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## The Innovation Group Publishes Study into Online Gambling

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*A new study from The Innovation Group examines for the first time the relationship between land based and online gambling amount US citizens.*

Recently the Innovation Group published the first major study in to the relationship between internet gambling and land based gambling. Over the last few years in the US, the growth of the online industry has been very slow due to the Unlawful Internet Gambling Enforcement Act of 2006, however, online gaming has been becoming more and more popular amongst Americans and this trend is likely to continue.

Unsurprisingly land based gambling companies are not always very keen on the idea of internet gambling, they do not know how it will affect their business investments and in what way they will be able to compete against established online gambling companies.

This uncertainty is partially due to a lack of information about internet gamblers and their relationship to land casinos. Because of the legal issues in the US, online gamers have not been researched as thoroughly as those in the rest of the world. However, at last month's iGaming Congress at G2E The Innovation Group published the results of a study into US gamers which aimed to help define the demographics of American online gamblers.

Due to the regulation and legalisation of online gambling across much of the world, in particular Europe, The Innovation Group believes that it is just a matter of time before the US follows suit. They believe that the time until this happens should be used by land based institutions to prepare for the surge in internet gambling. Their report aims to help casinos do this through a thorough study of American gamblers in the hope that business plans can be adjusted to accommodate online gambling.

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