

State of Online Gambling / 2022



Data edition

Welcome to the State on Online Gambling 2022 — data edition, a report on the pulse of a dynamic industry that is adapting to seismic change.

Introduction

Having taken the industry’s pulse once again in our 2022 State of Online Gambling survey, data is clearly key to future growth. The majority of respondents cite the improved use of data as a major focus area (74%), and 50% more organisations share data with suppliers and partners than 12 months ago.

We expect these trends to accelerate as the industry increasingly reaps the benefits in key operational areas. Online gambling is competing with the likes of Netflix, Amazon and other kings of recommendations – being more data-driven is the only way to win minutes and eyeballs.

— Leigh Nissim, CEO & Founder, Future Anthem



74%

of gambling organisations see ‘improved use of data’ as a focus area for their 2022 plans

What contributed positively to your performance in 2021?



53% Improved use of data



57% Launch of new products



14% Responsible gambling

83% say the gambling sector is at least ‘somewhat effective’ at data-driven decisions

How effective is your organisation at extracting the full value of your data?

66%

66% believe their organisation is at least ‘somewhat effective’

How measurable are your data-driven decisions?

57%

Somewhat measurable

26%

Very measurable

How well structured is your data?

32.26% of respondents say it is ‘very structured’

2022 87% at least ‘somewhat structured’

2021 76% at least ‘somewhat structured’

Do you share your data with suppliers and partners?

Almost double the amount of organisations as last year share their data with at least 5 suppliers and partners

24%

5+ organisations

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