

MARKET RESEARCH

FRENCH SPORTSBOOKS



July, 2016

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French Sportsbooks – trends

2009-2011

| | 2009 | 2010 | 2011 |
|-----------------------------|-------|---------|---------|
| Online sports betting | €43m | €477m | €592m |
| Horse racing betting online | €667m | €799m | €1,034m |
| Tournament poker | - | €412m | €1,159m |
| Cash game poker | - | €3,705m | €7,593m |

Players' profiles

- **1.2 million** active players' accounts in the last quarter of 2011
⇒ Up by 4% compared with Q4 2010
- **264 million euros** paid into players' accounts as at the last quarter of 2011
⇒ 7% of bets made by pre-paid cards as at Q4 2011, versus 4% as at Q4 2010.
- **Players accounts have on average been topped up increasingly often** as at the last quarter of 2011
⇒ €71 per month on average paid into accounts in 2011, versus €65 per month in 2010.
⇒ Payments made 2.3 times per month in 2011, versus 1.7 times per month in 2010.

The typical player

- **88%** of players are **male**
- **57%** are **under 35**
- Average annual expenditure per player's account is **€250**
- **52%** of online players play **poker**

Average bets per sector:

- **Sports bets:** 43% of players bet less than €10 per month
- **Horse racing betting:** 36% of players bet more than €100 per month
- **Poker:** 46% of players bet less than €30 per month in cash-game poker and less than €10 per month in tournament poker.

All sectors taken together: **1% of players generate 53% of bets.**

Source: <http://www.arjel.fr/IMG/pdf/2011T4presEN.pdf>

| Online and Offline Gamblers in terms of Gambling Patterns | | |
|---|----------------------------------|------------------------------------|
| | Online Gamblers 2012 (N = 4 042) | Offline Gamblers 2010 (N = 11 655) |
| Frequency and Amount Spent | | |
| played over 52 times in the past 12 months | 45.0% | 22.8% |
| spent over EUR 500 in the past 12 months | 27.1% | 9.8% |
| Active Gamblers* | 50.8% | 25.5% |
| Gambling activities (among active gamblers) | | |
| Lottery and scratch cards | 64.5% | 89.6% |
| Poker | 19.2% | 8.0% |
| Sports Betting | 16.4% | 8.8% |
| Horse Racing | 13.8% | 23.2% |
| Slot Machines | 7.2% | 17.7% |
| Casino Games (ex-Poker) | 4.0% | 4.6% |
| Problematic Gambling | | |
| Moderate-risk Gamblers | 10.4% | 1.9% |
| Problem Gamblers | 6.6% | 0.9% |

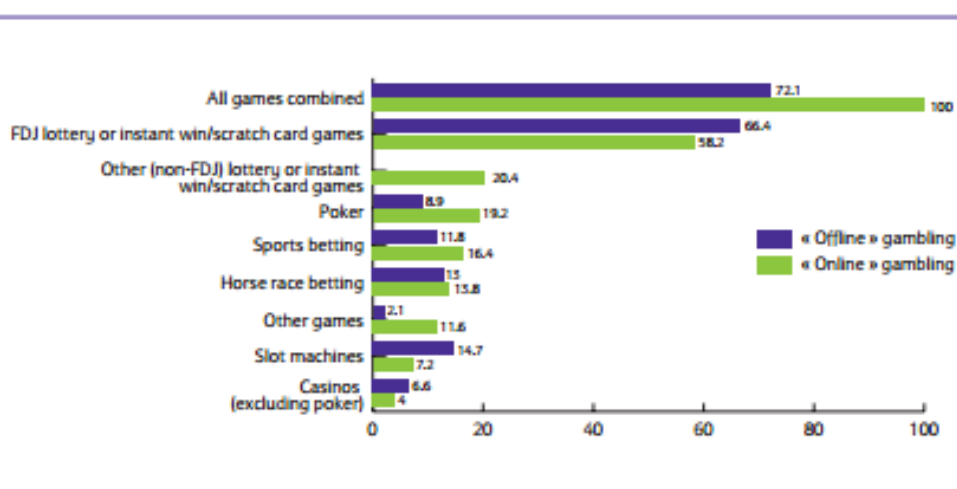
*persons who have played 52 times or more and/or spent at least EUR 500 in the past 12 months

Source: *Enquête e-ENJEU 2012, OFDT/ODJ; Barometre sante 2010, INPES/OFDT*

Source: <http://www.casinonewsdaily.com/2015/05/14/french-gambling-industry-overview/>

In the 12 months preceding the survey, half of the online gamblers had spent more than €208, one quarter had spent more than €520 and 10% had spent more than €1,200. To analyse these expenditures by gambling category, only exclusive gamblers were taken into consideration for each specific gambling type. The median expenditure by gambling type could then be compared with the median expenditure for all exclusive gamblers, which was €144.

Figure 1 - Prevalence of online gambling by type of gambling (N = 4,042), in %



Source: e-ENJEU 2012 survey; OFDT/ODJ

Source: <http://www.ofdt.fr/BDD/publications/docs/efamtt6.pdf>

Table 2 - Profile of online gamblers versus the profile of all gamblers and that of the general population

| in % | 2012 online gamblers (N = 4,042) | Gamblers (INPES 2010 Health Barometer) (N = 11,655) | 2012 INSEE data |
|--------------------------------------|----------------------------------|---|-----------------|
| Sex | | | |
| Men | 57.2 | 52.3 | 49.0 |
| Women | 42.8 | 47.7 | 51.0 |
| Age | | | |
| 18-24 | 12.0 | 11.0 | 12.1 |
| 25-34 | 26.1 | 20.4 | 17.6 |
| 35-49 | 35.0 | 34.2 | 29.1 |
| 50-64 | 21.0 | 26.0 | 27.8 |
| 65-75 | 5.8 | 8.4 | 13.4 |
| Education | | | |
| Did not complete Baccalaureate | 22.2 | 42.4 | 59.7 |
| Completed Baccalaureate | 24.9 | 19.0 | 15.9 |
| Completed Post-Baccalaureate diploma | 53.0 | 38.7 | 24.5 |
| Socio-Professional Category* | | | |
| Low SPC | 23.8 | 41.8 | 31.1 |
| High SPC | 52.5 | 31.7 | 25.9 |
| Inactive | 23.7 | 26.5 | 43.1 |

Source: e-ENJEU 2012 survey; OFDT/ODJ; INPES 2010 Health Barometer; INSEE

Table 3 - Legal status of gambling supply

All online gamblers (N = 4,042) in %

| | |
|--|------|
| Knows the legal status of the websites used | |
| yes | 75.1 |
| no | 24.9 |
| Domain name of gambling websites used | |
| « .fr » | 54.2 |
| « .com » | 11.5 |
| « .fr » and « .com » | 25.5 |
| Don't know | 8.8 |
| Provided identification to gamble | |
| For all websites | 39.7 |
| For some websites | 19.5 |
| Never | 40.8 |

Source: e-ENJEU 2012 survey; OFDT/ODJ

Source: <http://www.ofdt.fr/BDD/publications/docs/efamt6.pdf>

2014

Figures released by French gambling regulator ARJEL show Q4 revenue falling 2% to €183.2m but the full year figure rose 6% to €725m, largely due to the 2014 FIFA World Cup's effect on sports betting.

Sports betting turnover rose 22% to €322m in Q4 but revenue was flat at €54m. For the year as a whole, total stakes fell 5% to €8.4b. Sports betting was the star performer, with stakes up 31% to €1.1b and revenue up 36% to €227m. Betting on the horses wasn't as fortunate, with stakes and revenue falling to €1.03b (-7%) and €257m (-3%) respectively. Cash poker stakes fell 14% to €4.35b and tournament stakes rose 6% to €1.55b, resulting in a 7% decline in poker revenue to €241m.

World Cup betting generated €109m in turnover, nearly 10% of the annual betting total. Football wagers of all stripes rose 36% in 2014, while basketball gained 49% and tennis rose 18%.

At the close of 2014, the regulated French market had 17 operators holding 31 separate licenses: 12 online poker, 11 sports betting and eight for horseracing. The total number of online sports betting accounts rose 36% to 1.14m, while active accounts rose 32% to 170k.

2014 - DOMESTIC OPERATORS UP AND DOWN¹

French betting operator [France Pari](#)'s Q4 report card showed revenue up 43% to €17.9m. Sports betting revenue rose nearly 50% to €15.8m while racing revenue fell 9% to €1.05m and Sportnco B2B revenue doubled to €1.05m. France Pari said its mobile channels accounted for 25% of all wagers in 2014 and 40% of Q4's total, suggesting the nine mobile apps launched last year are gathering momentum.

[Pari Mutuel Urbain](#) (PMU) didn't have as good a year, with turnover falling 4.1% to €9.9b and revenue falling 2.2% to €2.5b. Retail sales were particularly hard hit, falling 5.8% to €7.5b. Things could get worse in 2015, as PMU will no longer be allowed to commingle its online and offline racing liquidity as of September.

PMU's online stakes fell 2.9% to €1.6b, as online racing wagers fell 10.6% to €843m. The online sports betting vertical saw stakes rise 15% to €228.7m and revenue up 21.9% to €47.1m. Online poker stakes rose 3.8% to €591.6m but revenue fell 1.4% to €21.3m. Mobile accounted for one-third of racing wagers and 45% of sports betting.

[Française Des Jeux](#) (FDJ) set a new record in 2014 with sales of €13b, up 5.2% over 2013. Sports betting sales rose 20% to over €2b, thanks to an extra €192m wagered on the World Cup (+52% from the 2010 tourney). The ParionsWeb online betting division was up 45% while total online revenue grew 17% to €473m. FDJ is partly owned by the French government and contributes an estimated €3b to the state's budget.

¹ <http://calvinayre.com/2015/01/31/business/sports-betting-saves-french-online-gambling-market/>

2015

French gambling regulator ARJEL says total online sports betting turnover in 2015 was up 30% to €1.44b, an impressive feat given the comparison with a FIFA World Cup year. The figures were driven by a record Q4 performance, which saw wagers rise 40% to €452m. ARJEL credited a 1.8% rise in customer payout ratio (to 81.3%) for boosting active sports betting customers by 31% in 2015. Sports betting revenue spiked 53% to €54m in Q4 while full-year revenue rose 19% to €270m.²

2016

According to figures released by French regulator ARJEL³, online sports betting handle in the three months ending March 31 reached €516m, up a whopping 47% from the same period last year. Total online sports revenue by French-licensed operators improved by 30% to €82m.

ARJEL credited the sports betting gains to a 2.1-point rise in betting returns to players, which the regulator believes encouraged punters to reinvest their winnings, as did a 75% year-on-year increase in bonus offers. The numbers were also given a jolt courtesy of a 34% rise in the number of weekly active betting accounts.

Every single individual sport enjoyed solid gains in Q1, with football stakes rising 45%, tennis up 46%, basketball rising 57% and rugby gaining 71%, while hockey more than doubled year-on-year.

