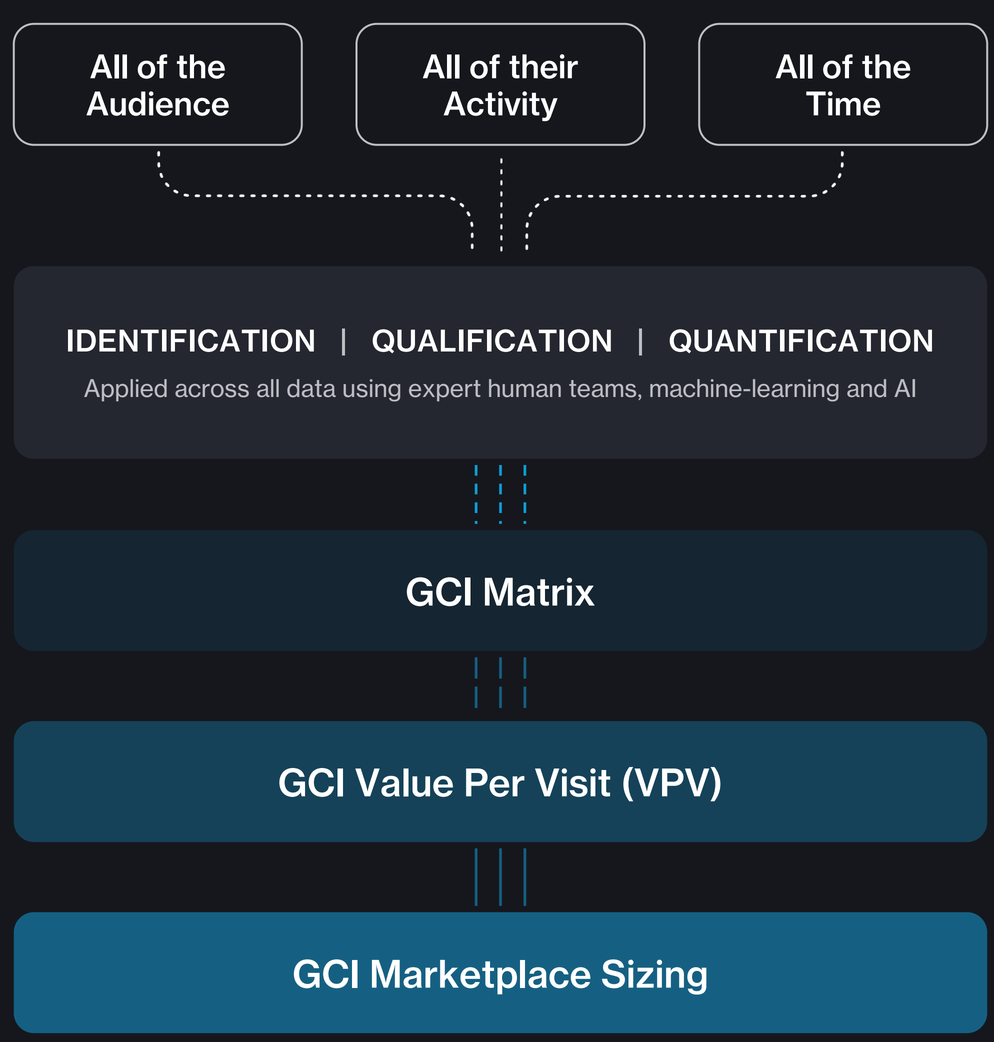
A rigorous site-versus-site and app-versus-app analysis that compares every transacting betting and gaming platform within a specific jurisdiction. All relevant data points are synthesized to deliver a single, core metric: Value per Visit.

VALUE PER VISIT (VPV)

Our VPV metric explains why different customers choose to spend more (or less) with regulated versus unregulated operators. We analyze specific criteria that drive player behavior including: KYC, product, price, promotion, payments, deposit thresholds, bonus earning terms, and more. By aggregating this data, we build a complete picture of customer value and engagement.

MARKETPLACE SIZING

By analyzing the complete picture of audience activity, we can accurately determine total GGR and precise market share percentages.



Notes on this Report

The following key notes apply across this report:

PRODUCTS COVERED BY THE DATA IN THIS REPORT: SPORTS BETTING AND CASINO (INCLUDING POKER)
Throughout this report, online sports betting includes both traditional online sports betting and casino. Crypto products are included within sports betting and casino, and their respective regulated or unregulated positions. Products not covered by the data in this report: prediction markets, daily fantasy sports, sweepstakes, social casinos, prize draw contests, lotteries.

SIMPLE FINANCIAL DEFINITIONS: “Handle” – relates to the value of bets placed by consumers with online gambling operators. “Hold” – relates to the value left behind with online gambling operators, after customer winnings have been repaid. “GGR” – relates to Gross Gaming Revenue, or Customer Bets MINUS Customer Winnings EQUALS Gross Gaming Revenue.

ONLINE ONLY: GCI covers the total online marketplace, including both regulated and unregulated online gambling. No retail or land-based data is included in our reporting.

