Industry statistics

April 2011 to March 2015
(Updated to include October 2014 to September 2015)

GAMBLING COMMISSION

Contents

Preface

This report provides statistics on the regulated gambling industry in Great Britain (GB) for the period April 2011 to March 2015. The report has been updated to include data covering the period October 2014 to September 2015. A report covering the 5-year period up to March 2016[1] will be published in November 2016.

The statistics cover gambling across the betting, bingo, casinos, arcades, gaming machines manufacturers and lotteries sectors (including The National Lottery)[2]. They also include data on remote gambling services offered to GB customers – from GB based operators and non GB based operators.

New remote reporting arrangements came into force on 1 November 2014 (as a consequence of the Gambling (Licensing and Advertising) Act 2014)[3]. Therefore, this report provides an 11-month view of the remote gambling sector under the new regulatory framework.

Data within this document has been collated by the Gambling Commission ("the Commission") and is drawn from regulatory returns submitted by licensed operators and additional information provided by operators through correspondence with the Commission.

The methodology for producing this report is consistent with Official Statistics guidelines (see Appendix 1 for more detail). Infographics are representative only, not to scale.

Supporting data tables for the report's charts can be found in the Industry Statistics – MS Excel document

Further statistics and information relating to GB gambling are available from the Gambling data and analysis section of our website.

[1] Where March 2016 is already known, it is included in this report.
[2] Spread betting is not included, as the Commission is not responsible for regulating this activity.
[3] From this point, non GB based operators providing gambling services in GB were required to hold a GB operating license. Changes arising from the new legislation mean that the most recent data relating to the remote market cannot be treated as continuous with earlier data.

Headline findings

The headline findings in this report indicate areas of interest within each sector and highlight large percentage changes or changes in trends:

£12.6 bn	**Total Gross Gambling Yield (GGY) of the Great Britain gambling industry** (Oct 2014 – Sep 2015)
108,063	**Total number of employees in the Great Britain gambling industry** (Sep 2015) (**1.9% increase** from Mar 2015)
8,809	**Total number of betting shops in Great Britain** (Mar 2016) (**1.9% decrease** from Mar 2015)
599	**Total number of bingo premises in Great Britain** (Mar 2016) (**10.1% decrease** from Mar 2015)
147	**Total number of casinos in Great Britain** (Sep 2015) (**0.7% decrease** from Mar 2015)
34,809	**Total number of B2 machines in Great Britain** (Mar 2016) (**0.5% decrease** from Mar 2015)
29%	**Market share of the remote betting, bingo and casino sector** (Oct 2014 – Sep 2015)
171,134	**Total number of gaming machines in Great Britain** (Oct 2014 – Sep 2015) (**1.7% increase** from Apr 2014 – Mar 2015) (excludes those requiring only a Local Authority permit)
£1.7 bn	**Primary contributions (to good causes) from The National Lottery** (Oct 2014 – Sep 2015) (**2.1% increase** from Apr 2014 – Mar 2015)
4.9%	**Increase in bingo game GGY 4.9%, the first increase since April 2011 - March 2012** (Oct 2014 – Sep 2015)
£195.7 m	**Contributions to good causes from large society lotteries** (Oct 2014 – Sep 2015) (**3.9% increase** from Apr 2014 – Mar 2015)

Gambling industry data

Market size

During the period October 2014 to September 2015, the regulated GB gambling industry generated a gross gambling yield (GGY) or equivalent[4] of £12.6bn, an increase of 11.6%. This is largely attributable recent inclusion of the remote sector.

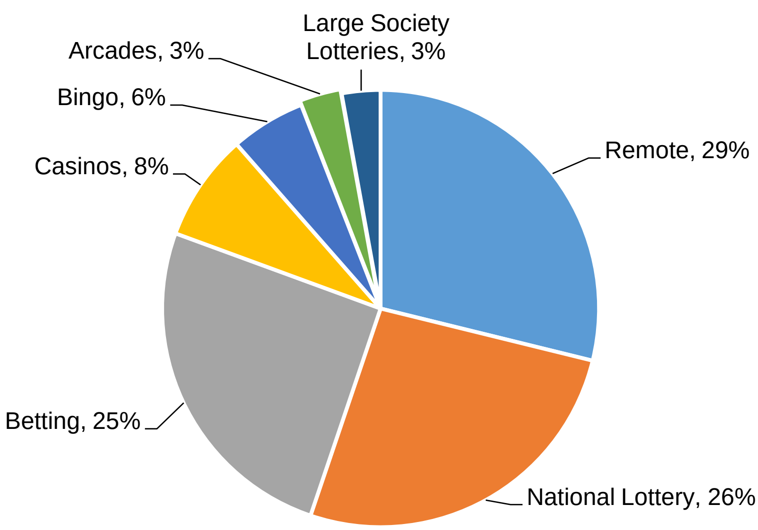
From 1 November 2014 (when the Gambling (Licensing and Advertising) Act 2014) came into force), all operators supplying gambling services to GB customers have had to be licensed by the Commission. Consequently, from 1 November 2014, the remote sector data includes GGY both from GB based operators and those operators based overseas but supplying services to GB customers.

Total GGY of the remote sector from November 2014 to September 2015 (11 months), excluding remote National Lottery and large society lotteries, was £3.6bn, representing a 29% share of the total industry GGY (remote and non-remote).

Table 1: Market share by GGY across all sectors (m)

Gross gambling yield	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
Betting (non-remote)	3,029.59	3,198.60	3,173.09	3,259.10	3,201.23
Bingo (non-remote)	680.64	700.90	671.69	669.21	691.34
Casinos (non-remote)	872.80	961.41	1,111.06	1,159.54	993.49
Arcades (non-remote)	381.06	358.71	378.56	377.63	383.38
Remote betting, bingo and casino (previous legislation)	710.19	932.61	1,134.66	753.53	N/A
Remote betting, bingo and casino (new legislation)	N/A	N/A	N/A	1,451.51	3,635.86[5]
National Lottery (remote and non-remote)	3,123.90	3,279.50	3,099.80	3,232.10	3,293.40
Large society lotteries (remote and non-remote)	228.61	273.00	293.79	344.77	356.97
Total	**9,026.80**	**9,704.74**	**9,862.65**	**11,247.41**	**12,555.68**

Figure 1: Market share by GGY



[4] GGY equivalent for the National Lottery and large society lotteries is total proceeds minus total prizes.
[5] The total GGY of the new legislation remote sector is from November 2014 to September 2015 (11 months in total). Consequently, caution should be applied if comparing this with earlier remote data.

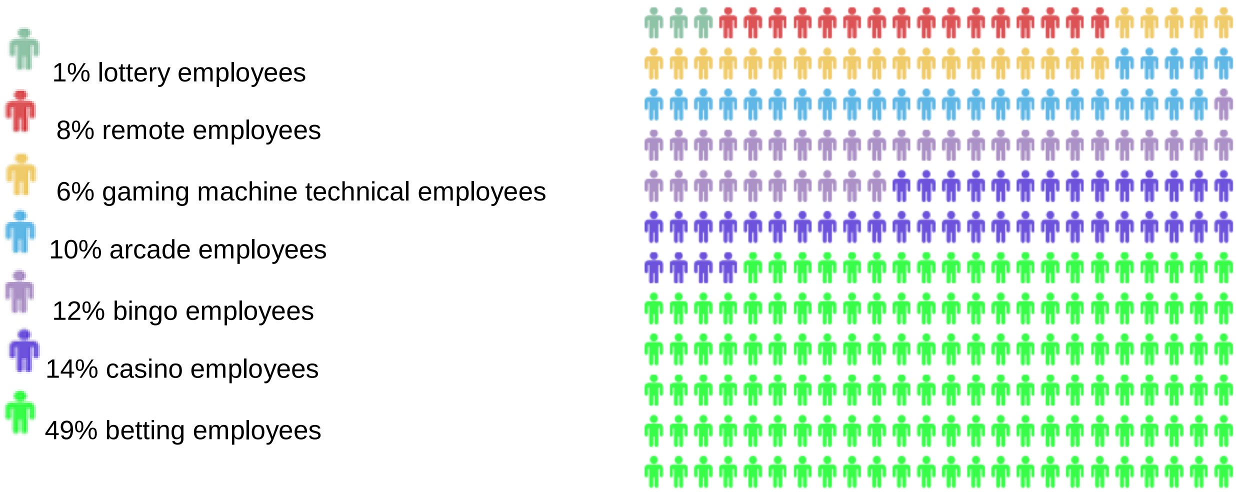
Employment

The number of people working in the gambling industry was 108,063 (as at 30 September 2015) (a 1.9% increase on the previous reporting period).

Table 2: Number of employees across all gambling sectors[6]

Employees	As at 31 Mar 2012	As at 31 Mar 2013	As at 31 Mar 2014	As at 31 Mar 2015	As at 30 Sep 2015
Betting	55,882	55,332	52,527	51,400	52,566
Casino	14,701	15,010	15,611	15,566	15,814
Bingo	15,829	14,938	13,913	13,118	13,108
Arcades	12,769	11,815	12,053	10,800	10,483
Gaming machine technical[7]	7,604	7,313	6,901	7,069	6,092
Remote	5,832	4,725	5,835	7,136	9,082
Lotteries (External Lottery Managers only)	849	847	1,135	925	918
Total	**113,466**	**109,980**	**107,975**	**106,014**	**108,063**

49% of employees in the gambling industry work in the betting sector



[6] Employee quantities are drawn from the latest regulatory return submitted by operators on or before 30 September 2015. Full time and part time employees are included in these figures.
[7] The employee numbers for gaming machine technical (GMT) include headcount from all of the GMT licensed activities (including manufacturers, suppliers and software manufacturers).

Machines across the non-remote gambling market

The average total of gaming machines across all gambling sectors in Great Britain during the period October 2014 to September 2015 was 171,134 (an increase of 1.7% compared to the previous period)[8].

Category B2, B4 and D machine numbers have declined, whilst Category B3 and C numbers have increased. B1 machine numbers are unchanged. See Appendix 3 for information on gaming machine categories.

The introduction and widespread use of electronic bingo terminals[9] (EBTs) within the bingo sector accounts for most of the increase in Category C machines.