2016 - An activity practised at home and mainly during the day⁴

Gamblers who stated having gambled online in the last 12 months mainly gambled from their home (97.5%), and few (6.1%) gambled from the workplace or school. Very few gamblers gambled online in public places (cybercafés, shopping centres) or on public transport.

Of the different types of devices used by online gamblers (computers, cell phones, tablets), the computer was most often mentioned (97.3%, of which 82.1% used their computer only). More than one out of ten gamblers also used their cell phone and 7.5% a tablet. Online gambling apps for smartphones are becoming increasingly widespread, but they still tended to be used at home.

However, tablets tended to be used both in public transport and at home.

Gambling mainly took place during the day: 52.7% of gamblers gambled during the day (and 9.1% did so in the morning), while 42.9% played in the evening and 4.4% did at night. It was mainly people over the age of 55 who gambled during the day and in the morning, while those who gambled in the evening tended to be younger.

Advertising or information in the media (not on the Internet) were the main ways in which people learned about gaming websites (47.3% of the gamblers). The Internet (surfing or forums) was the next most frequent vehicle (45.0%) for informing gamblers

² <http://calvinayre.com/2016/01/22/business/sports-betting-surge-spurs-french-online-gambling-gains-in-2015/>

³ <http://calvinayre.com/2016/05/10/business/france-online-poker-first-revenue-gain-2011/>

⁴ <http://www.ofdt.fr/BDD/publications/docs/efamt6.pdf>

about gaming websites, followed by friends or family (19.2%), and some discovered online gambling websites after having been sent information directly by email (16.6%).

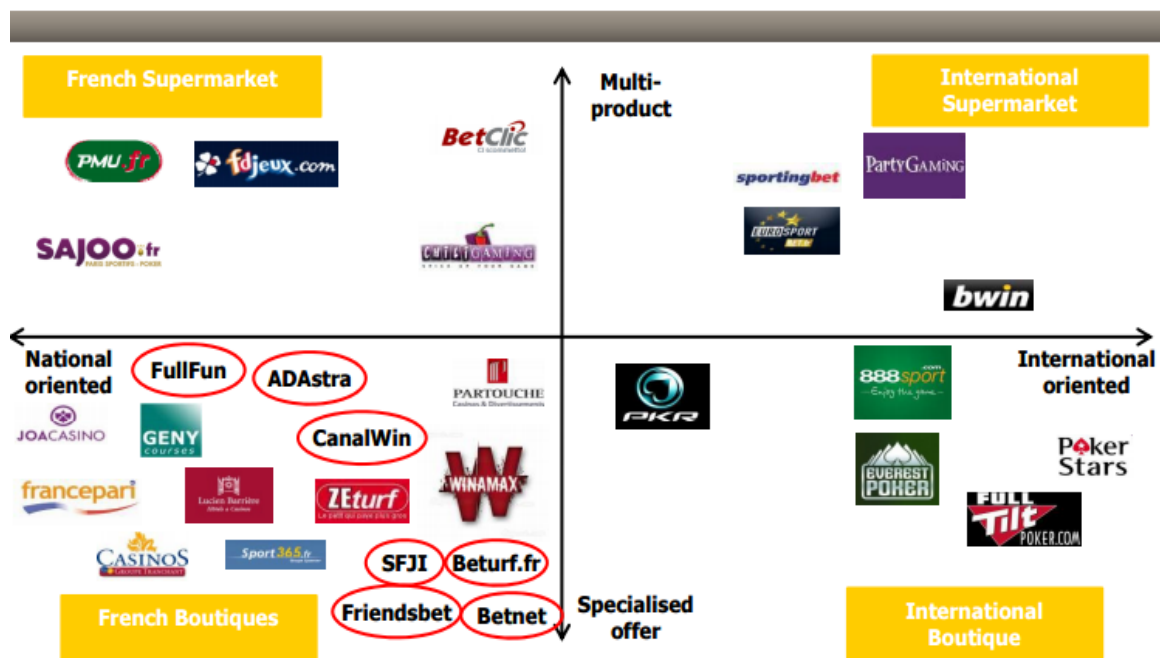
Before beginning to play online, half of the gamblers had first practised on free versions offered by online sites to help people become familiar with these websites and/or allow them to gain experience (49.1%). This free use was mainly for games that require a certain level of skill, like poker (81.2%). Making a free version available is also a technique for recruiting new gamblers, as was demonstrated by the proportion of gamblers who had first played free versions of slot machines (80.1%) and other online casino games (83.9%).

Competition

Market Leaders⁵:

- Betclie - 35 %
- PMU - 24%,
- Bwin - 20%
- FDJ - 12%

Picturing today's French on-line gambling market (1/1)



Source: **MAG**

The French online market has been attractive for the most important operators. **40 licenses** have been delivered by Arjel: Poker (21), sport betting (14) and horse betting (5). The poker authorization is the most demanded because:

- the taxation impact is lower than in the betting sector
- It is possible to join existing platform (7 for the time being)

Source: http://www.easg.org/media/file/vienna2010/presentations/Thursday/1600/P3/4_Martina_Barcaroli.pdf

⁵ <http://www.e-marketing.fr/Thematique/Strategies-1001/Breves/Betlic-lance-de-nouvelles-applis-mobile-53421.htm>

Media Activities – advertising

2010

Online gambling operators are looking for ways to keep customers betting in the wake of a World Cup frenzy fueled by the legalization of the market in France.

Operators are betting on smartphones that allow customers to place bets anywhere, including even in stadiums. They are also relying on new technologies, such as betting directly via TV remote controls in gamblers' own living rooms.

Media groups that opted for partnerships instead of becoming operators themselves could emerge as the real winners as they benefit from advertising revenue from new entrants eager to boost their image among potential online gamblers.

Operators invested **40.6 million euros in advertising**, according to figures from WPP's Kantar Media.⁶

2010 - POOL OF PLAYERS

Pari Mutuel Urbain (PMU), the former monopoly for betting on horse racing, accounted for one-third of this amount as it sought to tell people it had expanded into other sports.

Austrian group Bwin, not yet well known in France, has invested more in advertising than la Francaise des Jeux, which benefits also from its 25,000 shops.

For the poker industry, where online betting was legalized only at the end of June, operators are complaining that gamblers cannot play on ".com" websites that cross French borders.

Existing national betting companies (Francaise des Jeux, PMU) and online specialists for poker, casino and sports betting (Mangas Gaming, Betcltic, Unibet, bwin, etc.) are expecting to seize the opportunity to communicate about their online services on television. They are reportedly already booking advertising space for summer 2010 and may spend an incremental €30 to €40 per year, if the regulatory restrictions outlined above are cleared.⁷

2011

Consultancy Kantar Media reports that **€194.4m worth of advertising and sponsorship has been invested by operators since France's market opening**.

FDJ and PMU have invested €37.9m and €29.6m respectively in 2010, followed by BetClic at €27.3m and Bwin at €21m. According to Kantar Media director Bruno Lalande, PMU has been the big winner in terms of brand awareness thanks to its betting partnership with national stadium the Stade de France, sponsorship of the French football team, the Tour de France and French rugby league. "Football sponsors have definitely left their mark on the minds of the spectators and fans," says Lalande. "Spontaneous brand awareness of PMU as a sponsor among French people aged 15 years and over increased from 3 percent to 8 percent

⁶ <http://www.reuters.com/article/us-france-online-gambling-idUSTRE66L2MG20100722>

⁷ <https://technology.ihc.com/402707/french-broadcasters-covet-online-betting-advertising-bonanza>

between May 2010 and January 2011. That of FDJ stagnated at 5 percent, BetClic's increased from 1 percent to 2 percent, while Bwin stayed at 1 percent.”⁸

| France | |
|--|---|
| TV advertising rules relating to gambling | <p>Licensed operators are allowed to advertise their gambling activities on TV under certain conditions and limitations set out in Article 7 of the French Online Gambling Act 2010. This article gives further guidance on the content of such advertising messages, especially on the obligation to add warning messages and specific measures concerning minors.</p> <p>Furthermore, decisions from the French audiovisual regulation authority (CSA) on broadcasting conditions of authorised gambling advertising give recommendations and directions to advertising gambling on TV.</p> <p>Finally, at the request of the CSA, charters of good conduct were signed between TV advertisers among others forms of media advertisers in January 2011.</p> |
| Extent of gambling sponsorship vs traditional forms of advertising | <p>According to the CSA report from October 2011 on the consequences of gambling advertising, since the partial opening of the French online gambling market the CSA has witnessed a clear evolution of certain sports programmes on TV but especially on radio, with generally an increase use of sponsorship. The content of certain programs dedicated to sports have therefore sometimes seen a denaturation.</p> <p>From June 2010 (the opening of the online gambling market in France) to May 2011 a total of €265m was invested in online gambling advertisements. The majority of advertising investments was made on online sports betting and then online poker with, respectively, 62 percent and 38 percent of the total of advertising expenditures for online gambling activities for the period from June 2010 to May 2011. Advertising was concentrated on television (44 percent of gross advertising expenditure in 2010 for an amount of €86m) and internet (39 percent market share, for a total of €76m).</p> |
| Extent of in-game promotion and the integration of gambling into commentary and coverage | <p>According to the CSA decisions, since the partial liberalisation of the online gambling market in France, the content of certain programmes dedicated to sports have sometimes seen a denaturation. Some of these programmes have tended to promote sports betting activities encouraging the public to bet, accompanied by references to earnings expectations.</p> |
| Rules on exposing advertising to children during coverage | <p>Article 7 of the French Online Gambling Law states that any advertisement from a legal operator shall be prohibited on TV programs presented for minors.</p> <p>It is also forbidden to advertise less than 30 minutes before and after a TV program presented as for minors.</p> |
| Harm minimisation advertising rules for gambling promotion in sport | <p>According to Article 7 of the French Online Gambling Law, advertising on TV shall be accompanied by a warning message against gambling addiction, and a message referring to the information and assistance system also planned in the law.</p> |

Source: http://australianwageringcouncil.com/assets/docs/Gambling_Compliance_2013.pdf

2015

The following tables contains values spent by sportsbooks on advertising in media in 2015. Source: Kantar

| ANNONCEUR | PRODUIT | AGENCE MEDIA | TOTAL PLURIMEDIA |
|------------------------|-------------------|--------------|------------------|
| BETCLIC ENTREP.LIMITED | BETCLIC AUTO MOTO | KR MEDIA | 15 |
| BETCLIC ENTREP.LIMITED | BETCLIC BASKET | KR MEDIA | 1.364 |
| BETCLIC ENTREP.LIMITED | BETCLIC COM | KR MEDIA | 3 |
| BETCLIC ENTREP.LIMITED | BETCLIC CYCLISME | KR MEDIA | 358 |
| BETCLIC ENTREP.LIMITED | BETCLIC FOOT | KR MEDIA | 14.663 |
| BETCLIC ENTREP.LIMITED | BETCLIC FORMULE 1 | KR MEDIA | 9 |
| BETCLIC ENTREP.LIMITED | BETCLIC FR | KR MEDIA | 15.949 |
| BETCLIC ENTREP.LIMITED | BETCLIC GOLF | KR MEDIA | 15 |
| BETCLIC ENTREP.LIMITED | BETCLIC HANDBALL | KR MEDIA | 27 |
| BETCLIC ENTREP.LIMITED | BETCLIC HIPPISE | KR MEDIA | 228 |
| BETCLIC ENTREP.LIMITED | BETCLIC POKER | KR MEDIA | 0 |
| BETCLIC ENTREP.LIMITED | BETCLIC RUGBY | KR MEDIA | 432 |
| BETCLIC ENTREP.LIMITED | BETCLIC SPORT US | KR MEDIA | 5 |
| BETCLIC ENTREP.LIMITED | BETCLIC TENNIS | KR MEDIA | 1.107 |

