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## Introduction

## Market Overviews

Germany  
U.K.  
Italy  
France  
Spain

## Marketing Overview

## European Football Pool

## Product Overview

## Betting Exchanges + Online Gaming

## Betting Providers as Jersey Sponsors

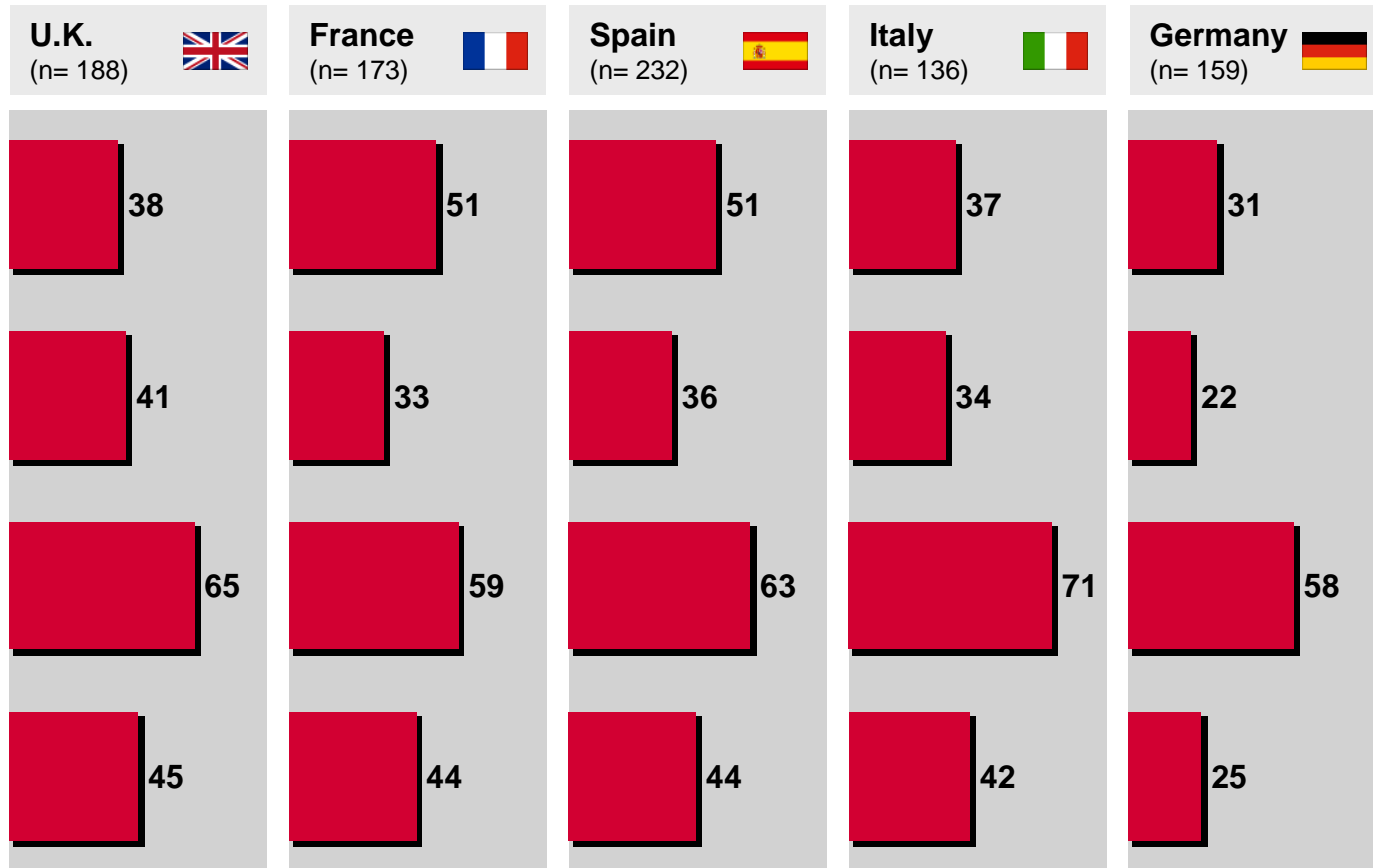
## Market Research

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# Statements about sports betting



TOP-2-BOX: "Very appropriate" + "Quite appropriate"



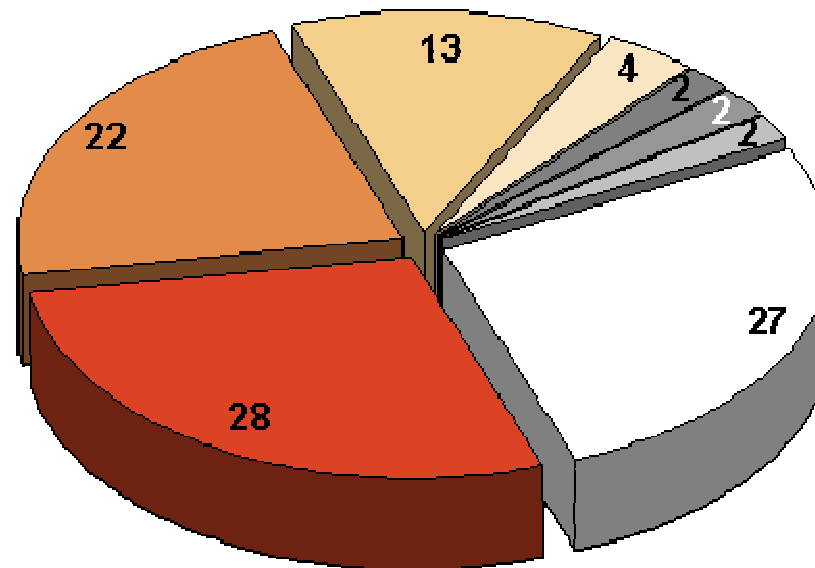
Base: Respondents who place sport bets "daily" to "less often than once a year"

**Sponsoring 21+ 2006** Base: Representative European citizens between the ages of 16-69

I will now read out some statements, which other people have made regarding sports betting in general. For each statement, please tell me to what extent you agree with the statement or not. Please use a scale from 1 = "Very appropriate for me", 2 = "Quite appropriate for me", 3 = "Not very appropriate for me" and 4 = "Not appropriate for me at all". (Figures in %)

# Gambling: Market Share – U.K.

- Ladbrokes
- William Hill
- Coral Eurobet
- Sportingbet plc.
- Expekt
- Paddy Power
- Victor Chandler
- Misc.



Source: SPORT+MARKT AG