Table 3: Gaming machine numbers across all regulated gambling sectors (average)[10]

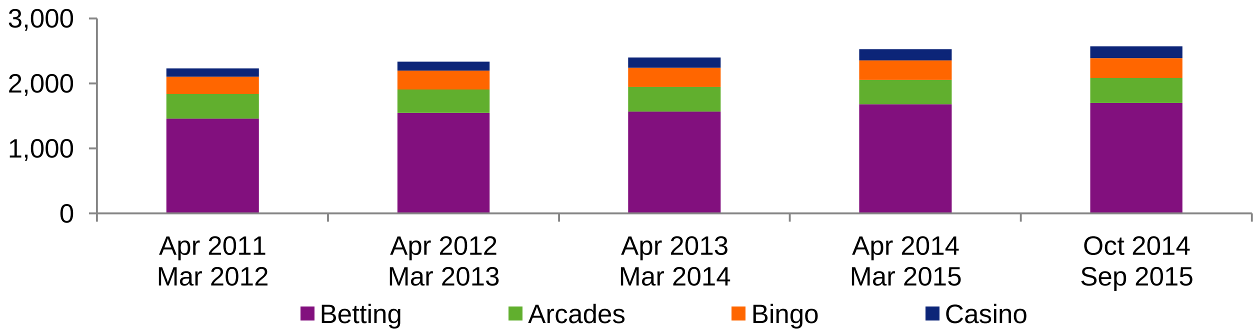
Machine Category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014 Mar 2015	Oct 2014-Sep 2015
B1	2,788	2,675	2,676	2,646	2,646
B2	33,350	33,467	34,717	35,067	34,890
B3	13,496	15,653	17,303	18,210	20,109
B4	256	232	214	260	242
C	46,377	49,835	61,915	71,594	73,637
D	65,021	65,751	54,040	40,487	39,611
Total	**161,287**	**167,614**	**170,866**	**168,264**	**171,134**

The total GGY for gaming machines was £2.5bn (a 1.7% increase compared to the previous period). There was growth in all categories, apart from Category B4 and Category D, where there was a marginal decline. B2 Category machines accounted for 66.7% of the total machines GGY.

Table 4: Gaming machine GGY across all gambling sectors (£m)

Machine Category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
B1	126.27	130.11	145.88	156.53	163.63
B2	1,458.45	1,547.83	1,576.40	1,686.62	1,712.76
B3	192.10	262.56	302.82	321.21	333.38
B4	1.68	1.43	0.94	0.80	0.71
C	173.08	229.93	220.63	219.04	220.63
D	95.17	105.42	101.98	97.45	94.93
Aggregated categories	187.01	57.53	48.30	43.23	43.55
Total	**2,233.77**	**2,334.81**	**2,396.94**	**2,524.88**	**2,569.59**

Figure 2: Gaming machine GGY by gambling sectors (£m)



The data tables for the chart can be found in the [Industry Statistics – MS Excel document.]

[8] The Commission does not license pubs, clubs, working men's clubs or family entertainment centres (FECs) operating under a Local Authority permit. Consequently, the figures do not represent activity in those sub-sectors.
[9] EBTs are devices that enable a player to purchase a larger number of tickets than they would usually be able to handle from playing on paper. EBTs can also contain other gambling related content such as slot games. Originally introduced to the market as Category D machines, evidence indicates that a number of the EBTs now operate with Category C content.
[10] Gaming machine numbers fluctuate during the year and as such operators are required to provide their average number of machines.

Betting

Betting

Structure of the non-remote betting industry

The non-remote betting industry is made up of off-course, on-course and pool betting operators.

As of 31 March 2016, there were 259 operators licensed for the activity non-remote general betting standard (off-course), a 13.7% decrease on the previous year.

During the same period, the number of operators licensed for the activity non-remote general betting limited (on-course), fell by 3.7% to 546.

Off-course betting

The total quantity of GB off-course betting premises (betting shops) was 8,809 as at 31 March 2016 (a decrease of 1.8% compared to the previous period).

The GB non-remote betting sector is dominated by four operators, which collectively account for 87% of all betting shops.

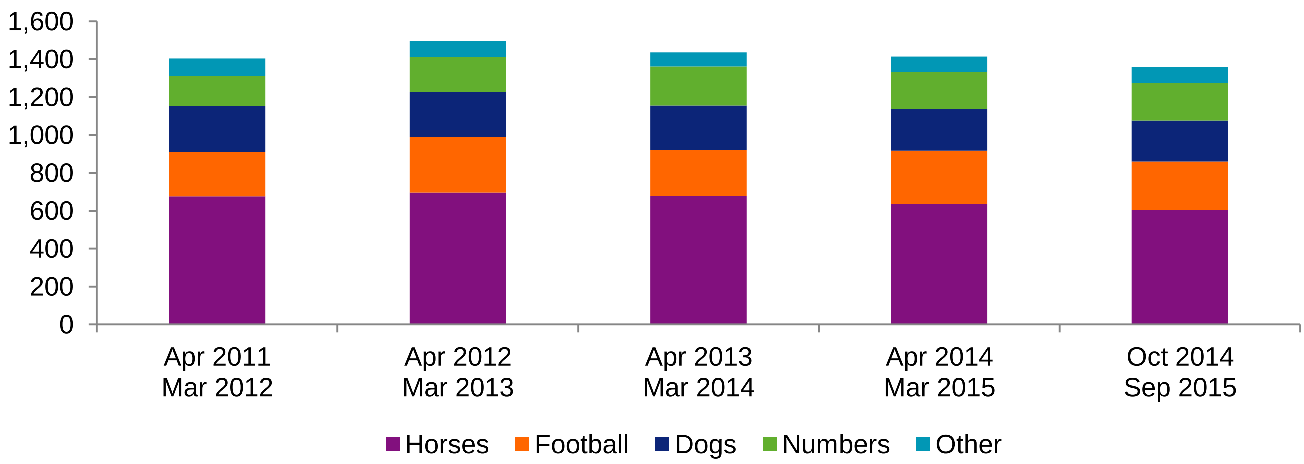
Table 5: Number of betting shops by operator[11]

Organisation	As at 31 Mar 2012	As at 31 Mar 2013	As at 31 Mar 2014	As at 31 Mar 2015	As at 31 Mar 2016
William Hill	2,320	2,345	2,382	2,308	2,320
Ladbrokes	2,131	2,227	2,271	2,190	2,150
Gala Coral	1,725	1,745	1,812	1,838	1,835
Betfred	1,345	1,369	1,383	1,375	1,366
Other operators	1,607	1,414	1,263	1,264	1,138
Total	**9,128**	**9,100**	**9,111**	**8,975**	**8,809**

The number of betting shops has fallen by 302 over 2 years

Off-course betting

Figure 3: Off-course betting GGY (£m)



The data tables for the chart can be found in the Industry Statistics – MS Excel document.

[11] The figures in Table 5 for 2012 are based on Licensing Authority notifications. The figures from column 'As at 31 Mar 2013' onwards are taken from each operator's most recent regulatory return.

Off-course betting: gaming machines in betting shops

The average total quantity of gaming machines in GB betting shops was 34,807 during this last reporting period (0.6% decrease compared to the previous period). Gaming machines in betting shops accounted for 20% of the total number of machines across all licensed gambling sectors.

Table 6: Gaming machine numbers (average[12])

Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
B2	33,294	33,356	34,542	34,894	34,704
B3	147	79	73	90	62
C	105	81	58	44	41
Total	**33,546**	**33,516**	**34,673**	**35,029**	**34,807**

The total GGY from gaming machines in betting shops was £1.7bn, of which Category B2 machines accounted for 99.7%[13].

Table 7: Gaming machine GGY (£m)

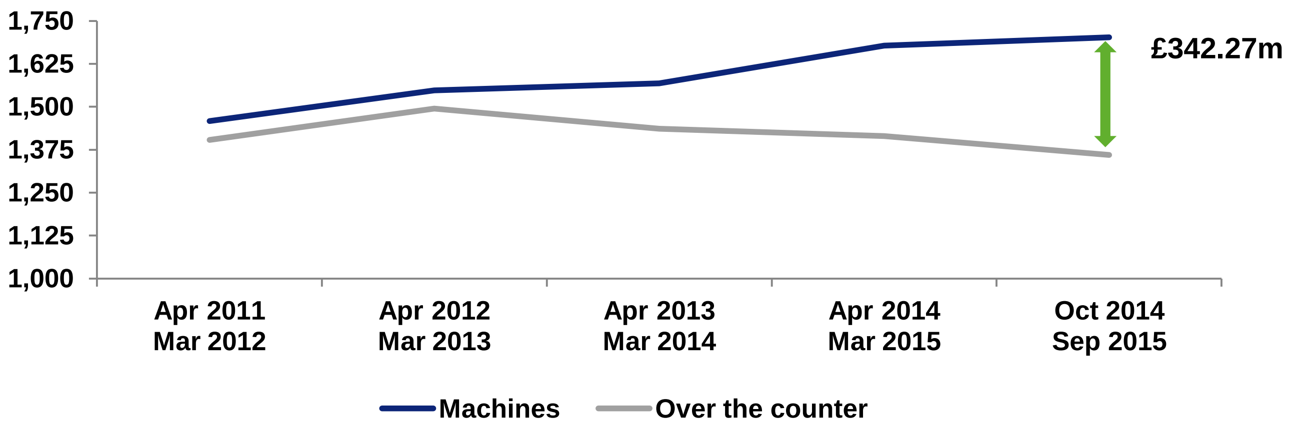
Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
B2	1,455.95	1,542.12	1,566.84	1,674.96	1,696.90
Aggregated categories[14]	0.54	3.74	0.18	2.41	4.45
B3	1.76	1.64	1.02	0.99	0.78
C	0.25	0.19	0.14	0.06	0.05
Total	**1,458.50**	**1,547.69**	**1,568.18**	**1,678.43**	**1,702.18**

Off-course combined GGY (gaming machines and betting)

Over the counter GGY decreased by £55m compared with April 2014 to March 2015, whilst gaming machine GGY increased by £23.8m and now accounts for over 56% of total betting shop GGY.

Gaming machines accounted for 56% of total betting shop GGY

Figure 4: Off-course betting GGY breakdown (£m)

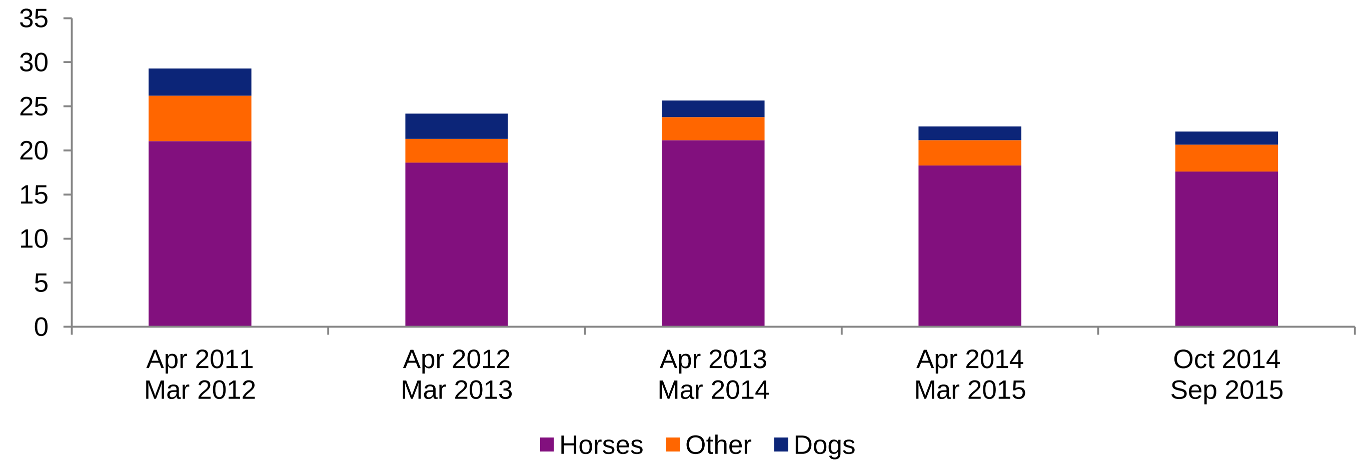


[12] Gaming machine numbers fluctuate during the year and as such operators are required to provide their average number of machines.
[13] In submitting regulatory return information for a machine or a terminal which offers games that equate to different machine categories, operators are required to submit information based on the highest category of game available. For example, if a terminal offers Category B2 and B3 games, operators are advised to count this as a Category B2 terminal. For this reason, the B2 and B3 figures in Table 6 and Table 7 should be viewed with caution as the split between B2 and B3 game play is not clear (and therefore a portion of the GGY attributed to B2 machines above will have been generated through B3 game play). Details on the split between Category B2 and B3 content can be viewed in the Commission's letter to Department for Culture Media and Sport (DCMS) entitled B2/B3 machines data analysis which is available on our website.
[14] Where GGY figures have been provided by operators but not broken down by machine category.