⁸ https://gamblingcompliance.com/files/French%20Gaming%20Market%20Report%20FINAL%20July2011_0.pdf

| ANNONCEUR | PRODUIT | AGENCE MEDIA | TOTAL PLURIMEDIA |
|-----------|------------------|--------------|------------------|
| BWIN | BWIN APPLICATION | MEDIABRANDS | 785 |
| BWIN | BWIN BASKET | MEDIABRANDS | 12 |
| BWIN | BWIN COM | MEDIABRANDS | 0 |
| BWIN | BWIN CYCLISME | MEDIABRANDS | 0 |
| BWIN | BWIN FOOT | MEDIABRANDS | 4.437 |
| BWIN | BWIN FR | MEDIABRANDS | 274 |
| BWIN | BWIN POKER | MEDIABRANDS | 0 |

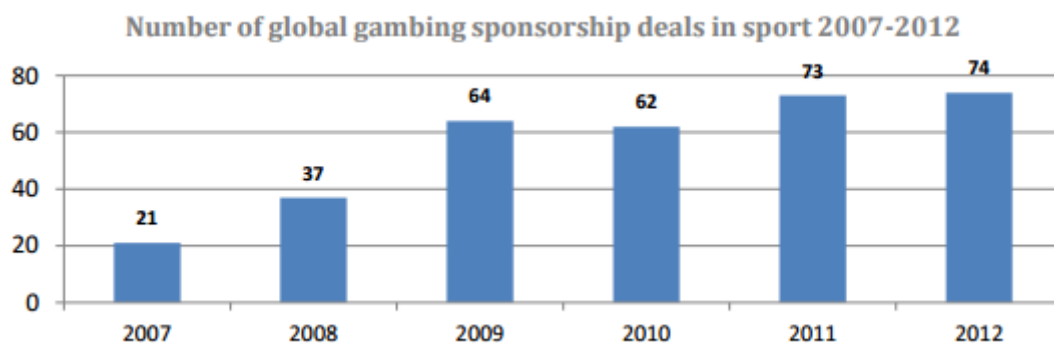
| ANNONCEUR | PRODUIT | AGENCE MEDIA | TOTAL PLURIMEDIA |
|-----------|---------------------------|--------------------|------------------|
| PMU | 32 31 PMU | ZENITHOPTIMEDIA | 37 |
| PMU | BEFOREPMU FR | ZED DIGITAL | 0 |
| PMU | BEFOREPMU FR | ZZ INCONNU | 134 |
| PMU | CANAPE PMU P# | ANNONCEURS DIRECTS | 614 |
| PMU | MYPMU APPLICATION | ZENITHOPTIMEDIA | 1.457 |
| PMU | PMU | ANNONCEURS DIRECTS | 1.724 |
| PMU | PMU | ZED DIGITAL | 24.236 |
| PMU | PMU | ZENITHOPTIMEDIA | 28.042 |
| PMU | PMU APPLICATION | ZENITHOPTIMEDIA | 10 |
| PMU | PMU APPLICATION IPHONE | ZENITHOPTIMEDIA | 65 |
| PMU | PMU BASKET | ZED DIGITAL | 384 |
| PMU | PMU CARTE | ZENITHOPTIMEDIA | 1.905 |
| PMU | PMU CITY | ZZ INCONNU | 105 |
| PMU | PMU FLEXI | ZENITHOPTIMEDIA | 2 |
| PMU | PMU FOOT | ZED DIGITAL | 1.196 |
| PMU | PMU FOOT | ZENITHOPTIMEDIA | 6.159 |
| PMU | PMU FR | AGENCE 79 | 5.314 |
| PMU | PMU FR | ANNONCEURS DIRECTS | 107 |
| PMU | PMU FR | ZED DIGITAL | 4.563 |
| PMU | PMU FR | ZENITHOPTIMEDIA | 4.170 |
| PMU | PMU FR LES COURSES RMC P# | ANNONCEURS DIRECTS | 2.589 |
| PMU | PMU FR LES PARIS RMC P# | ANNONCEURS DIRECTS | 1.175 |
| PMU | PMU FR MOSCATO SHOW P# | ANNONCEURS DIRECTS | 24 |
| PMU | PMU FR P# | ANNONCEURS DIRECTS | 5.566 |
| PMU | PMU HIPPIQUE APPLICATION | ZENITHOPTIMEDIA | 528 |
| PMU | PMU HIPPIQUE | ZED DIGITAL | 68 |
| PMU | PMU HIPPIQUE | ZENITHOPTIMEDIA | 70 |
| PMU | PMU LARQUE FOOT P# | ANNONCEURS DIRECTS | 9 |
| PMU | PMU LUIS ATTACK P# | ANNONCEURS DIRECTS | 35 |
| PMU | PMU MOSCATO SHOW P# | ANNONCEURS DIRECTS | 77 |
| PMU | PMU P# | AGENCE 79 | 2.606 |
| PMU | PMU P# | ANNONCEURS DIRECTS | 264 |
| PMU | PMU P# | ZENITHOPTIMEDIA | 21 |
| PMU | PMU POKER | ZED DIGITAL | 300 |
| PMU | PMU POKER | ZENITHOPTIMEDIA | 1.701 |
| PMU | PMU POKER APPLICATION | ZED DIGITAL | 0 |
| PMU | PMU POKER APPLICATION | ZENITHOPTIMEDIA | 3.292 |
| PMU | PMU RUGBY | ZED DIGITAL | 255 |
| PMU | PMU RUGBY | ZENITHOPTIMEDIA | 1.201 |
| PMU | PMU SPORTS | ZED DIGITAL | 193 |
| PMU | PMU SPORTS | ZENITHOPTIMEDIA | 1.125 |
| PMU | PMU SPORTS APPLICATION | ZENITHOPTIMEDIA | 1.914 |
| PMU | PMU TENNIS | ZED DIGITAL | 136 |
| PMU | PMU TENNIS | ZENITHOPTIMEDIA | 699 |

| ANNONCEUR | PRODUIT | AGENCE MEDIA | TOTAL PLURIMEDIA |
|-----------|--------------------------|--------------------|------------------|
| FDJ | PARIONSSPORT | HAVAS MEDIA FRANCE | 392 |
| FDJ | PARIONSSPORT APPLICATION | HAVAS MEDIA FRANCE | 2.677 |
| FDJ | PARIONSSPORT E BULLETIN | ZZ INCONNU | 43 |
| FDJ | PARIONSWEB APPLICATION | HAVAS MEDIA FRANCE | 1.291 |
| FDJ | PARIONSWEB BASKET | HAVAS DIGITAL | 1 |
| FDJ | PARIONSWEB FOOT | HAVAS DIGITAL | 296 |
| FDJ | PARIONSWEB FORMULE 1 | HAVAS DIGITAL | 0 |
| FDJ | PARIONSWEB FR | I PROSPECT | 1.715 |
| FDJ | PARIONSWEB RUGBY | HAVAS DIGITAL | 0 |
| FDJ | PARIONSWEB TENNIS | HAVAS DIGITAL | 3 |
| FDJ | PHARAON JEU | HAVAS MEDIA FRANCE | 2 |
| FDJ | TOURNEE D'ETE FRANC.JEUX | HAVAS MEDIA FRANCE | 12 |

Source: Kantar 2015 report

Sponsorships (general market data)

Gambling sponsors were “ranked joint 7th of all business sectors for worldwide reported deals in 2011, with 73 gambling sponsorship deals reported in 2011 compared to 21 in 2007”



Source: <http://www.egba.eu/media/Sports-Betting-Report-FINAL.pdf>

Product share of UK television gambling commercials in 2012



Source: <http://www.egba.eu/media/Sports-Betting-Report-FINAL.pdf>

English Premier League clubs' regional betting partner deals 2013/14

| Premier League Football Club | Betting Partner: UK | Betting Partner: Global or Asian |
|------------------------------|---------------------|----------------------------------|
| Arsenal | Paddy Power | Bodog |
| Aston Villa | Dafabet | - |
| Cardiff City | BetButler | - |
| Chelsea | Coral | 188BET |
| Crystal Palace | 12Bet | - |
| Everton | Paddy Power | Dafabet |
| Fulham | BetButler | - |
| Hull City | - | SBOBet |
| Liverpool | Paddy Power | 188BET |
| Manchester City | Paddy Power | 188BET |
| Manchester United | bwin | - |
| Newcastle United | BetButler | 138.com |
| Norwich City | - | SBOBet |
| Southampton | - | SBOBet |
| Stoke City | bet365 | - |
| Sunderland | BetButler | TLC88.com |
| Swansea City | - | SBOBet |
| Tottenham Hotspur | Betfred | Fun88 (as Hotspur88) |
| West Bromwich Albion | BetButler | TLC88.com |
| West Ham United | bet365 | SBOBet |

Source: Various media reports¹⁷⁷

Source: <http://www.egba.eu/media/Sports-Betting-Report-FINAL.pdf>

Betting operators have followed a similar approach, with bwin.party establishing second tier sponsorships with Manchester United (England), **Marseilles (France)**, Real Madrid (Spain), Bayern Munich (Germany), Juventus (Italy) and Anderlecht (Belgium) in the 2013/14 season.

The other principal approach to promoting gambling products, where legislative frameworks allow, is to utilise media advertising channels via print, radio, interactive and broadcast platforms.

The “total number of gambling advertisement spots shown on television increased from 152,00 in 2006 to 537,000 in 2008 after the market was liberalised, reaching 1.39 million in 2012” advised Ofcom, the UK regulatory and competition authority for the communications industries.

Gambling sector commercials accounted for 4.1% of all television advertising spots in 2012, up from 1.7% in 2008 and 0.7% in 2006, representing a near 600% increase since 2006, whilst the total number of advertising slots only increased by 60% (from 21m in 2006 to 32.8m in 2012).

Customer bonuses

Many Internet gambling sites offer signup bonuses to new players, which usually require a minimum amount of wagering before allowing a cash-out. Bonuses may also be offered for player loyalty, repeat deposits and referring a friend including bonus credits/money, matching a certain proportion of deposits (e.g., 10%), free spins on particular games and play for a predetermined period of time with a set amount of dollars. Players must open an account with the site, which is generally facilitated with a credit or debit card, or through direct money or bank wire transfers.

