

Press release

Record year for sports betting in Germany: Total wagers surpass 5-billion-euro mark

Goldmedia publishes the new study "The German Gambling Market 2016"

Berlin, 17 June 2016. For the first time the German betting market of 2016 will see more than 5 billion euros bet on sporting outcomes. Due to the Football European Championship the total wagers on sport will grow from 4.8 billion euros in 2015 to 5.1 billion euros this year. This is one conclusion of the recently published report "The German Gambling Market 2016" published by the consulting and research group Goldmedia (www.Goldmedia.com). The sports betting market proved unfazed by the now-failed licensing scheme for betting service providers in Germany.

The Football European Championships 2016 is spurring on the betting fever

The sports betting market has received a boost from the main event of the year - the European Championship 2016. "We calculate that the German sports betting providers will generate extra betting revenues to the tune of around 150 million euros from the European Championship", explains Goldmedia managing director Professor Klaus Goldhammer. "The demand for sports betting is obviously related to the attractiveness of the sporting event. A tournament like the EURO 2016 with 51 games and 24 strong national teams is very important for all bookmakers."

Private sports betting providers are profiting from the boom in betting in spite of legal uncertainty

In total, 4.9 billion euros will be made by private sports betting providers and only 0.2 billion from state providers. That is noteworthy because apart from the state sports betting system ODDSET, no other sports betting providers are officially allowed in Germany.

The State Treaty on Gaming, in place since 2012, contains an experimental clause that allows 20 private companies to acquire a sports betting license. Up to now, however, no license has been granted. Instead of that, the license failed due to legal challenges and respective legal judgments. Since 2012 all sports betting providers in Germany have been operating in a "grey market". They find

themselves in a state of uncertainty, in which on the one hand they are not supported by German regulation, but on the other hand, according to a judgment by the European Court of Justice (ECJ), they are still allowed to provide their services.

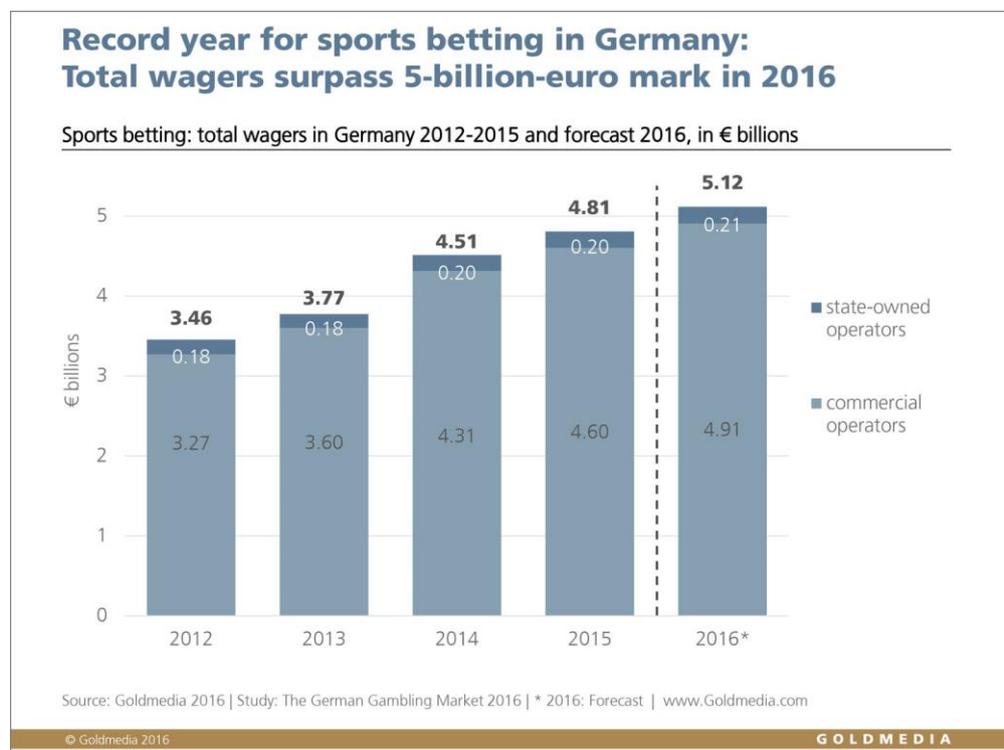
The positive development in the sports betting market has not been impaired by this state of uncertainty. Quite the contrary, the betting volume on the "gray market" grew from around 3.3 billion euros (2012) to 4.6 billion euros (2015). This makes for an average yearly growth rate of 12.1 percent!

It leads to the paradoxical situation that the majority of companies pay tax on their revenues from betting, even though they have no license for their activities in Germany. In 2016, more than 250 million euros will flow into state coffers from tax receipts. The majority – 96 percent – will be paid by commercial sports betting providers.

Latest Goldmedia study "The German Gambling Market 2016" gives an overview of the market

The Goldmedia Study "The German Gambling Market 2016" investigates, along with the sports betting market, the segments of slot machines, lotteries, and casinos, and makes revenue forecasts for the year 2016. The study does not deal with the unregulated (in Germany) markets for online casinos and online poker, or the black market in sports betting and lotteries.

Graphic: Sports betting: total wagers in Germany 2012-2015 and forecast 2016, in € billions



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Informationen on the study

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