On-course betting

The largest percentage of GGY from on-course betting was on horse racing.

Figure 5: On-course betting GGY (£m)

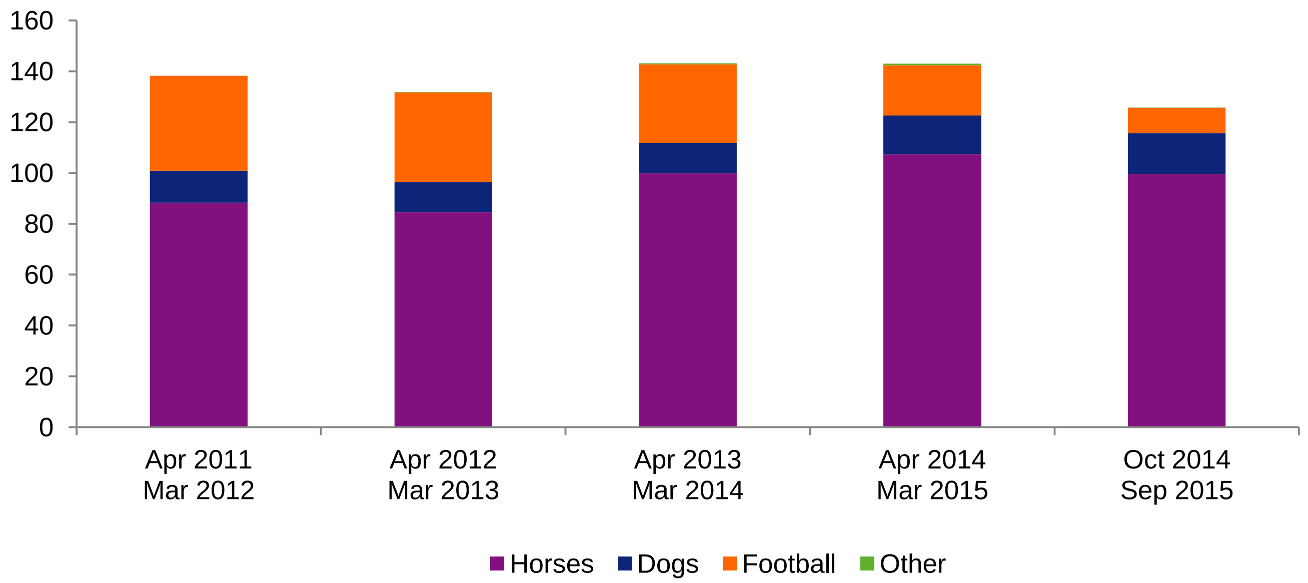


Pool betting

Pool betting includes horse racing, dog racing, football, other sports pools, and 'fantasy football' type competitions. The largest percentage of GGY from pool betting was on horse racing. Pool betting on dog racing exceeded betting on football for the first time. Pool betting activities other than horse racing, dog racing and football was minimal as a share of the total.

Pool betting GGY on dog racing exceeded football for the first time

Figure 6: Pool betting GGY[15] (£m)



The data tables for Figures 4-6 can be found in the Industry Statistics - MS Excel document.

[15] GGY can be higher than turnover as the GGY may not be accrued in the same reporting period.

Self-exclusions recorded by operators

The number of new self-exclusions in the non-remote betting sector was 29,946 during this period (a 3.3% decrease). Known breaches of self-exclusions and the number of individuals who cancelled their self-exclusion after the minimum exclusion period also fell. [16]

New self-exclusions in the non-remote betting sector fell for the first time since April 2011 – March 2012

Table 8: Betting sector self-exclusions[17]

Exclusion category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Mar 2014-Apr 2015	Oct 2014-Sep 2015
New self-exclusions	20,303	22,577	24,470	30,964	29,946
Known breaches of self-exclusion	11,071	14,850	19,586	20,475	19,635
Number of individuals who cancelled their self-exclusion after minimum exclusion period	2,720	3,780	4,743	6,290	6,242

Gambling where individuals were unable to prove their age

The number of individuals challenged upon entry to a betting sector premises but unable to prove their age was 475,646. This is a decrease of 8.2% or 42,598 incidents; continuing a 3-year decline. The number of individuals challenged having gambled but unable to prove their age also fell, by 14%, to 23,619.

Individuals challenged upon entry but unable to prove age in the non-remote betting sector fell by 8.2%

Table 9: Betting sector underage challenges

Underage category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
Challenged upon entry but unable to prove age	523,483	588,358	580,989	518,244	475,646
Challenged having gambled but unable to prove age[18]	34,606	27,383	27,203	27,445	23,619

[16] The number of breaches represents the number of separate incidents, rather than the number of individuals.
[17] The number of people who have self-excluded and the number of people who have cancelled their self-exclusion may be lower than these figures because individuals may have self-excluded from more than one venue or operator and therefore been counted more than once.
[18] As of October 2011, the question 'challenged when attempting to gamble but unable to prove age' and the guidance issued in association with this question changed to 'challenged having gambled and unable to prove age'.

Bingo

Bingo

Structure of the non-remote bingo industry

The bingo sector comprises various types of businesses including large bingo clubs, holiday parks, working men's clubs and smaller high street venues.

As at 31 March 2016, 200 operators held non-remote bingo licences. Collectively they operated 599 bingo premises, a 10.1% decrease compared with the previous period. The dominant sector operators were Gala Leisure Limited and Mecca Bingo Limited, which together accounted for 36.9% of the sector premises total.

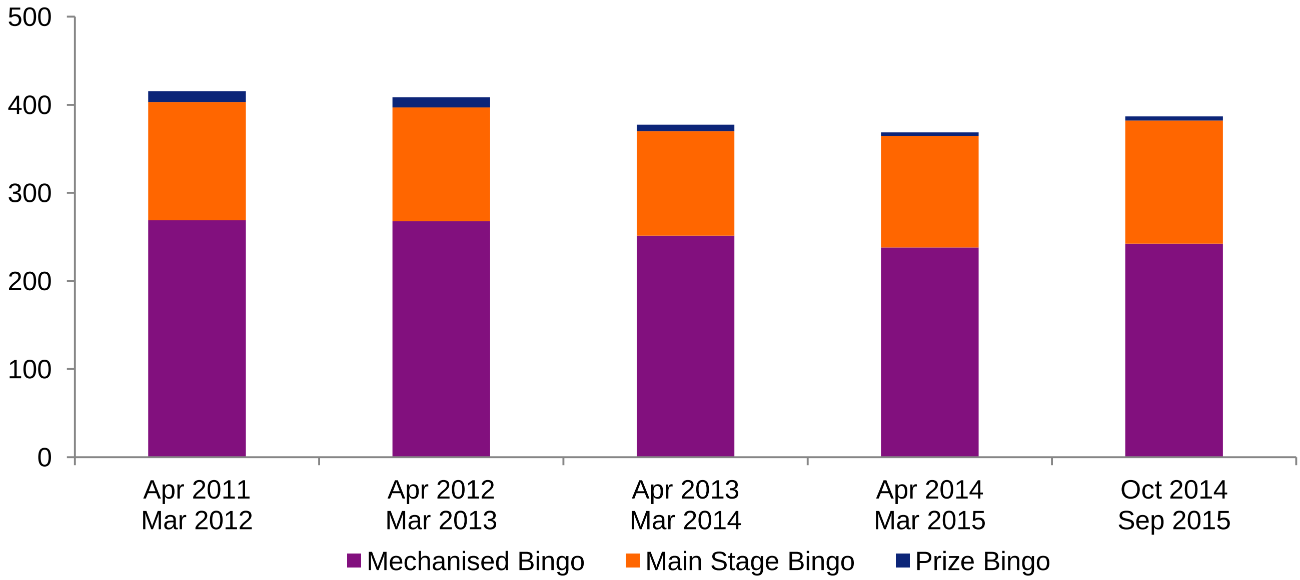
Bingo games GGY has increased by 4.9%, the first increase since April 2011 - March 2012

Table 10: Number of premises by operator[19]

Commission licensed activity	As at 31 Mar 2012[20]	As at 31 Mar 2013	As at 31 Mar 2014	As at 31 Mar 2015	As at 31 Mar 2016[21]
Gala Leisure Limited	143	140	137	135	130
Mecca Bingo Limited	97	97	98	97	91
Other operators	406	443	475	434	378
Totals	**646**	**680**	**710**	**666**	**599**

The largest percentage of GGY for the bingo sector continued to be provided by mechanised bingo.

Figure 7: Bingo GGY £m (participation fees)



The data table for Figure 7 can be found in the Industry Statistics – MS Excel document.

[19] Operators who offer bingo as exempt gaming in clubs (including members' clubs, commercial clubs and miners' welfare institutes) and have hit the threshold for high turnover bingo (as defined by Section 275) have been recording the number of licensed premises incorrectly in their regulatory returns, as a consequence the figures are inflated. These operators are required to hold an operating licence, but not a premises licence, if the gaming offered continues to meet the exemptions. We continue to review these returns to rectify errors.
[20] The figures in Table 10 for the 'As at Mar 2012' are based on Licensing Authority notifications. The figures from 'As at Mar 2013' onwards are taken from each operator's most recent regulatory return.
[21] Most recent return submitted before this date.

Gaming machines in bingo clubs

The average total quantity of gaming machines in GB bingo premises was 59,539 during the last reporting period (an increase of 6% compared to the previous period). Growth was seen in all machine categories.

The composition of gaming machines in bingo clubs has changed in recent years. The introduction and widespread use of electronic bingo terminals (EBTs)[22] by a number of providers accounts for much of the increase in category C machines since April 2011.