To be viable, operators must develop strategies to differentiate themselves from other sites and retain a competitive advantage through creation of positive and preferential customer attitudes and repeat gambling patronage. User confidence, trust in regulators and operators, payment processing problems and regulation all pose constraints to the growth and success of Internet gambling (Dinev et al. 2006; McCole et al. 2010; Paul Budd Communication 2010). Research indicates that the key factors which influence Internet gambling behavior include player satisfaction, customer service, security and privacy, website reliability and third party endorsement (Chen 2005; Gainsbury et al. unpublished manuscript; Guo et al. 2009; Jolley et al. 2006; McCole et al. 2010; Woolley 2003). Online gamblers want a fast, reliable, clear and intuitive experience and if they experience difficulties they are likely to give up quickly and turn to another site (Church-Sanders 2011).

Internet gamblers also have significant concerns with fair play practices and cheating (Wood and Griffiths 2008; Wood and Williams 2010). A study by the American Gaming Association (AGA 2006) shows that 55% of a sample of online gamblers believe that online casinos cheat players and 46% believe that players have found a way to cheat the sites. A UK study found that consumers feel gambling websites fail to provide appropriate levels of customer support and that upwards of 92% of gambling websites fail to provide sufficient information and contacts details (Talisma 2007). Player concerns are not unfounded, as described in a later chapter, there are numerous examples of online gambling sites going bankrupt, not paying winnings or deposits, cheating players with unfair games and failing to protect personal information

An online survey of a large sample of international gamblers (N = 12,521) investigated the main reasons Internet gamblers prefer one gambling site over another (Wood and Williams 2010). The general reputation of the site was the most commonly reported reason (18%), reflecting the importance of branding. Customer experience is also very important with 12% of participants citing better game experience and interface of a particular gambling site, making this the second most common factor. Comps and bonuses were important factors for 10% of participants and payout rates were cited by 8% of participants as the reason they choose a particular gambling site. Security and trust appear to be key concerns as monetary deposits being safe and wins paid out in a timely fashion were important to 10% of players and fairness of games reported by 9%. Legality and operating jurisdiction were cited by only 6% and 3% of participants respectively, indicating that many players are not aware of these factors, or not highly influenced by them.

These results are somewhat similar to results found by eCOGRA (e-Commerce and Online Gaming Regulation and Assurance), which reported that bonuses (75%), followed by game variety (62%), deposit method and reputation (both 56%) and promptness of payouts (54%) were the most important factors in choosing a site (Church-Sanders 2011).

Source:⁹

9

https://books.google.ba/books?id=U21CLJm32b0C&pg=PA13&lpg=PA13&dq=betclic.fr+customer+acquisition&source=bl&ots=5p41tIp1PH&sig=bxPmIgHxV1IKfPSuajD4s2LCgX8&hl=hr&sa=X&ved=0ahUKEwjNz_WJrvXNAhVMsBQKH XxvB804FBDoAQhDMAc#v=onepage&q=betclic.fr%20customer%20acquisition&f=false

Bwin.fr – costumer bonuses



Source: <https://www.bwin.fr/>

Comment marche ce "pari joker" en 2016 ?

Depuis le 1er juin 2016, le site **Bwin Sport** double le montant de votre premier dépôt d'argent, à hauteur de 100 € maximum. Voici quelques exemples pour mieux comprendre :

- ▶ Si vous déposez 20 euros, vous recevez 20 euros de bonus en plus.
- ▶ Si vous déposez 50 euros ou davantage, vous obtenez 50 euros en complément.

Un exemple avec un premier dépôt de 20 euros :

1. Inscrivez-vous sur Bwin en [cliquant sur ce lien](#).
2. Déposez 20 euros sur votre compte joueur à l'aide de l'un des moyens de paiements disponibles.
3. Bwin vous crédite immédiatement un bonus équivalent à la moitié de votre dépôt, soit 10 euros.
4. Envoyez les pièces justificatives à l'opérateur puis tapez votre code confidentiel reçu par courrier, vous obtenez ensuite la seconde moitié du bonus, c'est à dire 10 euros supplémentaires.

Quelles sont les conditions de ce bonus Bwin ?

- ▶ Il faut déposer **au moins 10 €** pour en bénéficier.
- ▶ Ce premier paiement doit être réalisé au plus tard 60 jours après l'ouverture du compte.
- ▶ La moitié du bonus est versée immédiatement après le dépôt et la seconde partie est créditée dès que vous avez confirmé votre compte joueur. Votre compte est "confirmé" lorsque vous avez envoyé vos documents à l'opérateur (justificatif d'identité + rib) puis saisi sur le site le **code PIN reçu par courrier**.
- ▶ Pour toucher le crédit offert sur votre compte en banque, le montant du bonus et de votre dépôt doit être misé au moins 4 fois, sur des cotes de 1,7 minimum.
- ▶ Le bonus a une durée de validité de 90 jours.

Source: <http://www.compare-bet.fr/bookmakers/bonus-bwin.html>

This screenshot shows how Bwin.fr bonus functions:

- it offers double amount of your first deposit

For example:

- if your deposit is **20 EUR you will get 20 EUR bonus**
- if your deposit is **50 EUR or more you get 50 EUR bonus**

Conditions:

- minimal deposit to qualify is 10 EUR
- the first payment must be made within 60 days after opening the account
- the half of the bonus is paid right after giving the deposit and the other half is paid after the confirmation of your account
- To receive the credit available on your bank account, the bonus and your deposit must be wagered at least 4 times, at odds of 1.7 minimum.
- The bonus is valid for 90 days
- The bonus is also available on mobile app.

An instant reward - A **direct bonus** is an amount that is added to your account without requiring a deposit; it is money that you can play with immediately at selected categories of games. You will either be asked to accept the bonus when you log in to your account and as soon as you accept it, it will be active in your account, or the bonus will be credited to your account as an already active bonus.

Deposit bonus - Bonus on your next deposit. When you log in to your account, a deposit bonus will be proposed with information about its requirements. A deposit bonus will give you a percentage of the amount you deposit, up to the maximum amount specified. To accept the bonus, click on the "Deposit now!" button, you will then be taken to the deposit page. Once the deposit has been made, the bonus will immediately be credited to your account.

For example, we offer you 50% extra, up to EUR 100:

- Accept the offer and make your deposit.
- If you deposit EUR 80, we will give you 50% extra, which is EUR 40.
- The EUR 40 bonus is available immediately for you to play with.
- The biggest bonus you could get from this offer is EUR 100, and that's if you deposited EUR 200 or more.

Game categories for bonuses:

Want to know where to spend a bonus? All our bonuses are valid on specific game types; this means you'll only be able to take some bonuses to certain games. In some cases, the deposit amount you made towards the bonus, and any winnings of the bonus will be restricted as well until you've met the wagering requirements.¹⁰

¹⁰ <https://help.bwin.com/en/casino-help/casino-bonus>

PMU.fr – costumer bonuses

The image shows the top navigation bar of the PMU.fr website with categories: PARIS HIPPIQUES, PARIS SPORTIFS, and POKER. A user profile icon and 'N° Client' are on the right. Below is a promotional banner for 'Les Paris à la Plage' (July 15-25) with a '15 000€ EN JEU' offer. The banner features a smartphone displaying the PMU mobile app interface and a pair of flip-flops. A 'Conditions' button is visible on the left side of the banner.

Source: <https://www.pmu.fr/>

PMU in 2011 :

- è PMU.fr: the 1st gaming site in France
- è A distribution network of **11.300 outlets** throughout France
- è **€ 10,2 billion turnover**, 90% offline
- è **6 million customers**
- è + 50 intl partnerships in more than 40 countries
- è An increase of **20% of common pool handle** from foreign partners

Source: <http://docplayer.net/6748986-A-multi-channel-development-strategy.html>

3^e web key figures



31 million unique visitors
(2,6 millions/month)

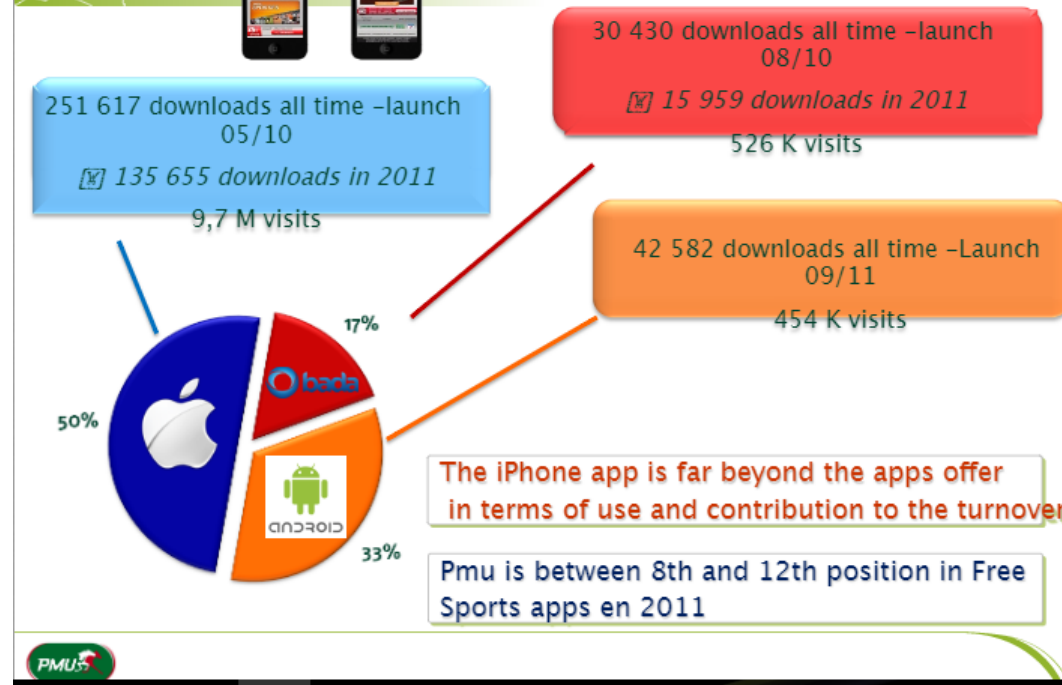
2 billion viewed pages

350.000 active players

2.300€ stakes per active

85% punters are web exclusive

3^h Focus Apps 2011



Source: <http://docplayer.net/6748986-A-multi-channel-development-strategy.html>

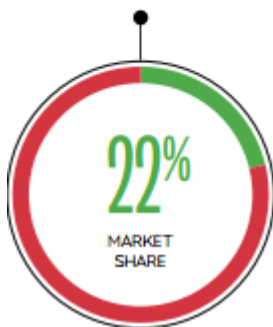
PMU in 2014

In an increasingly competitive market, PMU is achieving excellent results and holding up impressively. The total wagered on PMU sporting bets reached €228.7 million, an increase of 14.9%. While football represents the lion's share (67% of the total), tennis, basketball and rugby are also very popular. Live betting continues to excite punters, representing 40% of total stakes. In all, more than 60,000 events were offered for betting in 2014.

SPORTS BETTING

+14.9%

GROWTH OF SPORTS
BETTING, GIVING
PMU THE NUMBER
2 POSITION, WITH
A 22% MARKET SHARE.



