



FROM VISION TO FRUITION

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iGAMING & EMERGING TECHNOLOGIES

As traditional casino operators have forged a path of convergence with new iGaming technologies, The Innovation Group has been at the forefront. We provide survey and market research related to social and internet gaming demand, forecast revenue, and measure the cannibalization of iGaming revenue in “brick and mortar” operations. The Innovation Group has also provided economic impact assessments for iGaming and Daily Fantasy Sports (“DFS”) on behalf of government and private clients. The company is most recently engaged in activating digital marketing data in demand modeling and marketing analytics.

The Innovation Group’s staff, in concert with a select group of highly qualified international experts, helps clients secure the following key services in the iGaming arena:

- **Regulatory & Policy Review and Market Entry**
- **iGaming Customer Survey Research**
- **Revenue Forecasts for iGaming and Distributed Systems**
- **Lottery Revenue Potential and Impact Assessments**
- **Skilled & Semi-Skilled Games Demand Assessments**
- **Database Research & Analytics**
- **Marketing Strategies**
- **Gaming Floor Optimization**

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CANNIBALIZATION, A MYTH?

The growth of online gaming has consistently raised the question of how iGaming affects traditional casinos. The Innovation Group's annual survey, "Consumer Behavior in the Gaming Industry", addresses this question. The following was asked regarding fantasy sports, social media gaming and casino style gaming: "How has the ability to play online affected your spending and trip frequency to land based casinos?" While in its early stages in North America, only a minority of players, approximately 10%, appear to reduce traditional casino play.

Online Gaming Impact on Land Based Casino Spending



Online Gaming Impact on Land Based Casino Trip Frequency