TARGETING AND TRANSACTING: Only operators who actively target the jurisdictional marketplace through audience profiling, advertising, affiliate deals, audience accessibility (with and without a VPN) and featuring verified local resident payment abilities are classed and included as “unregulated” operators if they do not have local licensing for the jurisdiction they are taking revenue from.

AVAILABLE BUT NOT TRANSACTING: Operators who have an accessible website/app but without any active commercial ability (to place bets, make transactions and affect revenue) are not classed or included as “unregulated” operators.

UNREGULATED GAMBLING OPERATORS BY JURISDICTION: Each individual, active, transacting website or app that targets a specific marketplace but does not feature licensing for that jurisdiction, is counted as an ”unregulated gambling operator" for that jurisdiction.

MIRRORS AND REDIRECTS: All active and transactable destinations for unregulated gambling operators are included in the number of total destination domains – the count of unregulated gambling operators. Each individual, active, transacting website or app that targets a specific marketplace with clear domain strategy redirects and mirrors – UnregulatedGambling.com, UnregulatedGambling123.com, etc. – is included as a separate unregulated gambling operator result for that jurisdiction.

ACCURACY: Our analysis derives from data obtained from our online surveillance as well as from third party licensors. Our assessment of large complex online marketplaces is limited by the availability and completeness of data. We are confident, however, that our platform provides by far the best analysis of online marketplaces possible.

ILLEGAL ONLINE STREAMING: Illegal online streaming refers to any streaming service that is not authorized, licensed, or otherwise permitted under the laws of a jurisdiction or by the relevant content rights holders, but which targets, is accessible to, and delivers content to consumers in that jurisdiction, whether provided “free of charge” or in exchange for payment, advertising, or other forms of commercial benefit.

Glossary (1/2)

REGULATED ONLINE GAMING: Regulated and licensed gambling platforms and products, subject to oversight within established legal frameworks, contributing to the Three Cs of Commerce, Community, and Consumers.

UNREGULATED ONLINE GAMBLING: Gambling platforms and products not authorized, licensed, or otherwise regulated under the laws of a jurisdiction, but targeting, accessible to, and transacting with consumers in that jurisdiction.

UNACKNOWLEDGED AS ONLINE GAMBLING: Platforms and products that operationally replicate gambling (stake, uncertainty, reward) but are not currently classified as gaming, betting, or lotteries.

ACTIVITY: All states of online behavior, everything from browsing (looking) through to buying (transacting).

AFFILIATES: For-profit groups across websites, apps and social media which engage audiences with content including reviews, comparisons, special offers, promotions, discounts, and news, to move that audience on to commercial opportunities with online gambling operators in return for a fee or a share of customer revenue, and often both.

AUDIENCE: All potential, unique human beings in a specific jurisdiction using online services (including the underaged).

AUDIENCE EXPOSURE: The impact of gambling and related content upon the audience across a blended view of the Twelve Ecosystem Essentials (affiliates, sites, payments, social media platforms, responsible gaming, advertisements, streaming, peer-to-peer communications, supply chain, search/LLMs, products and apps). The audience exposure measure is a useful “early warning indicator” of where GGR market share split could flow in the future.

BLACK MARKET: A commonly used term for unregulated gambling operators and activities. However, it can be misleading, as it suggests a separate or distinct marketplace. In reality, black-market operators function within the same consumer ecosystem as regulated offerings, without authorization and outside legal and regulatory frameworks, extracting value from the regulated sector and from government via lost tax revenue. At GCI, the term is used in defined contexts such as “black-market mitigation.”

Glossary (2/2)

ILLEGAL ONLINE STREAMING: Illegal online streaming refers to any streaming service that is not authorized, licensed, or otherwise permitted under the laws of a jurisdiction or by the relevant content rights holders, but which targets, is accessible to, and delivers content to consumers in that jurisdiction, whether provided “free of charge” or in exchange for payment, advertising, or other forms of commercial benefit.

INTERACTION / INTERACTING: Consumer engagement with an operator. The consumer is doing more than simply “seeing” content: a consumer has engaged with it by clicking on ads, registering with websites, liking social posts, etcetera, anything that has amended their current and future experience online – due to the algorithms and cookies – in favor of greater future exposure with operators.

MIRRORS AND REDIRECTS: Websites and apps used for audience accessibility and to avoid jurisdiction blacklists and blocklists. Mirrors and redirects are effectively ”back doors” into online gambling operator destinations that the audience will have no knowledge concerning.

TOTAL ONLINE MARKETPLACE: There is only one marketplace in a jurisdiction. Unfortunately, it features two industries: one regulated, one unregulated. To get to total, you must consider and add regulated plus unregulated.

TRAFFIC CHANNELIZATION: All visits across the entire marketplace broken out by share of operator and regulated or unregulated.

TRAFFIC VOLUME: The volume of visits made by the online audience to online opportunities.

UNIQUE AUDIENCE SHARE: Unique audience member visits on an operator-specific basis, broken out by share.

UNIQUES VOLUME: The volume of unique human beings using specific online services.

VISITORS: Unique human beings visiting pages across a site – no matter the pages they visit, they are still one unique user over the time period.

VISITS: The pages unique human beings visit across a site, and the traffic created from this. One unique human will visit many pages on a site for different products, processes, bets, games, etc.

ACHIEVE CERTAINTY℠

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