1,800 AMATEUR
FOOTBALL CLUBS
KITTED OUT BY PMU



1+ MILLION
DOWNLOADS FOR THE FOUR
PMU APPLICATIONS

SPORTS BETTING

67%

FOOTBALL

16%

TENNIS

7%

BASKET

4%

RUGBY

Source: https://www.pmu.fr/turf/static/entreprise/rapport-activite/2014/pdf/PMU_RA2014GB_MD.pdf

Côté bonus, le Pmu est l'un des opérateurs le plus généreux en la matière : l'offre de bienvenue qui peut atteindre 170 € est désormais bien plus simple qu'auparavant. De plus, cet opérateur n'oublie pas les clients fidèles en leur offrant régulièrement des paris remboursés et même des paris gratuits (notamment via Facebook et Twitter).

Pour assister les joueurs débutants, cet opérateur dispose d'un dispositif complet avec un support téléphonique (et par chat) ouvert toute la semaine et un système de questions-réponses en ligne bien fourni.

Source: <http://www.compare-bet.fr/bookmakers/pmu.html>

From last screenshot it can be seen:

- PMU is one of the most generous sites; they give **welcome offer of 170 EUR**.
- they don't forget their loyal customer by giving regular refunds

Comment marche cette offre du Pmu en 2016 ?

Depuis le 5 octobre 2015 , le site **Pmu sport** propose un bonus à l'inscription qui peut atteindre **170 € au total**. Sur ces 170 €, 100 € maximum sont réservés pour la section paris sportifs du site, le reste étant valable dans les univers Poker et Turf. Voici son principe de fonctionnement :

- **En sport, votre 1er pari remboursé jusqu'à 100 euros** : le Pmu vous rembourse votre 1ère mise si elle est perdante, dans une limite de 100 €. Par exemple, si vous pariez et perdez 30 €, vous récupérez 30 €. Avec un premier pari perdu de 100 € ou plus, vous récupérez 100 €.
- Pour les courses hippiques : 50% de vos mises restituées pour 50 € maximum.
- Dans l'univers poker : 5 € offert à la création de votre profil poker puis 15 € après la confirmation du compte joueur.

Un exemple d'utilisation (dans l'univers sport) avec un 1er dépôt de 20 euros :

1. Inscrivez- vous sur Pmu **en cliquant sur ce lien**.
2. Déposez 20 euros sur votre compte joueur avec votre carte bancaire ou un mode de paiement alternatif.
3. Placez un premier pari de 20 euros sur le résultat de votre choix (équipe victorieuse, score final...).
4. Si vous gagnez, vous n'avez pas droit au remboursement mais vous empochez une somme égale à votre mise multipliée par la cote choisie.
5. Si vous perdez, vous récupérez automatiquement 50% de votre mise (soit 10 euros) quelques heures après la fin du match.
6. Envoyez vos documents justificatifs au Pmu puis validez votre code confidentiel sous 10 jours. Vous recevez alors les 10 euros restants.

Quelles sont les conditions du bonus Pmu Sport ?

- Un **dépôt minimal de 5 €** est requis sur votre compte Pmu pour pouvoir en bénéficier.
- Votre toute première mise doit être engagée dans les 15 jours qui suivent votre inscription.
- Vous pouvez placer votre 1er pari sur n'importe quel sport et type de pari (simple, multiple...).
- Contrairement à d'autres offres concurrentes, aucune cote minimale n'est exigée.
- Votre **remboursement est réalisé en 2 temps** : 50% du montant vous est restitué à l'issue du match (sous 10 jours maximum) et l'autre partie est versée dès que vous avez **confirmé votre compte joueur**.
- Le crédit remboursé n'est pas directement retirable. Mais il est possible de le toucher sur votre compte en banque dès que vous avez rejoué une somme équivalente au montant du bonus. Par exemple, si vous avez obtenu un remboursement de 30 €, vous pourrez les retirer dès que vous aurez cumulé 30 € de mises (en une ou plusieurs parties).
- Ce montant remboursé est également valable sans limite de temps.

Si vous avez besoin d'aide pour créer un compte, consultez notre **guide d'inscription sur Pmu**.

Source: <http://www.compare-bet.fr/bookmakers/bonus-pmu.html>

Also this screenshot shows how the offer of **170 EUR works**:

- 100 EUR is reserved for sports bets and the rest is reserved for poker and horse races.
- in sport you have chance to get back your money up to 100 EUR. If you lose 30 EUR you will get 30 EUR. With a first bet lost € 100 or more, you get € 100.

Horse racing: 50% of your bets refunded up to 50 €.

Conditions for PMU sport bonus:

- minimal deposit **of 5 EUR** on your PMU account
- your first operation must be held within 15 days after registration
- you can place your first bet on any sport and type of bet
- no minimum rating is required
- refund is given in two stages: 50 % at the end of match (within 10 days) and the other half after the confirmation of your account

Comment parier sur Pmu Sport avec votre mobile ?

Le Pmu a ouvert un site dédié aux paris sportifs sur mobile dès décembre 2010 et a régulièrement fait évoluer ce service. Depuis 2014, cet opérateur propose globalement deux supports de jeu pour les smartphones et tablettes tactiles :

- **Un site mobile optimisé** : Accessible depuis votre navigateur à l'adresse mobile.parcier.pmu.fr, il fonctionne en théorie avec tous les mobiles du marché dotés d'une connexion Internet. Remarquez que vous êtes automatiquement redirigés vers ce site spécial si vous essayez d'aller sur le portail classique pmu.fr depuis votre smartphone.
- **Une application à télécharger** : Elle est exclusivement disponible pour les terminaux **Apple** (Iphone) et **Android** (Samsung Galaxy, Honor, Sony Xperia...). Elle est optimisée pour les smartphones mais aussi pour les tablettes numériques.

Tous les nouveaux joueurs bénéficient d'un **bonus à l'inscription**, même si vous créez votre compte via un smartphone. Nous vous conseillons néanmoins de vous inscrire depuis le site mobile et non via l'application.

Source: <http://www.compare-bet.fr/bookmakers/pmu-mobile.html>

PMU.fr also has mobile app for accessing the site. They are also offering bonus for registration even if you register from your smartphone.

HAMBOURG - 10% PARI GRATUIT

Après un mois de tournois sur herbe, nous retournons sur terre battue. Cette semaine se déroule le Tournoi d'Hambourg où se réunissent plusieurs de nos meilleurs français. Pariez en Live sur le Tournoi ATP d'Hambourg pour recevoir un bonus de 10% en PARI GRATUIT !

« **Inscrivez-vous ci-dessous !** »
=> [Les cotes ATP de Hambourg](#)

FERMER L'OFFRE

1 - Inscrivez-vous au jeu dans l'encart du bas prévu à cet effet.

2 - Participez selon les règles suivantes:

Du 11 au 17 juillet, faites des paris En Direct Live sur les matchs Simple Messieurs du Tournoi ATP d'Hambourg : - Chaque pari engagé doit être d'un montant d'au moins 5€ sur une cote minimum de 1,40. - 10% du montant total de ces paris vous seront reversés en PARI GRATUIT, dans la limite de 100 €.

CONNECTEZ-VOUS À VOTRE COMPTE PMU
POUR PARTICIPER À NOTRE CHALLENGE

N° de compte

[vous n'avez pas encore de compte PMU ?](#)

Customer bonuses/Not signed up customers retargeting

Source: <https://paris-sportifs.pmu.fr/promotions/2#pmu-promotion-390>

Parions Sport – costumer bonuses

Source: <https://www.enligne.parionssport.fdj.fr/>

| Product sales by category* | FY 2014 | | FY 2013 | |
|------------------------------|---------|----------------|---------|----------------|
| Draw-based games | EUR | 5,191,525,404 | EUR | 5,141,735,023 |
| Instant games | EUR | 5,828,824,951 | EUR | 5,563,244,937 |
| Sports games (pari-mutuel) | EUR | 187,539,507 | EUR | 174,774,390 |
| Sports games (fixed odds) | EUR | 1,790,867,612 | EUR | 1,473,939,625 |
| All other sales (VLTs, etc.) | | | | |
| Total in EUR | EUR | 12,998,757,474 | EUR | 12,353,693,975 |
| Total in USD | USD | 17,245,890,131 | USD | 16,402,500,657 |

* Reported for the calendar year.

| Money to good causes | FY 2014 | | FY 2013 | |
|-----------------------|---------|---------------|---------|---------------|
| Education | | | | |
| Culture | | | | |
| Social activities | | | | |
| Sport | EUR | 269,700,000 | EUR | 253,000,000 |
| Other good causes | | | | |
| To the treasury* | EUR | 2,967,000,000 | EUR | 2,627,000,000 |
| Total in EUR** | EUR | 3,236,700,000 | EUR | 2,880,000,000 |
| Total in USD | USD | 4,294,239,099 | USD | 3,823,892,836 |

* Directly to the treasury with no knowledge of allocation.

** Total mandatory money to society (Tax/duties and good causes).

Source: https://www.world-lotteries.org/cms/images/pdf/Global_Lottery_Data_Compendum/WLA_GLDC_20150309.pdf

Comment marche ce bonus ?

Du 1er juin au 10 juillet 2016, le site **ParionsSport en ligne** (anciennement Parions Web) offre **jusqu'à 300 €** de bonus pour les nouveaux inscrits. La prime se décompose en deux tranches :

- ▶ **Votre 1er pari remboursé si perdu jusqu'à 100 €** : Si votre 1er pari est perdant, le bookmaker vous le rembourse à hauteur de 100 € maximum. Par exemple, si vous engagez une première partie de 40 euros et que vous perdez, le bookmaker vous reverse automatiquement ces 40 euros. Avec un 1er pari perdu de 100 euros ou plus, le remboursement est de 100 €.
- ▶ **Un bonus additionnel spécial Euro 2016 jusqu'à 200 €** : Le site vous reverse 10% des mises que vous avez cumulées dans les 15 jours qui suivent votre inscription. Le plafond est ici fixé à 200 €.

Un exemple d'utilisation avec un dépôt de 100 euros :

1. Inscrivez-vous sur le site ParionsSport en ligne **en cliquant sur ce lien**.
2. Déposez 100 euros sur votre compte joueur par carte bleue, Visa ou Mastercard.
3. Engagez ces 100 euros sur la rencontre sportive qui vous intéresse.
4. Si votre pronostic est bon, vous gagnez immédiatement une somme égale à votre mise multipliée par la cote choisie.
5. Si vous perdez, ParionsSport en ligne vous reverse après le match 30% de votre mise soit 30 euros.
6. Confirmez votre compte joueur sous 15 jours maximum et vous vous recevez ensuite la seconde partie du remboursement (70%) soit 70 euros.
7. Dans les 15 jours qui suivent votre inscription, vous avez par exemple parié en tout pour 200 € (en dehors du tout 1er pari), alors vous touchez en plus 20 € de bonus spécial Euro 2016.