Table 11: Gaming machine numbers (average)

Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
B3	4,643	6,449	7,511	8,519	10,014
B4	195	189	152	173	179
C	16,413	21,213	31,568	42,532	43,625
D	17,804	19,410	11,232	4,966	5,721
Total	**39,054**	**47,260**	**50,464**	**56,190**	**59,539**

The total GGY from gaming machines in bingo premises was £304.5m, of which Category B3 and Category C machines accounted for 92.3%[23].

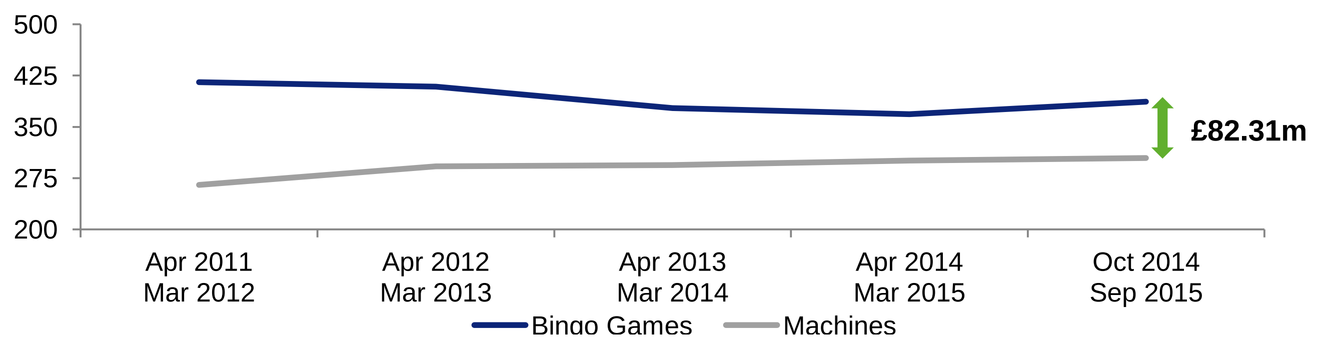
Table 12: Gaming machine GGY (£m)

Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	April 2014-Mar 2015	Oct 2014-Sep 2015
B3	76.32	136.44	157.08	167.27	173.95
B4	1.35	1.14	0.75	0.61	0.54
C	81.00	128.93	111.78	108.47	107.04
D	8.10	20.50	19.67	16.78	16.39
Aggregated categories[24]	98.47	5.23	5.02	7.31	6.60
Total	**265.26**	**292.23**	**294.31**	**300.45**	**304.52**

Bingo combined GGY (bingo and gaming machines)

In the non-remote bingo sector, GGY from bingo games was £82.31m greater than the GGY from gaming machines in bingo premises, between October 2014 and September 2015.

Figure 8: Bingo sector breakdown of GGY (£m)



The data table for Figure 8 can be found in the [Industry Statistics – MS Excel document](#).

[22] EBTs are devices that enable the player to purchase a larger number of tickets than they would usually be able to handle from playing on paper. EBTs can also contain other gambling related content such as slot games. Originally introduced to the market as Category D machines, evidence indicates that a number of the EBTs now operate with Category C content.

[23] The overall increases in GGY for Category B3 and Category C machines (collectively) is in part due to a number of operators putting in place better systems to record GGY by category of machine, having previously recorded this detail as a total of GGY for all machines on site.

[24] Where GGY figures have been provided to the Commission by operators, but not broken down by machine category.

Self-exclusions recorded by operators

The number of new self-exclusions in the non-remote bingo sector was 1,235 during this period (a 1.5% decrease). Known breaches of self-exclusions and the number of individuals who cancelled their self-exclusion after the minimum exclusion period increased during the same period[25].

Table 13: Bingo sector self-exclusions[26]

Exclusion category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Mar 2014-Apr 2015	Oct 2014-Sep 2015
New self-exclusions	825	803	1,176	1,255	1,235
Known breaches of self-exclusion	38	30	62	111	129
Number of individuals who cancelled their self-exclusion after minimum exclusion period	243	280	385	436	449

Gambling where individuals were unable to prove their age

The number of individuals challenged having gambled but unable to prove their age increased, by 6.2%, to 315; continuing a 3-year growth.

Table 14: Bingo sector underage challenges

Underage category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
Challenged upon entry but unable to prove age	3	N/A	N/A	N/A	N/A
Challenged having gambled but unable to prove age[27]	104	76	186	296	315

[25] The number of breaches represents the number of separate incidents, rather than the number of individuals.
[26] The number of people who have self-excluded and the number of people who have cancelled their self-exclusion may be lower than these figures because individuals may have self-excluded from more than one venue or operator and therefore been counted more than once.
[27] As of October 2011, the question 'challenged when attempting to gamble but unable to prove age' and the guidance issued in association with this question changed to 'challenged having gambled and unable to prove age'.

Casinos

Casinos

Gambling Act 2005 casinos - update

Under Section 175(4) of the Gambling Act 2005 (“the 2005 Act”), 16 areas were determined as potential locations for 8 large casinos and 8 small casinos.

One large casino was permitted to be licensed in Great Yarmouth, Kingston-Upon-Hull, Leeds, Middlesbrough, Milton Keynes, Newham, Solihull and Southampton. As of October 2015, three large casinos had opened under the 2005 Act: Aspers (Stratford City) Ltd in Newham, Aspers (Milton Keynes) Ltd in Milton Keynes, and Genting Resorts World Birmingham at the NEC in Solihull.

The 2005 Act small casinos were allocated to Bath and North-East Somerset, Dumfries and Galloway, East Lindsey, Luton, Scarborough, Swansea, Torbay and Wolverhampton. The first small 2005 Act casino was opened by Grosvenor Casinos in Luton at the end of August 2015, in premises previously licensed as a 1968 Act casino.

Two further 2005 Act casinos are scheduled to open by the end of 2016.

By September 2015, of the 16 new casinos to be permitted, 12 of the 16 local authorities concerned had begun their competition processes for casino premise licences. These comprised 8 large (7 concluded) and 4 small (4 concluded) casino competitions.

Structure of the non-remote casino industry

There were 147 casinos operating in GB, as at 30 September 2015. The casino sector was dominated by two operators; Rank Group (Grosvenor Casinos and ‘G’ Casinos) and Genting UK (Genting Casinos/Clubs), which collectively accounted for 71% of casino premises.

Table 15: Number of operating casinos (2005 and 1968 Act casinos)

Organisation	As at 31 Mar 2012	As at 31 Mar 2013	As at 31 Mar 2014	As at 31 Mar 2015	As at 30 Sep 2015
Rank Group (Grosvenor and ‘G’ Casinos)	36	38	63	63	62
Genting UK (Genting Casinos)	44	42	41	41	41
Gala Coral Group (Gala Casinos)	27	25	0	0	0
Caesars Entertainment	10	11	9	9	9
Other operators	28	27	32	33	32
2005 Act Casinos	1	1	2	2	3
Total	**146**	**144**	**147**	**148**	**147**

Casino attendance

Total casino attendance this period was 20.44m (a 2.6% decrease on the previous period). The most attended casino premises were those in ‘Other London’ (which excludes the London high end casinos) and the North; representing 56.2% of total casino attendance.

Table 16: Casino attendance by region (m)

	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	April 2014-Mar 2015	Oct 2014-Sep 2015
Scotland	1.88	1.72	1.65	1.63	1.60
North	5.06	5.46	5.44	5.43	5.19
Midlands & Wales	4.14	4.03	3.69	3.80	3.63
South	3.04	3.03	3.41	3.50	3.55
London high end[28]	0.16	0.14	0.16	0.15	0.18
Other London	3.96	5.50	6.47	6.48	6.29
Total	**18.24**	**19.88**	**20.82**	**20.99**	**20.44**

[28] Casinos referred to as London ‘high end’ comprise six casinos agreed with the industry, which have a distinctive pattern of low volume attendance and high value gaming.

Industry table numbers (average)

Table 17: Electronic gaming numbers (average)[29]

	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	April 2014-Mar 2015	Oct 2014-Sep 2015
Electronic Gaming[30]	3,924	4,178	3,900	3,635	3,593

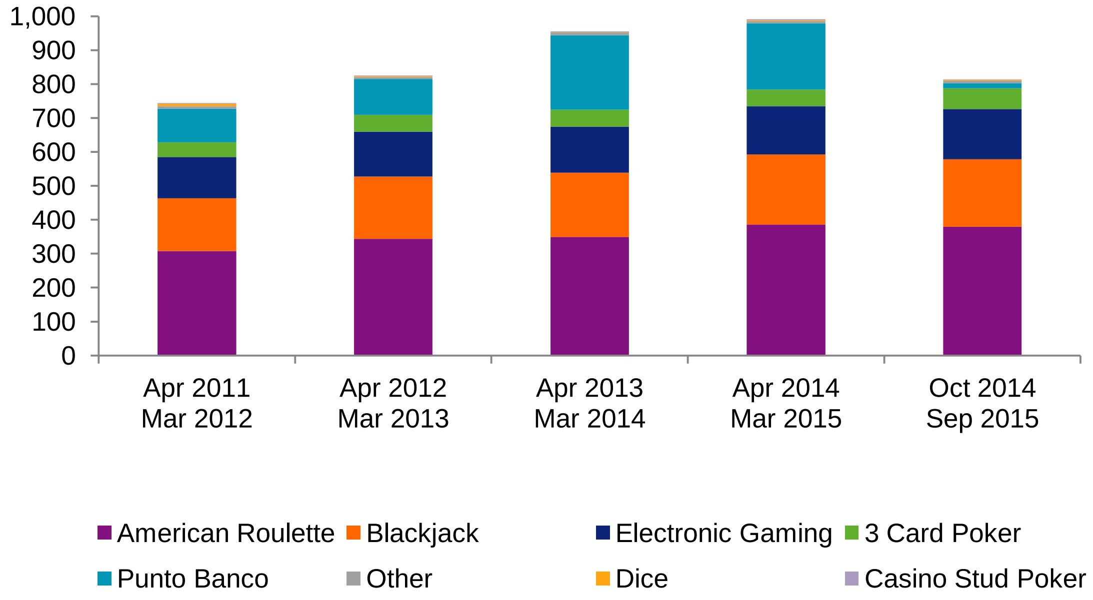
Table 18: Industry table numbers (average)

	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	April 2014-Mar 2015	Oct 2014-Sep 2015
American Roulette	848	869	872	840	842
Blackjack	589	613	603	591	591
3 card poker	233	232	230	236	241
Punto Banco	114	136	162	156	155
Other	234	87	68	91	85
Dice	21	16	16	12	12
Total	**2,039**	**1,953**	**1,951**	**1,926**	**1,926**

Drop and win

American roulette games generated the largest share of GGY in non-remote casinos, followed by blackjack and electronic gaming.

Figure 10: Casino win - GGY (£m)



The data table for Figure 10 can be found in the Industry Statistics – MS Excel document.

[29] Industry table numbers can fluctuate during the reporting period and as such operators are required to provide average table numbers.
[30] Electronic gaming enables multiple players to participate in the same game of roulette, thus increasing player participation opportunities and reducing overheads. Notably, electronic gaming refers to player positions and not table numbers.

