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## The Innovation Group Releases Highly Anticipated iGaming White Paper at G2E

### GROUNDBREAKING INDUSTRY RESEARCH STUDY PUBLISHED IN ASSOCIATION WITH LAST WEEK'S IGAMING CONGRESS

DENVER, CO - iGaming is the potential new frontier in the U.S. gaming industry. While its domestic development has been stymied in recent years by the Unlawful Internet Gambling Enforcement Act of 2006 (UIGEA), online gaming has become increasingly popular among Americans and is likely to continue to grow.

“Bricks and mortar” casino companies have understandably been wary of iGaming, uncertain as to how it will impact their investments and how effectively they could compete with established online gaming companies.

Behind this uncertainty is a paucity of information on domestic internet gamers and their relationship to bricks and mortar casinos. Until now, online gamers in the U.S. have not been subject to the kind of comprehensive research that international players have; however, at last week's iGaming Congress at G2E, The Innovation Group became the first major advisory firm to publish the results of a national research study to further define the iGamer demographic.

The composition of the new Congress makes it unlikely UIGEA will be overturned in the short term. However, given developments in other countries, especially in Europe, we believe legalization is primarily a matter of “when” rather than “if”. Over the next few years, increasing pressure will be placed on Congress to legalize and regulate internet gaming. In addition, many states are considering intra-state I-gaming legislation.

This expected short-term lull is an ideal opportunity for the U.S. casino industry to prepare for the inevitable internet wave. The Innovation Group, as part of our efforts to analyze what we see as a growth segment in the casino industry, has conducted a survey of 1,200 gamers across U.S. in looking for answers to the following questions:

- Who are internet gamers?
- What games do they play?
- How do they compare them to “bricks and mortar” gamers, and what is the level of crossover?
- How would gamers react to legalization in terms of play patterns?
- What is their level of support for legalization?
- How would legalization affect “bricks and mortar” casinos?

We are happy to share the results with you and hope you find the information helpful. [Click here to access the white paper.](#) Note that the data included is at a summary level. The options for additional, more detailed analysis by region or by specific characteristics are myriad. If you have any additional questions please feel free to contact either Steve Rittvo or Paul Girvan.

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