Les conditions de l'offre ParionsSport en ligne :

- ▶ Effectuer un premier dépôt **d'au moins 10 euros** par carte bancaire.
- ▶ Placer votre 1er pari sur n'importe quel sport et type de pari (simple, combiné, en direct...)
- ▶ L'événement sportif choisi doit se dérouler dans les 15 jours qui suivent l'ouverture du compte.
- ▶ Le montant minimum de ce premier essai est de 10 €.
- ▶ Confirmer votre compte utilisateur en saisissant le **code confidentiel** sous 15 jours.
- ▶ Le remboursement est **réalisé en 2 étapes** : 30% de la somme prévue est versée juste après le pari, puis le reste après la confirmation du compte.
- ▶ Pour le bonus spécial Euro, le 1er pari n'est pas pris en compte dans le calcul des 10%.
- ▶ Les somme restituées sont envoyées sur votre compte d'e-crédits.
- ▶ Tous les e-crédits ont une durée de **validité de 7 jours**.

Source: <http://www.compare-bet.fr/bookmakers/bonus-parionsweb.html>

This screenshot shows Parions Sport bonus offer:

They are giving **300 EUR bonus**; it is divided in two parts:

- the first part is given if you lose up to 100 EUR. If you lose 100 EUR or more the refund is 100 EUR, for the first bet.
- special extra bonus up to 200 EUR (EURO 2016)

Conditions for Parions Sports offer:

- make first deposit **of minimum 10 EUR** by credit card
- make first bet on any sport event
- the chosen bet/event must be held within 15 days from the day of opening the account
- the minimum amount of the test is 10 EUR
- confirm your account by entering your PIN within 15 days
- the payment is made in two parts: 30 % of the amount is paid immediately after the bet and the rest after confirmation of account

For the special EURO bonus, first bet doesn't count in 10 %

- The refunded money will be sent on your e-credits account
- All e-credits are valid for 7 days

BetClic.fr – costumer bonuses



SPORT | LIVE | TURF | POKER | MOBILE

Pseudo

Mot de passe

Mot de passe oublié ?

OK

Samedi 6 Août 2016 - 20:45

Démarrer en fanfare !

Football, Trophée des Champions
Paris SG - Lyon

| | | | |
|-------|------|------|-----|
| Paris | Nul | Lyon | |
| 1,65 | 3,70 | 5,50 | +65 |

Source: <https://www.betclic.fr/>

Pour les bonus, l'offre de bienvenue est une valeur sûre depuis plusieurs années : BetClic vous rembourse réellement votre 1er pari s'il est perdant, et sans aucune condition cachée. De même, ce site ne délaisse pas ses joueurs fidèles en proposant régulièrement des promotions et des challenges de pronostics. Il organise aussi de fréquents jeux-concours gratuits sur sa page Facebook, qui vous permettent de remporter facilement des bonus de 5 à 20 €.

Source: <http://www.compare-bet.fr/bookmakers/betclic.html>

This screenshot shows the BetClick.fr bonus offer.

BetClic.fr really refunds your first bet if you lose, without any hidden conditions. It doesn't forget its loyal customers by offering regular promotions and prognoses.. It also organizes frequent free contests on its Facebook page, allowing you to win bonus of 5 to 20 €.

Comment fonctionne cette offre en 2016 ?

Si BetClic est le n°1 des sites de paris sportifs en France, c'est en grande partie grâce à son bonus de bienvenue qui est LA référence du marché depuis plusieurs années.

Après votre inscription, votre tout premier pari est gagné ou réellement remboursé, avec un plafond de 100 €.

Un exemple avec un 1er dépôt de 20 € :

1. Inscrivez-vous sur BetClic [en cliquant ici](#).
2. Déposez 20 euros sur votre compte joueur avec le moyen de paiement de votre choix.
3. Misez ce montant sur le match qui vous intéresse.
4. Si vous gagnez, vous touchez une somme égale à votre mise multipliée par la cote du match.
5. Si vous perdez, BetClic vous crédite 10 euros juste après la fin du match.
6. Envoyez vos documents justificatifs à BetClic puis saisissez votre code d'activation : vous recevez les 10 € de bonus restants.
7. Vous pouvez ensuite placer un nouveau pari ou bien **retirer directement** votre argent sur votre compte en banque.

Quelles sont les conditions de ce bonus ?

- ▶ Il faut déposer au minimum 10 € sur votre compte BetClic pour en bénéficier.
- ▶ Votre 1er pari peut être engagé sur n'importe quel sport et type de partie (résultat du match, score final, pari en direct...), à l'exception des paris "système".
- ▶ Le remboursement se déroule en deux phases : vous récupérez d'abord 10 € maximum quelques heures après la fin du match. La somme restante est versée lorsque vous avez envoyé vos documents justificatifs puis saisi sur le site le code de validation reçu par la Poste.
- ▶ Dès que votre compte joueur est confirmé, la somme remboursée peut être encaissée par virement sur votre compte en banque **sans conditions**. Contrairement à presque toutes les autres offres du marché, il n'est pas donc **pas nécessaire de rejouer** une ou plusieurs fois ce crédit pour pouvoir le toucher en cash.
- ▶ Le montant recredité reste valable sans aucune limite dans le temps.

Conditions for BetClick bonus:

- minimum amount of deposit is 10 EUR
- your first bet can be made on any sport event or any type of game
- after the confirmation of your account the amount can be transferred to your bank account

Not signed up customers retargeting through advertisement on their websites:

The image displays three promotional banners for BetClick, each featuring a different sport and a professional athlete. The first banner is for 'SPORT' with Marcel Desailly, offering '100€ OFFERTS' and 'VOTRE 1ER PARI REMBOURSÉ'. The second banner is for 'TURF' with José Covès, offering '250€ OFFERTS' and 'SUR VOTRE 1ER DÉPÔT'. The third banner is for 'POKER' with Benjamin Pollak, offering '500€ DE BONUS' and '4 TOURNOIS DE 1 000€ OFFERTS'. Each banner includes an 'INSCRIVEZ-VOUS' button and a small icon representing the sport.

Source: <https://www.betcliv.fr/>

To sum up:

- All of the websites are giving bonuses for the new clients and also they don't forget their loyal customers.
- The most generous bonus offer gives PMU.fr, they give 170 EUR bonus for new customers.
- Parions Sports has special EURO 2016 bonus of 300 EUR.
- BetClic.fr bonus offer is the safest, they refund your first bet, if you lose, without any hidden conditions.
- PMU.fr and BetClic.fr bonus is valid without time limit while BWN.fr bonus is valid for 90 days and Parions Sport e-credits are valid for 7 days.

What to do to attract new customers

Affiliate Marketing rewards (banners)

Betclik.fr

Une rémunération attractive et adaptée à votre volume de recrutement

| Marques | 1 à 10 NC*/mois | 11 à 20 NC*/mois | + de 20 NC*/mois | RevShare Net |
|-----------------|-----------------|------------------|------------------|-----------------|
| Betclik Sport | 30€ | 35€ | 40€ | 35% |
| Betclik Poker | 30€ | 35€ | 40€ | 35% |
| Betclik Turf | 30€ | 35€ | 40€ | 35% |
| POSTULER | POSTULER | POSTULER | POSTULER | POSTULER |

* NC correspond à un nouveau client déposant.

Source: <https://www.beaffiliates.fr/#nos-marques>

bwin.fr

Plan de rémunération : Plan général de pourcentage des revenus

Marque : bwin.fr

Produit : Sports et poker

| Inscriptions RMP mensuelles par catégorie de marque | % de revenu mensuel brut** sur la marque principale | Rémunération mensuelle brute** % sur les revenus alternatifs |
|---|---|--|
| 0 | 15 % | 10 % |
| 1 - 25 | 25 % | 10 % |
| 26 - 100 | 30 % | 15 % |
| 101 - 300 | 32 % | 15 % |
| 300+ | 35 % | 20 % |

*RMP = Real money player (pour plus d'informations, veuillez vous reporter à la section 2.19 de notre contrat d'affiliation)

**RMB = Revenu mensuel brut (pour plus d'informations, veuillez vous reporter à la section 2.14 de notre contrat d'affiliation)

Source: <https://www.bwinpartypartners.fr/commissions.do>

Advertising Cookies – betclik.fr¹¹

These cookies are used to display advertisement related to your centre of interests during your navigation on the web. They are also used amongst other to limit the number of times you are exposed to see a single advertisement and allow to measure their efficiency. We work with web editors, advertisers, and service providers to promote Betclik on other websites. Betclik may then use your navigation data through cookies managed by a partner. The collected data remains strictly anonymous and is only subject to a purely statistical processing. Displayed banners are thus personalized.

What to do to attract new customers - Bwin.fr

In France, betting firm **Bwin increased awareness of the X Poker Tour by 38 per cent** by creating a customised audience model based on activity on the poker section of Bwin's website. The campaign ran **across 150 premium French media sites**. Before each ad was delivered, the user was analysed in real-time to see if their profile matched the target. To evaluate the effectiveness of the campaign it worked with targeting specialist nugg.ad to measure awareness of the X Poker Tour among users who were exposed to the targeted campaign and compared it to consumers who fell in the target group but had not seen the campaign.¹²

What Bwin lacks in signup promotions, they more than make up for with their VIP program. The sportsbook offers customers a loyalty scheme that's truly rewarding. Players earn points based on the frequency of their betting and the size of the wagers made. Every bet placed at odds of 1.01 or higher are eligible for market and status points. When a certain number is reached, they can be traded in for all sorts of prizes, including gadgets, cash, and even tickets to sporting events.

Source: <https://www.hityah.com/sports/bwin/>

¹¹ <https://en.betclik.com/content/privacypolicy>

¹² <https://www.marketingweek.com/2014/03/12/behavioural-targeting-be-more-efficient/>

What to do to attract new customers - PMU.fr

In four years, PMU has successfully established itself as a go-to partner for sport. To support its activity, PMU has launched initiatives at every level: partnerships with the French national football team* and Paris SaintGermain**, the French rugby league***, the French cycling league**** and the Stade de France, innovative operations (pitch-side sofas, the PMU hand, the table football challenge), development of new offers and new media etc. In particular, this strategy helped make the FIFA World Cup a real success for PMU, with €27 million in bets, a 24.7% market share and **80,000 new punters**. The “Si tu vas à Rio” recruitment and loyalty-building campaign reflected the company’s ingenuity in rising to the challenge of this exceptional event. With initiatives and operations on all activities, not only sport, PMU succeeded in reaching a wide audience and bringing people together

Marketing activities:

The image displays three marketing activity cards for PMU, each with a distinct header and content:

- MAY: ARMCHAIR FANS**
For the finals of football's Coupe de France and rugby's Top 14, PMU gave eight lucky winners of a selfie competition the chance to witness the action in an entirely novel way – from the comfort of a sofa just a few yards from the pitch! The idea was such a success that it was rolled out to several other big events during the year.
- JUNE: IN LOVE WITH THE BEAUTIFUL GAME**
PMU renewed its partnerships with Paris Saint-Germain and the French Football Federation for a period of four years. Since these sponsorships were initiated as part of its diversification strategy, PMU has forged strong ties with the football community. It now accompanies France's A, U21 and women's teams, the French Cup and the Petits Poucets, as well as PSG's handball and women's football teams.
- JULY: HAND(S) UP!**
After nearly 20 years spent waving at riders in the Tour de France, PMU's famous green hand – the colour of the company-sponsored jersey – began a new life as the symbol of PMU's love of sport. It can now be seen at Coupe de France and national team football matches, as well as in rugby's Top 14 or on the racecourses.