Gaming machines in casinos

During this reporting period, the overall number of gaming machines in casinos was 2,833. These accounted for 1.7% of the total number of machines across all gambling sectors.

Table 19: Gaming machine numbers (average)

Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
B1	2,788	2,675	2,676	2,646	2,646
B2	56	111	175	172	186
B3	11	9	14	4	1
Total	**2,855**	**2,795**	**2,866**	**2,822**	**2,833**

Casino gaming machine GGY was £179.85m, an increase of 6.5% on the previous period. Gaming machine GGY in non-remote casinos accounted for 7% of gaming machine GGY across all sectors.

Table 20: Gaming machine GGY (£m)

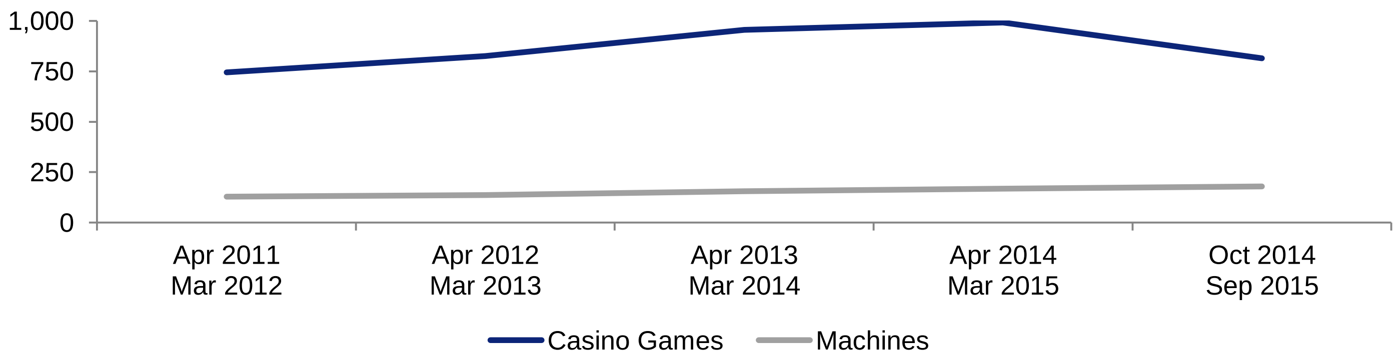
Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	April 2014-Mar 2015	Oct 2014-Sep 2015
B1	126.27	130.11	145.88	156.53	163.63
B2	2.50	5.71	9.56	11.66	15.86
B3	0.17	0.35	0.45	0.18	0.03
Total	**128.94**	**136.18**	**155.89**	**168.37**	**179.52**

Overall casino gaming machine GGY (Table 19) increased by 7% this period. Gaming machine GGY in casinos also accounted for 7% gaming machine GGY across all sectors.

Casino combined GGY (casino games and gaming machines)

GGY from casino games was 81.93% of the total GGY in the non-remote casino sector (casino games and gaming machines), between October 2014 and September 2015.

Figure 11: Casino GGY (£m) revenue source yearly comparison



The data table for Figure 11 can be found in the Industry Statistics – MS Excel document.

Self-exclusions recorded by operators

The number of new self-exclusions in the non-remote casino sector was 7,430 during this period (a 1.8% decrease). The number of individuals who cancelled their self-exclusion after the minimum exclusion period also fell, by 3.1% (ending a 4-year growth). Known breaches of self-exclusions increased, by 25%, to 1,366[31].

Known breaches of self-exclusion in the non-remote casino sector increased by 25%

[31] The number of breaches represents the number of separate incidents, rather than the number of individuals.

Table 21: Casino sector self-exclusions[32]

Exclusion category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Mar 2014-Apr 2015	Oct 2014-Sep 2015
New self-exclusions	7,434	7,680	7,658	7,566	7,430
Known breaches of self-exclusion	1,001	931	899	1,093	1,366
Number of individuals who cancelled their self-exclusion after minimum exclusion period	1,480	2,015	2,324	3,075	2,979

Gambling where individuals were unable to prove their age

The number of individuals challenged upon entry to a casino sector premises but unable to prove their age was 135. This is an increase of 17.4% or 20 incidents. The number of individuals challenged having gambled but unable to prove their age fell, by 3, to 24 incidents.

Table 22: Casino sector underage challenges

Underage category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
Challenged upon entry but unable to prove age	129	118	123	115	135
Challenged having gambled but unable to prove age[33]	33	26	19	27	24

[32] The number of people who have self-excluded and the number of people who have cancelled their self-exclusion may be lower than these figures because individuals may have self-excluded from more than one venue or operator and therefore been counted more than once.
[33] As of October 2011, the question 'challenged when attempting to gamble but unable to prove age' and the guidance issued in association with this question changed to 'challenged having gambled and unable to prove age'.

Arcades

Structure of the arcade industry

As at 31 March 2016, there were 492 adult gaming centre (AGC) licences and 161 family entertainment centre (FEC) licences, held by 530 operators. Both AGC and FEC licence numbers have declined steadily over the last 5 years. There were 1,429 AGCs in GB (11.1% decrease on the previous period) and 292 FECs (11.5% decrease).

Adult gaming centre premises have decreased by 36.4% over 5 years

Table 23: Number of licences

Commission licensed activity	As at 31 Mar 2012	As at 31 Mar 2013	As at 31 Mar 2014	As at 31 Mar 2015	As at 31 Mar 2016
Adult gaming centre (AGC)	546	535	504	500	492
Family entertainment centre (FEC)	213	193	177	170	161

Table 24: Number of arcade premises[34]

Commission licensed activity	As at 31 Mar 2012	As at 31 Mar 2013	As at 31 Mar 2014	As at 31 Mar 2015	As at 31 Mar 2016[35]
Adult gaming centre (AGC)	2,247	1,671	1,642	1,607	1,429
Family entertainment centre (FEC)[36]	295	362	389	330	292

Gaming machines in AGCs and FECs

The average total quantity of gaming machines in AGCs was 50,934 during this period (a 2.3% increase compared with the last period). These machines accounted for 29.8% of the average number of machines across all regulated gambling sectors.

Table 25: AGC machine numbers (average)

Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
B3	8,695	9,117	9,704	9,597	10,032
B4	61	43	62	87	63
C	27,390	26,036	28,196	26,857	27,819
D	18,454	17,655	15,520	13,260	13,020
Total	**54,600**	**52,851**	**53,482**	**49,801**	**50,934**

Gaming machine GGY in AGCs increased this period, by 2.2%, to £316.3m.

Table 26: AGC machine GGY (£m)

Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
B3	113.85	124.12	144.27	152.76	158.63
B4	0.32	0.29	0.19	0.20	0.17
C	86.02	96.23	105.26	106.81	110.08
D	20.76	27.62	26.02	23.28	22.24
Aggregated categories[37]	81.45	40.81	35.50	26.60	25.19
Total	**302.40**	**289.08**	**311.24**	**309.64**	**316.30**

The average total quantity of gaming machines in FECs was 23,022 this period (a 5.7% decrease compared with the last period).

[34] Up to March 2012, premises figures were based on local licensing authority notifications. Data from this source has historically tended to be somewhat incomplete. As a result, from March 2013 onwards, premises figures are based on operators' most recent regulatory returns.
[35] Most recent return submitted before this date.
[36] Will only include those FECs licensed by the Commission, excludes those requiring only a permit from local licensing authorities.
[37] Where GGY figures have been provided, but not broken down by machine category.

Table 27: Licensed FEC machine numbers (average)

Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
C	2,469	2,506	2,093	2,161	2,153
D	28,764	28,687	27,288	22,261	20,869
Total	**31,233**	**31,193**	**29,381**	**24,422**	**23,022**

Gaming machine GGY in FECs decreased this period, by 1.4%, to £67.07m.

Table 28: Licensed FEC GGY (£m)

Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
C	5.80	4.58	3.44	3.69	3.45
D	66.31	57.30	56.29	57.39	56.30
Aggregated categories[38]	6.55	7.75	7.59	6.90	7.32
Total	**78.66**	**69.63**	**67.32**	**67.99**	**67.07**

Self-exclusions recorded by operators

The number of new self-exclusions in the arcade sector was 3,103 (AGC and FEC combined) during this period (a 0.7% decrease). Known breaches of self-exclusions and the number of individuals who cancelled their self-exclusion after the minimum exclusion period also fell.

Table 29: Arcade sector self-exclusions[39]

Exclusion category	Licence type	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
New self-exclusions	AGC	2,572	2,644	2,806	2,977	2,974
	FEC	139	137	134	148	129
Known breaches of self-exclusion[40]	AGC	119	113	143	147	133
	FEC	43	12	16	11	10
Number of individuals who cancelled their self-exclusion	AGC	748	773	788	762	742
	FEC	42	54	49	41	34

Gambling where individuals were unable to prove their age

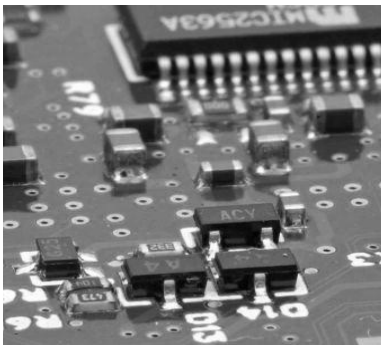
The number of individuals challenged upon entry to an arcade premises (AGC only) but unable to prove their age was 29,351. This is an increase of 6.7% or 1,853 incidents; continuing a 4+ year growth. The number of individuals challenged having gambled but unable to prove their age (in AGC and FEC 'Over 18' areas) also grew.

Table 30: Arcade sector age challenges[41]

Underage category	Licence type	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
Challenged upon entry but unable to prove age	AGC	18,829	19,003	22,947	27,498	29,351
	FEC[42]	N/A	N/A	N/A	N/A	N/A
Challenged having gambled but unable to prove age	AGC	1,638	1,685	2,317	2,377	2,518
	FEC[43]	352	166	111	108	130

[38] Where GGY figures have been provided but not broken down by machine category.
[39] The number of people who have self-excluded and the number of people who have cancelled their self-exclusion may be lower than the figures shown, as individuals may have self-excluded from more than one venue or operator and thus been counted more than once.
[40] The number of breaches represents the number of separate incidents, rather than the number of individuals.
[41] As of October 2011, the question 'challenged when attempting to gamble but unable to prove age' and the guidance issued in association with this question changed to 'challenged having gambled and unable to prove age.'
[42] Children are allowed in FECs.
[43] In 'Over 18s' areas only.

Gaming machine manufacturers



Structure of the gaming machine manufacturers sector

As of 31 March 2016, there were 537 operators holding 582 Gaming Machine Technical (GMT) licences[44].

Gaming machine manufacturers

The primary business of manufacturers is the design and manufacture / assembly of new gaming machines and game concepts for machine categories B, C and D. The manufacturers producing the largest quantity of machines during these period were:

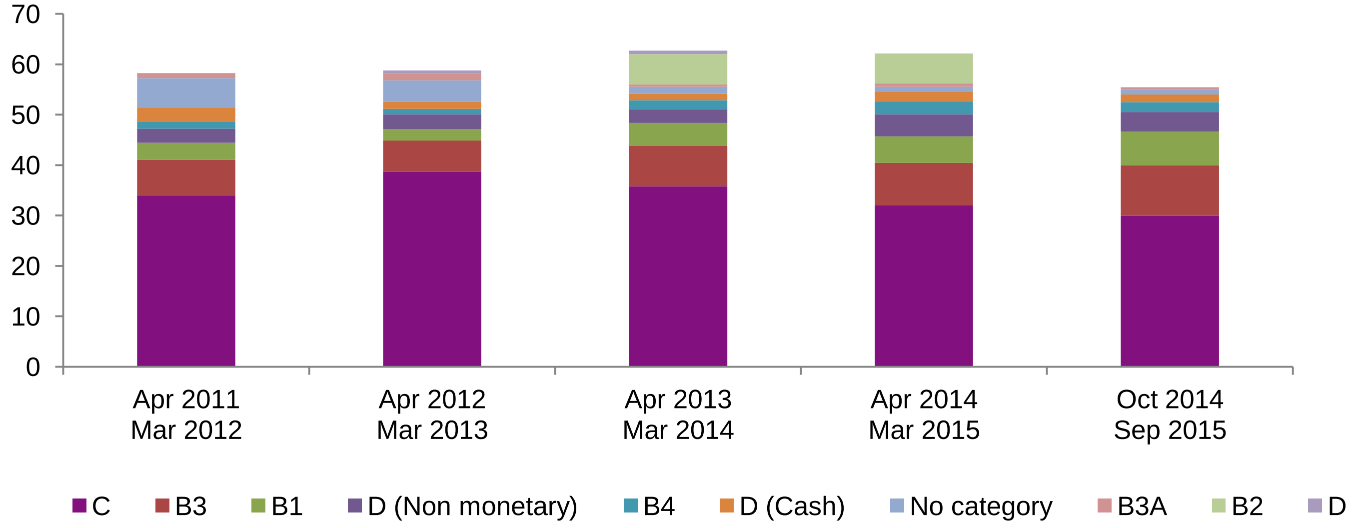
- Astra Novomatic Group (Astra Games/Bell Fruit/Empire Games)
- Scientific Games Group (Global Draw/Barcrest)
- Reflex Gaming
- Inspired Gaming

The total quantity of new gaming machines manufactured and supplied into GB by Commission-licensed manufacturers was 18,074[45] in this period (a 16.6% decrease on the previous period). The largest category of new machines sold was Category C (accounting for 71.2% of all sales), followed by Category B3 (12% of all sales)[46].

Table 30: Number of new machines sold[47]

Machine category	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
B1	327	176	240	322	492
B2	0	0	2,749	2,698	26
B3	1,564	1,482	1,842	1,744	2,165
B3A	360	733	187	253	147
B4	960	707	935	1,222	939
C	15,618	16,164	15,589	14,102	12,861
D	93	228	204	12	0
D (cash)	1,096	652	571	493	472
D (non-monetary)	664	488	397	619	580
No category	1,680	1,066	169	217	391
Total	**22,362**	**21,696**	**22,885**	**21,682**	**18,074**

Figure 12: Gross value of sales from new machines sold (£m)



[44] Includes manufacturer, supplier and software machine licences.
[45] This figure does not include gaming machines manufactured by British companies and subsequently supplied overseas.
[46] **Category B2 machines** are predominantly supplied on a profit share or lease basis. Machines provided in this way would not appear as sales in the tables. A small number may be sold as 'no category', whereby the terminal is supplied without game software installed at the point of sale.
[47] A number of manufacturers submit their annual regulatory return information after the cut-off for inclusion in this edition of the Industry Statistics. October 2014 – September 2015 figures, reported above, should be treated as provisional.

Remote betting, bingo and casino

Remote gambling sector

Structure of the GB licensed remote gambling sector

The data in this section relates to the remote gambling sector in GB after the implementation of the Gambling (Licensing and Advertising) Act 2014, which came into force on 1 November 2014. The Commission now licenses the entire GB facing online gambling market, which includes operators that do not have any remote gambling equipment in Britain[48].

The data provided on the remote sector covers the period from 1 November 2014 until 30 September 2015 (11 months) and is not annualised. It includes data from GB based and non GB based operators supplying remote gambling services to customers physically located in GB.

As of 31 March 2016, the total quantity of remote gambling licences was 749; an increase of 7.3% of the previous period. Gambling software and remote casino licences accounted for 56.5% of all remote gambling activity.

Table 31: Remote gambling activities licensed by the Commission

Remote activity	As at 31 Mar 2015	As at 31 Mar 2016
Gambling software[49]	211	241
Casino	177	182
General betting standard - real event	102	94
Pool betting	71	87
Bingo	50	58
General betting standard - virtual event	37	42
General betting limited (telephone only)	24	23
Betting intermediary	19	16
Betting intermediary - trading rooms only	7	6
Totals	**698**	**749**

[48] For information relating to GB based and non GB based activity under the new Act please see the Industry Statistics – MS Excel document.
[49] Includes both remote and non-remote licences.

Remote operators GGY[50]

The total GGY from remote gambling activities provided for GB customers, during the period 1 November 2014 to 30 September 2015 (11 months) was £3.6bn. This was comprised of £1.9bn proprietary GGY (53%) and £1.7bn revenue share GGY[51] (47%).

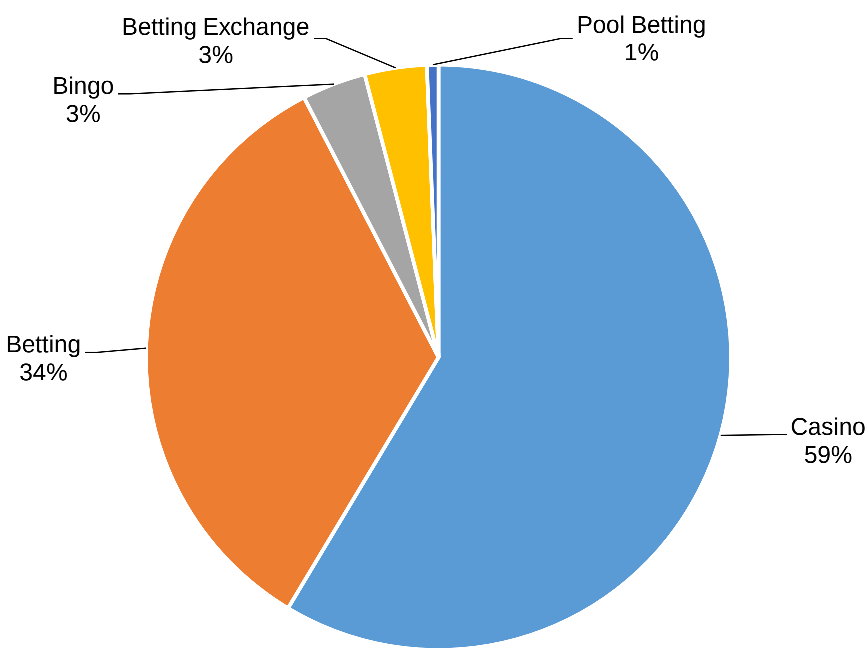
Remote gambling activity generated £3.6bn GGY

Table 32: GGY from remote gambling activities (£m) for GB customers only

	Proprietary GGY	Revenue Share GGY	Total GGY
Casino	892.06	1,238.60	2,130.66
Betting	833.61	395.13	1,228.73
Bingo	38.05	90.59	128.64
Betting exchange	124.66	-	124.66
Pool betting	23.17	-	23.17
Totals	**1,911.55**	**1,724.32**	**3,635.86**

Remote casino activities and remote betting generated the most GGY as a share of the total; collectively accounting for 93% of remote GGY.

Figure 14: Remote market share by total GGY



[50] Since 1 November 2014 the Commission has been collecting GGY derived from revenue share agreements between licensed operators. To mitigate against the risk of double counting this revenue, the Commission requires operators to report only their relevant portion of the revenue share. Business to business operators are not required to submit the wagered or pay-out amount of a product meaning this information is reported to the Commission once, by the business-to-customer operators. Details of this arrangement can be seen in the remote regulatory returns consultation responses document, Annex A. The Commission is working with operators to ensure reported data complies with regulatory return requirements. The dataset does not yet breakdown the revenue share for betting operators into individual sports, instead is recorded against revenue share. Figures for the total regulated market (i.e. the GB market plus overseas customers) can be found in the Industry Statistics – MS Excel document.

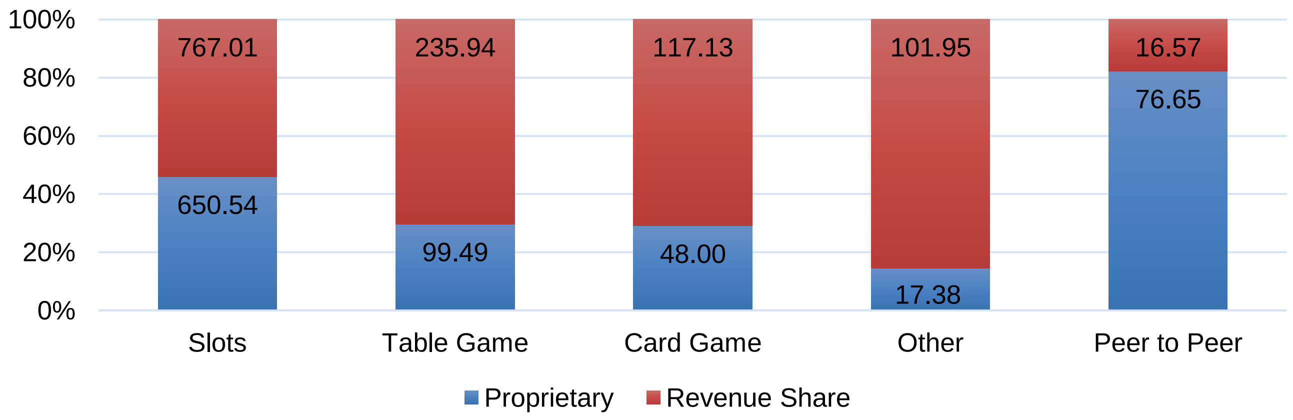
[51] revenue share is defined as GGY which is subject to a contractual arrangement to be shared between two or more Commission licensed operators.

Remote casino GGY

Slots activities accounted for £1,417.55m (66.5%) of total remote casino GGY. Table games generated the second highest GGY, £335.43m (15.7%). Card games generated the third highest GGY share, £165.13m (7.8%).

66.5% of remote casino activity was slots games

Figure 15: GGY (propriety and revenue share) from remote casino gambling activities (£m) for GB customers only[52]



The data tables for the chart can be found in the Industry Statistics – MS Excel document.