PMU launches first smart watch sports betting app in France

The app, available for watches using Apple and Android operating systems, allows punters to bet on major sports such as football, rugby, tennis and basketball.

The launch of the app comes ahead of two major sporting events due to take place this summer, the UEFA Euro 2016 Championships, which will be held in France, and the Rio de Janeiro Olympics in Brazil.¹³

¹³ <http://www.gamingintelligence.com/marketing/35731-pmu-launches-first-smart-watch-sports-betting-app-in-france>

PMU Card loyalty programme

MyPMU launched in January for customers offline

Advantages to open an account with the card: free, many services, free bets, gifts

All bets rewarded by points: up to 2% cash back

Positive feedbacks already and new accounts x3 since Jan

Disappointment only because there is no equivalent online (PMU pools were separated in Sept 2015).

Source: http://www.pari-mutuel-europe.org/Download/02022015/EPMAMarketingMin_Feb2016_London.pdf

Social Media Enable us to reach new targets

CYRILLE GIRAUDAT

MARKETING DIRECTOR, PMU

WHAT EVOLUTION ARE YOU OBSERVING IN YOUR CUSTOMERS' BEHAVIOUR?

We're observing a slight fall in bets in our physical points of sale (-2 percent), which is more than compensated for by the annual growth in our online activity, which is 22.8 percent. PMU.fr is one of the leading French ecommerce sites with revenue of EUR 1.65 billion. The most striking evolution is the strong increase in the nomadic share of business, which represents 20 percent of this activity today, and which is expected to reach 30 percent by the end of the year.

HOW DOES THIS BREAK DOWN ACROSS YOUR VARIOUS MARKETS?

Online, horserace betting amounts to a total of EUR 972.1 million, an increase of 11.1 percent. It's our growth in sports betting (+62 percent) and online poker (+39 percent) which is enabling us to acquire many new customers, in particular younger profiles. Our objective is to migrate the latter towards online horserace betting - 40 percent of these customers have already tried betting on horseraces - but also towards the physical network.

WHAT DO YOU DO TO DRIVE ACTIVITY IN YOUR NETWORK OF POINTS OF SALE?

The development of the network of points of sale has been accentuated in order to optimise the coverage of the French territory. There was an average of three openings a day in 2012, accompanied in particular by a new store concept dedicated to taking PMU bets and broadcasting races: PMU City. Open seven days a week, open until late or all night, the PMU City stores offer the highest quality of service with staff who listen to customers, and betting via terminals and bollards equipped with top quality audio-visual gear.

HOW ARE YOU ORGANISING THE CONVERGENCE BETWEEN THE TWO WORLDS?

We're using our digital know-how to stimulate growth offline. For example, by re-launching the PMU card, we're modernising the customer experience in the physical network, since every customer can bet via the interactive bollards installed in 4,000 points of sale. The advantage for us is that the customer is no longer anonymous. We can have a direct relationship with everyone, as we do online, and thus build up knowledge of the customer.

HOW DO YOU INTEGRATE SOCIAL NETWORKS IN YOUR CUSTOMER RELATIONSHIP MANAGEMENT?

Ultimately social networks are only a transposition of the proximity that has always existed in pari-mutuel betting. It's an essentially community-based activity: you go there, often after having been initiated by an acquaintance. Social media enable us to reach new targets, on condition that we understand and adopt their habits and conventions. On Facebook, we organised a casting session for the punters in the film "Turf" and co-organised the first poker championship of the French *grandes écoles*. That has of course allowed us to rejuvenate our customer base.

Source: http://assets1.csc.com/be/downloads/CRM_Baromter_SW0513_ENG_final.pdf

Extending the Point of sale Environment on the Web

OUR CLIENT



The PMU is the leading European betting company, and its website, pmu.fr, is the number one online wagering site in France. With 1.7 billion in play, pmu.fr is one of the largest e-commerce websites in France, number two among sports betting websites, and number one among general gambling sites offering poker.

www.entraide.pmu.fr

THE NUMBERS

- 1,3 million incoming Customer Service contacts in 2014
- 5 millions monthly unique visitors to pmu.fr
- 12 000 points of sale



The Challenge

A growing, competitive market

In 2010, in the wake of the law opening the online gambling market up to competition, the PMU decided to diversify into sports betting and poker. Since then, it has been the number one betting site in France.

In order to provide support to users during this transition, and to improve the customer experience, the PMU wanted to set up a peer support platform.

Marketing and customer relations issues

The PMU sought to meet the needs of all of its customers by means of a single community platform that would bring together customers at the points of sale as well as those online. The solution had to help the PMU stand out among the competition by providing an innovative customer experience – the peer support community – while keeping costs down. This way, a portion of the increased traffic would be directly absorbed by self-care (users finding help through content like FAQs) and peer support.

Another objective of the PMU was to drive customer engagement by using gamification methods, through which the most active contributors would be recognized and motivated.

“One of the issues of the project was creating a channel that did not increase the number of incoming contacts, while at the same time enhancing our relationship with our customers both quantitatively and qualitatively.”

Chloé Beauvallet
Director of Services and Customer Relations, PMU

The Dimelo Solution

In 2015, the PMU chose Dimelo to design and implement its **peer support community**. A few months later, the community already had 10,000 registered members and was clearly a success.

Change support and measurement of results

Today, 4 to 5 customer service representatives work on the PMU community. Thanks to training provided by Dimelo, the employees independently contribute to and moderate conversations, or even engage directly with clients through social media platforms.

The PMU customer service team also has access to precise indicators that allow them to monitor the activity on the community and the performance of the representatives (rate of satisfaction with responses, average response time, traffic changes, most-asked questions, etc.).

Client engagement process

In order to foster engagement with PMU customers, Dimelo implemented a system using gamification methods to give recognition to the most active contributors. These contributors are offered access to the PMU Private Salon, where they can discuss the community, suggest improvements, and receive early bird news updates. By doing this, the PMU energizes its community and receives expert feedback that can be used to improve and grow the community. After 3 months, already nearly half of the responses are provided by community members, resulting in a significant time savings for customer service representatives and creating trust among the clients.

“Dimelo provided a user-friendly platform for an innovative project. Because it was so easy to become proficient in the Dimelo solution, we were able to devote our efforts to our core activity rather than to a technical learning curve.”

Chloé Beauvallet
Director of Services and Customer Relations, PMU

RESULTS

10 000 members registered in only 3 months

98% of queries answered

45% of responses provided by the community, over 2/3 of which by top contributors

87% satisfaction rate for responses (percent of positive evaluations out of all certified responses)

PMU betting card



- Account based
- NFC contactless technology
- 2% monthly rebate loyalty program

Source: <http://rbforum.net/PastEvents/2013/Download/Presentations/EPMA-Forum2013-Giraudat.pdf>

What to do to attract new customers - BetClic.fr

When you're new to betting online you can essentially try it for free. At www.betclic.fr if your first bet loses they will replace it **100% up** to a 100€ maximum. This is the promotion they use to attract new players to use their website.¹⁴

BETCLIC TO STREAMLINE FRENCH OPERATIONS, CLOSE EVERESTPOKER.FR SITE¹⁵

Citing the redundancy of having two prominent online-poker brands serving the limited and firewalled France online poker market, BetClic Everest has announced its plans to close the EverestPoker.fr site and transfer that site's existing players over to the company's BetClic-branded French site

The closure was first disclosed to the company's French players in an **e-mail**, then quickly confirmed by several Europe-based poker media outlets. The move is scheduled to occur on May 31st, 2016.

According to the e-mail sent to players, the EverestPoker.fr poker tables will remain fully accessible for play until May 31st. Transferring players will be able to move or merge their accounts over to BetClic.fr with what the company describes as a "three-click" process. The online-transfer capability will remain available for several months, to at least the end of September. All loyalty-based benefits and programs are to be retained as well.

Parent company BetClic Everest also plans some "incentive migration mechanisms," promotions that are designed to induce existing Everest Poker players to move over to the BetClic site. **Included is €25 credit sports-betting bonus for VIPs, a matching play-through bonus of up to €500 for new depositors and transfers, and at least one other offer to be announced at a later date.**

¹⁴ <https://www.sbo.net/country/france/>

¹⁵ <http://www.flushdraw.net/news/betclic-everest-to-streamline-french-operations-close-everestpoker-fr-site/>

BETCLIC LAUNCHES FRENCH HORSE BETTING PRODUCT

In May, BetClic Everest extended their **sponsorship deal with Olympique Lyonnais** to have Everest Poker appear on the shirts of the seven-time Champions of France for a further two years, it was a move that ensured the company's presence would be front and on one of the country's most celebrated club teams. Now, online gaming operator BetClic, a subsidiary of the BetClic Everest Group, has launched a new horse race betting product, BetClic Turf, into the French market.

In an effort to solidify the company's position as one of the leading operators in the French online gaming market, BetClic Turf is the company's new online horse race betting offering which has launched on a new technological platform provided by Groupe Carrus .

BetClic is expected to embark on an **online & offline media campaign** which will be comprised of but not limited to: radio, TV & the equestrian press fraternity, to boost the awareness of their new horse-betting product in the French market.

Nicolas Beraud , President of BetClic Everest Group, said in a press release, "Now, with this attractive & innovative offering we aim to become the leading private operator in the French market in the horse race betting segment."

The BetClic Turf product will be accessible via the betclik.fr/turf/ domain and will initially be offering a **welcome bonus of 200 percent** maxed at Euro 50.¹⁶

Speaking at a press conference, Isabelle Andres and Marc Guigo, BEG chief executive and director for France and central Europe respectively, praised the company's work in its core betting business and said it would be back in the black at an operating profit level this year while all the group's brands: Betclik, Everest, Expekt and Bet-at-home, would generate €250-€300m in gross gaming revenues in 2013.

Both executives were confident in the future health of the online betting market, which has been boosted by **major investments in PSG and Monaco football clubs and punters being interested in Champions league and international bets, and said it had gained in maturity in the past year.**

"Betclik has managed to keep a strong and stable position in the most heavily taxed market in the EU and in difficult (economic) conditions," said Guigo, "the online betting market is competitive and dynamic and we have focused our growth on three key points: mobile, where over 40% of bets are now placed by our players, football betting, which now accounts for 62% of our betting mix, the World Cup in 2014 and the development of our bets offering, where football offers have now doubled and tennis offers have grown 50%."