Remote betting GGY

Football betting accounted for 30.5% of total remote betting GGY. Horse racing generated the second highest GGY share, 21.8%. 'Other' generated the third highest GGY share, 7.9%. Golf, dog racing, tennis, cricket and financials betting comprised the remaining GGY share. Unallocated revenue share also accounted for 31.6% of the total remote betting GGY.

Customer accounts across remote casino, bingo and betting operators

There were 20.19m active customer accounts in the remote sector, across remote casino, bingo and betting operators. Within the same period, there were 19.88m new account registrations. Within these customer gambling accounts, £508.42m worth of funds was held by remote operators (GB only)[53].

Table 33: Customer account information[54,55]

Commission licensed activity	Nov 2014-Sep 2015
Active accounts (m)	20.19
New account registrations (m)	19.88

20.19m active customer accounts with remote operators

[52] Based on 11 months' data from 1 November 2014 to September 2015.
[53] Customers gambling on betting exchanges tend to maintain a significant balance in their account as they need to have sufficient funds to cover the liabilities of their bets, rather than just have sufficient funds to cover the stake of the bets they intend to make.
[54] Active customers are those that have been used by customers in the last 12 months. New registrants includes new individual customer registrations that occurred during the period, but may not have gambled.
[55] Customers may have accounts with more than one operator and therefore the data relates to accounts rather than the individuals.

Self-exclusions recorded by operators

The number of self-exclusions in the remote sector was 417,176 during the first 11 months of the Gambling (Licensing and Advertising) Act 2014 new regulatory framework. Of these, 42,411 individuals (10.2%) cancelled their self-exclusion after the minimum exclusion period.

417,176 self-exclusions in the remote sector

Table 34: Remote sector self-exclusions[56]

Exclusion category	Nov 2014-Sep 2015
New self-exclusions	417,176
Known breaches of self-exclusion	22,795
Number of individuals who cancelled their self-exclusion after minimum exclusion period	42,411

Gambling where individuals were unable to prove their age

The number of individuals challenged having gambled in the remote sector was 39,125.

Table 35: Remote sector underage challenges

Underage category	Nov 2014-Sep 2015
Challenged having gambled but unable to prove age	39,125

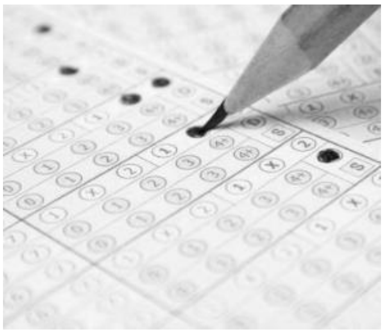
Gambling software[57]

Total revenue from gambling software was £405.40m this period (October 2014 to September 2015). Share income accounted for £282.66 (69.7%) of this revenue.

Table 36: Gambling software income (£m)[58]

	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
Share income	36.46	37.40	46.86	165.64	282.66
Sales	70.75	67.33	100.55	71.16	88.24
Other	n/a	0.19	2.60	19.69	34.50
Total Revenue	**107.21**	**104.92**	**150.02**	**256.49**	**405.40**[59]

[56] The number of people who have self-excluded and the number of people who have cancelled their self-exclusion will be lower than these figures as individuals may have self-excluded from more than one site or operator and therefore been counted more than once. The number of breaches represents the number of separate incidents, rather than the number of individuals.
[57] Following the update on Gambling Software Licences, which came into effect on 31 March 2015, we expect the figures to change significantly once we receive the first set of data from new operators (after April 2016). For a full split of revenues, involving shared income (including the income generated from gambling software provided to organisations, for which royalties are received), see the Industry Statistics – MS Excel document. These figures are based on annual returns.
[58] Following an industry consultation, the Commission revised the way it collects data on gambling software and no longer collects income by software type.
[59] The large increase in figures this reporting period (in the most part) is attributable to the Gambling (Licensing and Advertising) Act 2014, which came into force on 1 November 2014. The data should not be treated as a continuous dataset.



Large Society Lotteries & Local Authority Lotteries

Structure of the large society lotteries sector

In order to offer society lotteries lawfully, the Gambling Act 2005[60] requires that a society holds either a registration with its local licensing authority or a licence from the Gambling Commission. A society requires a licence from the Commission where:

- the proceeds in an individual draw exceed £20,000; or
- the aggregate lottery proceeds in a calendar year exceed £250,000.

Those lotteries licensed by the Gambling Commission are known as 'large society lotteries'. Below these thresholds a society may operate without a Commission licence, provided it is registered with its local licensing authority. These types of lotteries are known as 'small society lotteries'.

'Local authority lotteries' are those where a lottery operating licence is issued to a Local Authority, by the Commission, for the purpose of raising for any purpose for which the Local Authority has the power to incur expenditure. Since the introduction of the Gambling Act 2005, two local authorities have been granted lottery operating licences; Eastbourne Council and Aylesbury Vale District Council.

As of 31 March 2016, there were 483 non-commercial[61] society lottery operators and 39 external lottery manager[62] companies (ELM) holding 881 lottery licences (a 3.4% increase from the previous period, which continued a 5-year growth).

Table 37: Lottery licences

Licence	Type	As at 31 Mar 2012	As at 31 Mar 2013	As at 31 Mar 2014	As at 31 Mar 2015	As at 31 Mar 2016
Society lottery	Non-remote	483	466	457	466	476
	Remote[63]	233	148	141	147	161
	Ancillary remote	0	119	151	186	188
External lottery manager (ELM)	Non-remote	32	29	30	35	35
	Remote	19	17	18	18	21
Total		**767**	**779**	**797**	**852**	**881**

Society lotteries[64]

The total proceeds for society lotteries have increased each year across all reporting periods.

Expenses and balance (to good causes) have also all risen during these periods:

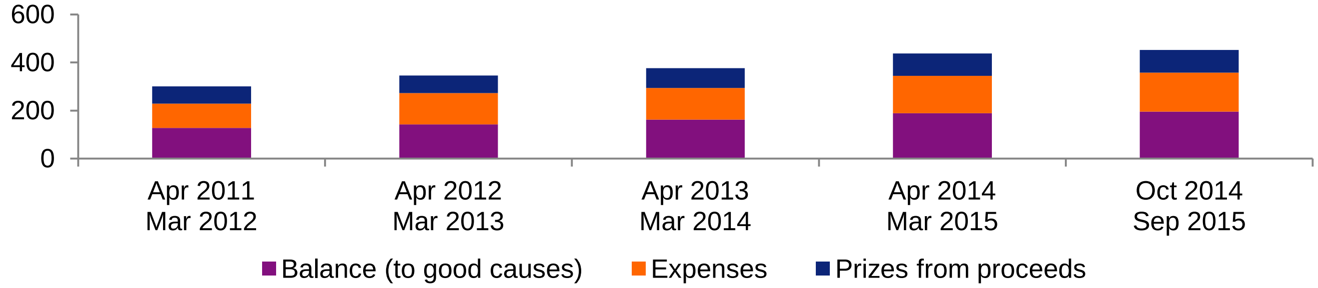
Table 38: Balance to good causes (£m)

	Apr 2011-Mar 2012	Apr 2012-Mar 2013	Apr 2013-Mar 2014	Apr 2014-Mar 2015	Oct 2014-Sep 2015
Balance (to good causes)	127.39	142.75	162.25	188.36	195.70

As a proportion of the total proceeds, the balance to good causes has increased from 42% to 43% since March 2012. Prizes from proceeds decreased from 24% to 21% and expenses also increased from 34% to 36% during the same period.

[60] Schedule 11, Part 4, Section 31.
[61] A society is defined as non-commercial if it is organised for charitable, sporting, cultural or other purposes apart from private or commercial gain.
[62] Societies may employ a licensed external lottery manager (ELM) to promote all or part of their lottery on their behalf.
[63] The decrease in remote society lottery licences at 31 March 2013 can be attributed to the introduction of a new ancillary remote licence which came into effect in April 2012.
[64] Lottery data reflected in this section will differ from that previously published by the Gambling Commission. This recognises that the data previously published did not include rollovers within the balance. The figures have now been adjusted to include the rollover amounts.

Figure 16: Lottery proceeds, expenses and prizes (£m)



The data table for Figure 16 can be found in the Industry Statistics – MS Excel document.

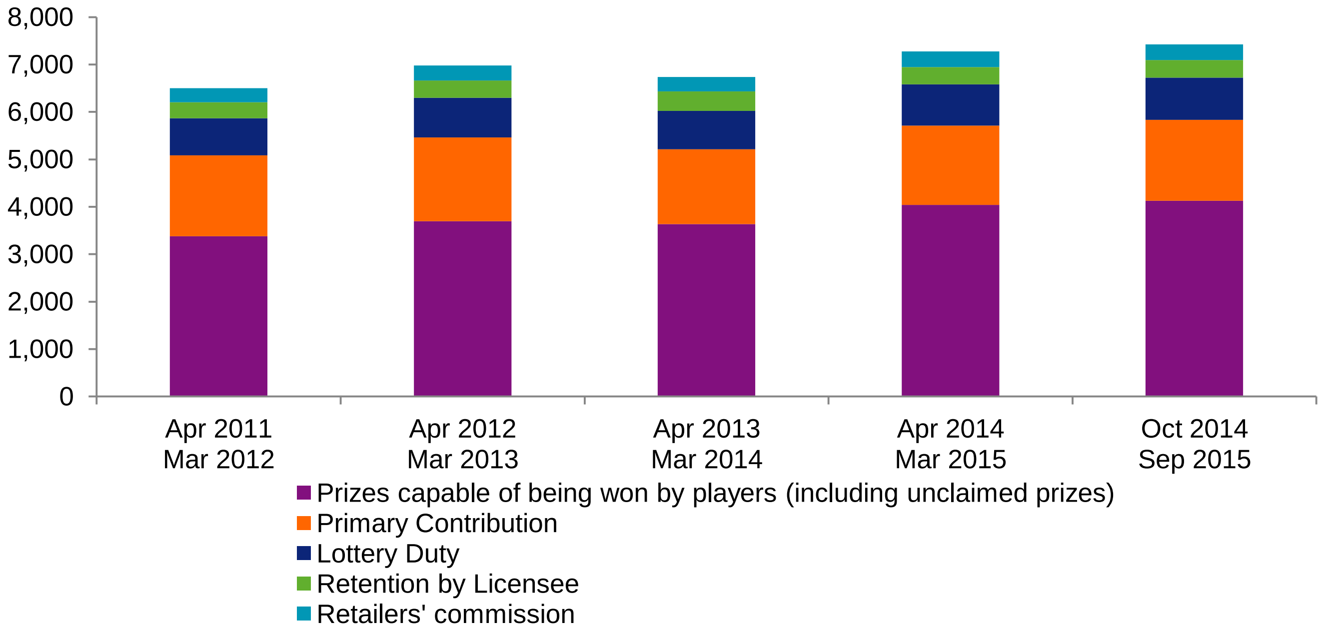
The National Lottery

Structure of the National Lottery

Sales

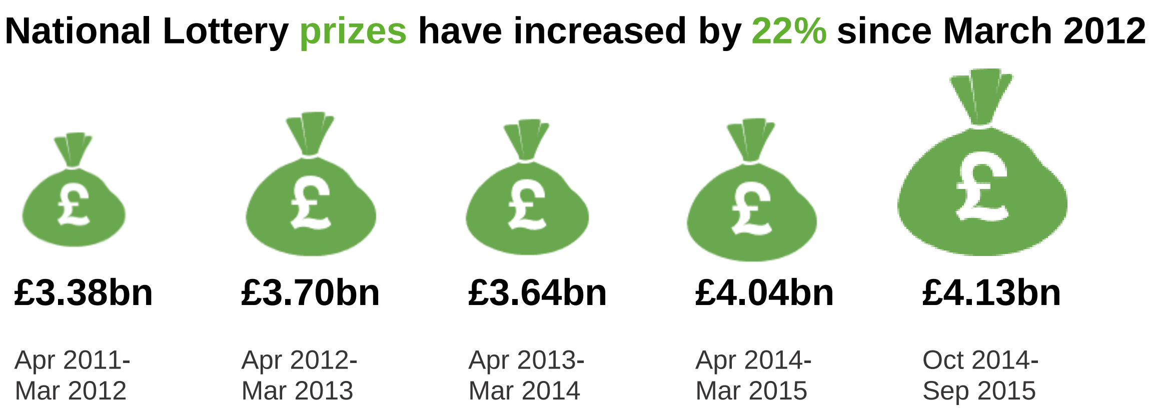
Sales for National Lottery games have increased by 14.1% since the period April 2011 to March 2012, from £6.5bn to £7.4bn.