The plan for BEG is to increase its current 8% online poker market share in France by 50% in 2014. The company has launched a TV and press campaign that will end in January next year and will put forward Everest's 'historical' notoriety and long term involvement in the French market.¹⁷

¹⁶ <http://calvinayre.com/2011/06/17/business/betclik-launches-french-horse-betting-product/>

¹⁷ <http://www.igamingbusiness.com/news/betclik-everest-record-20m-ebitda-france-2013-and-confident-about-regulated-markets>

Betclic partners with Maxymiser to take the chance out of its European gaming sites

Betclic Everest, one of Europe's leading online gaming companies, has selected optimization experts, Maxymiser, to implement an optimization strategy across its international portfolio of gaming sites. Implementation of the optimization strategy will initially focus on the Betclic brand, but as the roadmap of campaigns develop, will progressively be rolled out across the portfolio including Everest, Expekt and Monte Carlo Casino.

Prior to partnering with Maxymiser, the company had no previous partner dedicated to mathematically optimizing the online experience, but knew that it had to do more with the huge volume of data it generated. "We wanted to be more professional in terms of the user experience, says Pascal Brouet, Product and Innovation Director, Betclic Everest. "Our sites attract large amounts of traffic and, as a result, we capture lots of different data. Our partnership with Maxymiser means that we are now able to benefit from that data, and use it to ensure all of our decisions are relevant. The 'mathematical' data we can derive from multivariate testing and personalization will enable us to base decisions on real facts, rather than on our educated hunch. That can only improve the user experience and drive acquisition for our business."

The first campaigns are already underway, and the early results are very encouraging. "For now, we are working on Betclic.com and Betclic.fr," says Pascal. "Our primary focus is the **acquisition funnel**; we currently have a major campaign seeking to improve the registration page on both the .com and .fr sites. At the same time, we are also running a 'cross-sell' campaign on the .com site – exploring ways to encourage users to move between our sports and casino brands.

"The early signs are very good – we've already seen indications of a strong conversion uplift. For example, the **registration campaign on the .fr site has so far driven an uplift of 10 per cent.**"

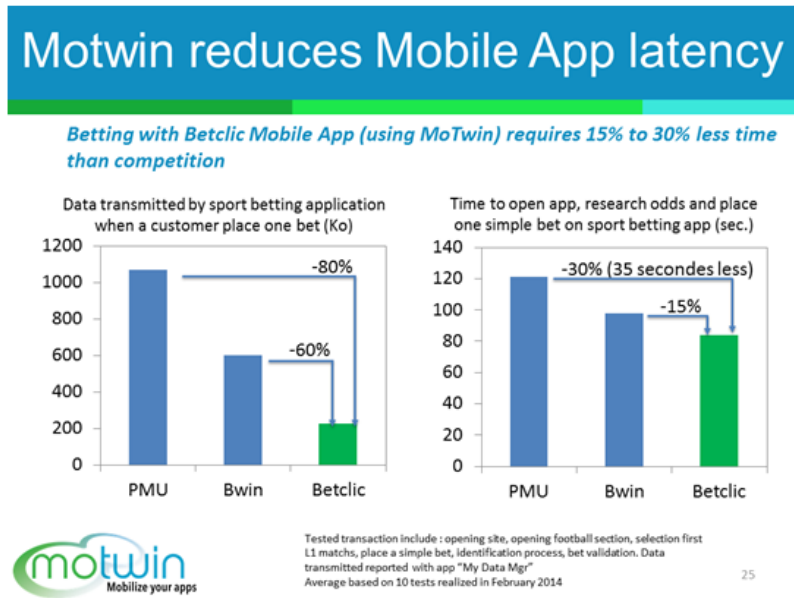
In the second phase of the roadmap, Betclic expects to extend its capabilities with Maxymiser's personalization offering – underlining its belief that the partnership with Maxymiser will be a long-term commitment. Betclic will work with **Maxymiser to target their online messaging**; developing campaigns that explore how to encourage registered users to leave a deposit, and also attempting to inspire new users to register for the site. It also aims to deploy optimization and personalization campaigns across its mobile websites – once again concentrating on the acquisition funnel.

"We were looking for a partner that had demonstrable experience within our industry; we were extremely impressed by the expertise they could provide," says Pascal. "Their customer service was a very enlightening part of their proposal – and they have been true to their word. The care and support we have had for all the projects – across all of the different phases – has allowed us to outline a very specific point of progress within our acquisition funnel. We have a large team here, and we wanted a lot of exchange – Maxymiser has certainly delivered."¹⁸

¹⁸ <https://www.maxymiser.com/aboutus/news/betclic-partners-maxymiser-take-chance-out-its-european-gaming-sites>

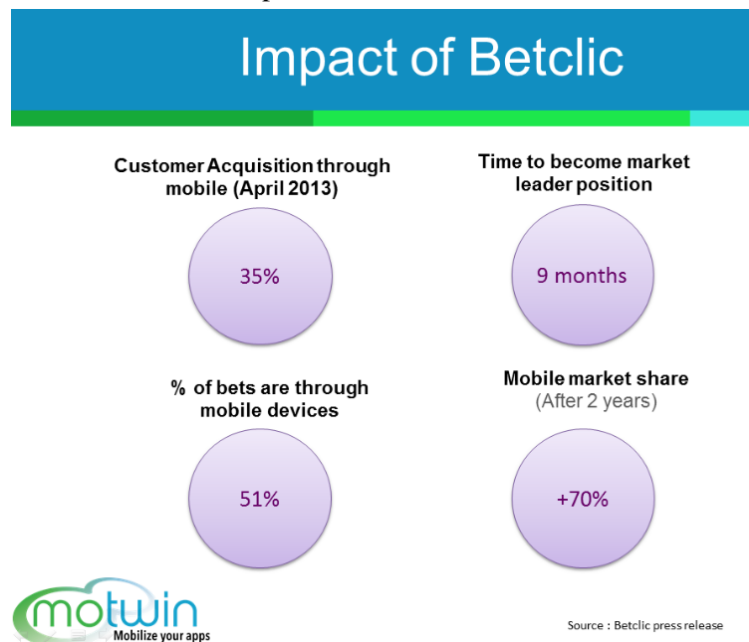
Betclac selected Motwin to help providing best-in-class native and web-based applications.

Betclac is leading the French sport betting Market with 36% market share and dominating mobile betting with 53% of their GGY through Mobiles and tablets. With the most user friendly and reactive apps of the market, we have demonstrated together the value of incremental push data orchestration at server level.



Key challenges we beat:

- Reduce data exchange between mobile and server to its minimum to allow betting transaction with minimum mobile coverage
- Orchestrate live data from numerous sources
- Multiples apps (OS + countries) from multiple IS through Motwin layer
- Secure connections and transactions
- Scalable architecture for WorldCup 2014



Source: <http://www.motwin.com/portfolio/betclac/>

What to do to attract new customers - FDJ.fr

actions implemented in 2015:

- Digital sales (retailer network and online) increased by 19% to €570 million, or 4.1% of sales with a total of 1.3 million online customers (100,000 new online customers)
- Launch of 3 entertaining and interactive new-generation lottery games
- 23,000 new betting terminals to digitize the physical network
- New partners concluded with Asmodée, You Tube/Google and Web School Factory
- €100 million invested for the digital transformation of FDJ; €13 million invested in start-ups (Partech Ventures fund)
- FDJ launched the program "La Ola FDJ" for UEFA-Euro 2016 and undertook to support the candidature of Paris to host the 2024 Olympics.

Key Initiatives 2016:

- Digital: launch of about a dozen new-generation online lottery games; trial deployment of a digital illiko+ scratchcard in the retailer network; launch of new Loto and Euro mobile apps
- Expansion of the sports betting product range (8 new sports and 8 new betting formulas at points of sale, thanks to the ParionsSport app) before the UEFA Euro 2016 football championship and the Olympic Games in Rio
- Celebration of 40 years of the creation of the Loto national lottery in May 2016 and special Euro Millions events in the 2nd half of the year (exceptional draws etc.)
- Specially themed scratch games for UEFA Euro 2016 and launch of a new game with leading French TV channel TF1
- Responsible gaming: TV campaign to prevent underage gambling before UEFA Euro 2016

Golas: 2020

FDJ 2020 aims to **attract new customers** and win back former customers through the development of digital technology both in the physical retailer network and online. This goal involves an open innovation approach, consisting in partnerships with leading companies or start-ups. The target is to increase the number of players by 1 million over the next 5 years, to attain a total of 27.3 million customers, with a share of 20% for digitized sales (i.e. both online sales and physical network sales that include a digital element) and 10% of sales from games that introduce disruptive innovation.

Other:

New Partnerships in the sectors of games (Asmodée, Europe's number 2 game publisher, 200 new games per year), communication (YouTube/Google, to launch into video, digital media and social networks) and open innovation (Innovation Factory from Web School Factory, in order to enlist the younger generations, and Partech Ventures to invest €13 million in start-ups).

New generation of entertaining, interactive and collaborative lottery games: online launch of Gare o Loup (Watch out for the wolf), Ruée vers l'Or (Goldrush) and Duel de cartes (Card duel) in late 2015 (games that attract a new customer base of women and young adults) and new scratch games for mobile devices (Banco, Astro and Goal). In addition, FDJ is witnessing sustained growth in its web-only games (e.g. the detective-themed "Menez l'enquete"), up 10.7% in 2015.

New digital services: the mobile sector represents 13% of digital sales and is up 1 percentage point, 1st TV campaign on digital services, success of the new "Parions Sport" app, which enables customers to prepare their sports bets in advance (8.5% of Parions Sport sales by the end of 2015), expansion in the range of FDJ products available on web, tablets and mobile phones.

Since its creation in 1933, FDJ has been founded on a model of redistribution of income for the benefit of all. In 2015, 95% of betting revenue was distributed to: customers (66%), the intermediary distribution network and retailers (6%) and the national community (23%).

The total contribution to the national community in 2015 was €3.1 billion (+ €61 million), including more than €230 million to promote sports for all (Centre National du Développement du Sport) and to renovate the French stadiums to be used in UEFA Euro 2016.

On the occasion of COP21, FDJ launched a one-off scratch game on the theme of "working together for a better world" ("Solidaires pour un monde meilleur"), promoting preservation of the planet, with profits going to WWF (up to €2.4 million redistributed to the organization by the time game sales end in the course of 2016). In the same spirit, FDJ is continuing its efforts to reduce CO2 emissions: - 30% between 2007 and 2014.

FDJ has maintained its sports commitments: funding of sport for all (more than €230 million in 2015) and financing of construction or renovation of the stadiums that will host UEFA Euro 2016 (€150 million from 2011 to 2017), the campaign against corruption in sports (appointment of an Integrity Officer) and the promotion of French sports (undertaking of FDJ to support the Paris bid to host the 2024 Olympics, victory of FDJ cyclist Thibaut Pinot on the Alpe d'Huez section of the Tour de France etc.).

Source: http://www.world-lotteries.org/cms/index.php?option=com_content&view=article&id=5693%3Ain-2015-fdj-generated-sales-of-137-billion-54-growth-compared-to-2014-and-started-to-implement-its-new-strategic-plan-fdj-2020&catid=21&Itemid=100215&lang=fr

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