Figure 17: Breakdown of National Lottery proceeds (£m)[65]



Prizes[66]

Prizes increased by 2.1% compared to the previous period (April 2014 to March 2015); equivalent to £86.1m in prizes.



Primary contribution (to good causes)

Primary contributions[67] (to good causes) have increased to £35.7m this period, a 2.1% increase compared to the last period. Primary contributions have remained steady since March 2012, when they were £1.71bn (0.6% variance).

Data tables for the National Lottery can be found in the Industry Statistics – MS Excel document and previous annual reports on the National Lottery website.

---

65 Sales figures are tracked by the retailers' commission and Lottery Duty figures.
66 Prizes capable of being won by players (including unclaimed prizes).
67 Amount payable on sales figures less adjustments, such as the National Lottery Promotions Unit (NLPU).

Appendices

Appendix 1 – Compilation methodology

Regulatory returns must be completed annually by most operators and quarterly by others (large betting operators, casino and remote operators). Operators should have submitted all regulatory returns due for the full year period ending prior to 30 September 2015. The date on which returns fall due depends on the date chosen by the particular licence holder, for example, it may coincide with an organisation's own reporting cycle, may be on an annual calendar year basis or run from 1 September to 31 August in line with the date that the Act came into force. In addition:

- annual regulatory returns must be submitted within 42 days of the date on which the return falls due;
- quarterly returns must be submitted within 28 days of the date on which the return falls due;
- lottery submissions must be made within 90 days of a draw being made or of the last scratch-card being sold.

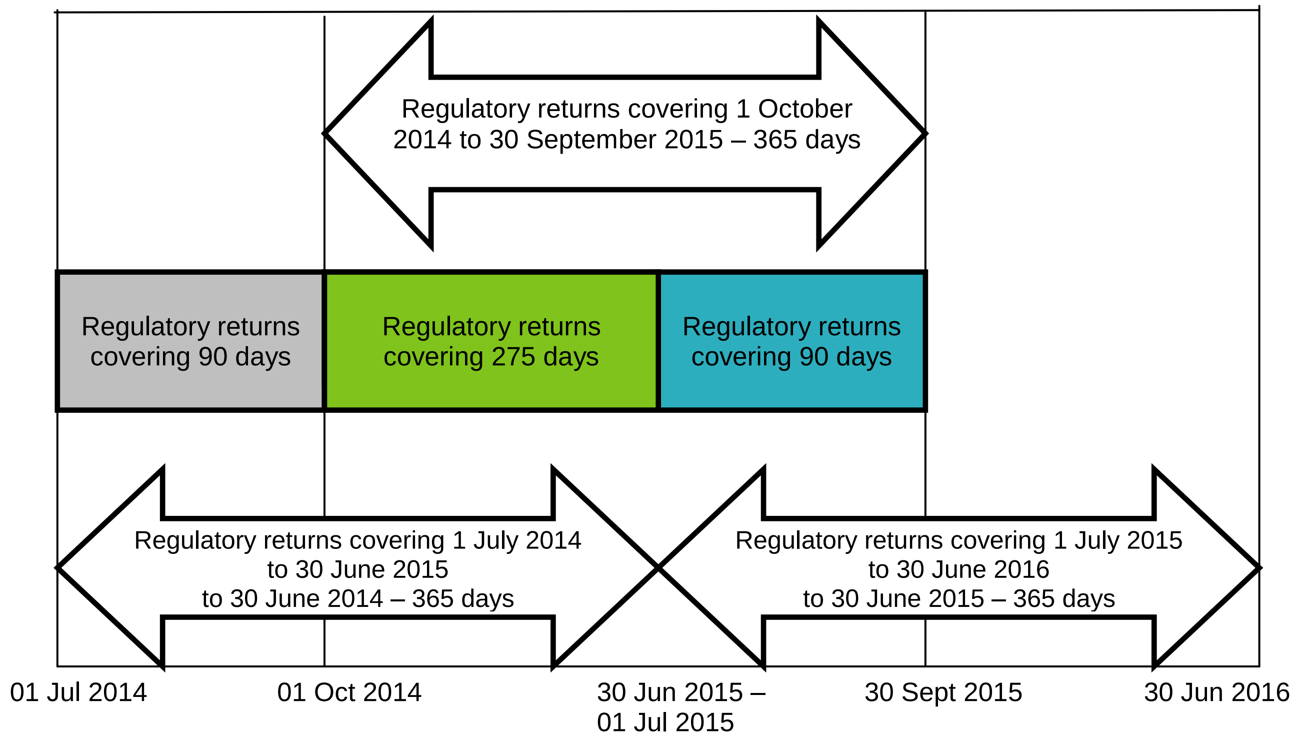
In some instances the Commission has had to provide estimated figures for the period 1 October 2014 to 30 September 2015. Figures may therefore differ across publications for the same period. The diagram below indicates how we make that estimate[68].

When providing figures covering a particular period, the Commission includes all returns that fall wholly or partially within that reporting period. For each operator that submits an annual return, a weighted average is calculated based on the number of days each of the two returns relates to the reporting period. No calculation is required for quarterly returns as they fall wholly within the reporting period. Where an operator's annual return covers only part of the period in question the figure has been adjusted to produce an estimate for the full year. For example, an operator with a reporting year running to 30 June 2015 will not yet have provided data for the latter part of the full reporting year (1 July 2015 to 30 September 2015).

Totals and percentages are calculated from unrounded figures and where appropriate totals are shown in outturn (actual) prices are not adjusted for inflation.

Recent data (up to 31 March 2016) is included and indicated where available. Figures are either representative of the position at the end of the year concerned, or reflect an average of values for dates falling within each 12 month period; whichever is the case is clearly stated. Recent figures are provisional, and subject to amendment within future publications.

Figure 18: Methodology diagram



Mergers and acquisitions are commonplace in some sectors of the gambling industry. This could result in some duplication of data provided in regulatory returns.

[68] The amounts on each regulatory return (which are captured by the reporting period) are divided by 365 (366 if a leap year) and then multiplied by the number of days within the reporting period that is covered by each regulatory return.

Cleansing of the regulatory returns data is undertaken for each Industry Statistics publication. Controls are in place to alert the operator to potentially erroneous numbers at submission of the electronic returns. Commission sector specialists and data analysts apply further scrutiny.

Up to March 2012, premises figures reported were based on licensing authority notifications. Data from this source tended to be incomplete. From March 2013 onwards, premises figures are based on operators' most recent regulatory returns. This approach relies solely on operators for information on their premises and provides the most robust premises information to date. Because the source of the data has changed, the figures from 31 March 2013 onwards should be seen as the first points in a new series and should not be compared with the previous data.

We have provided comparator data consistent with the rest of this publication, with tables containing data from April 2011 to March 2012 to October 2014 to September 2015. In certain cases it has not been possible to provide data from previous periods in this format. In these cases, please follow links to copies of the Gambling Commission Annual Reviews and Annual Reports.

Future publications of Industry Statistics may include information provided voluntarily (for example a split of remote customers by gender or age, the Gross Gambling Yield (GGY[69]) derived from mobile devices or in-play activity). We welcome views about the presentation of this data or whether it should form part of Industry Statistics. Please feedback through Survey Monkey.

[69] Gross gambling yield (GGY) – the amount retained by operators after the payment of winnings but before the deduction of the costs of the operation.

Appendix 2 - Terminology

Account – an account represents an entity (for example, public limited company, limited company, partnership, individual) that holds an operating licence.

Adult gaming centre (AGC) – an arcade comprising a limited number of B3 and B4 machines and an unlimited number of category C and D machines. No one under the age of 18 is allowed to enter.

Known breaches of self-exclusion – includes the number of times any self-excluded customer has attempted to gain access to operators' facilities, attempted to gamble, or actually gambled. It is not limited to an attempt to gamble, and includes attempts to enter premises or access online gambling facilities.

Casino drop and win data – is provided voluntarily by casinos (licensed by the Commission) on a monthly basis, and shows the amount of money exchanged for chips in a casino (drop) and the amount retained by the casino (win). The latest drop and win is on our website.

External lottery manager (ELM) – a person or body that makes arrangements for a lottery on behalf of a society or Local Authority of which they are not a member, officer or employee. A society or Local Authority may employ an ELM to promote all or some of its lottery.

Family entertainment centre (FEC) – an arcade comprising unlimited category C and D machines. Under 18s are allowed in FECs but not into the area offering category C machines.

Gross gambling yield (GGY) – the amount retained by operators after the payment of winnings but before the deduction of the costs of the operation.

Licence – an account may incorporate one or more licences. There are three types of licence that an operator account can hold and these are non-remote, remote and ancillary.

Licensed activity – a licensed operator may be authorised to carry out one or more licensed activity. A licensed activity is the actual type of gambling function permitted through an operating licence in a particular sector such as bingo or a lottery.

Numbers – is the term used to capture virtual content and lotto style games such as '49'.

Pool betting – is wagering where the winnings are determined with reference to the total stakes placed on that event.

Proprietary GGY – GGY retained by remote operators which is not subject to a revenue share agreement (ie is completely retained by the individual operator).

Regulatory returns – a means of collecting a range of information from licence holders within the gambling industry in order to monitor compliance with gambling legislation, regulations and the licence conditions and codes of practice, and to inform the Commission's understanding of the industry.

Revenue share GGY – revenue share is defined as GGY which is subject to a contractual arrangement to be shared between two or more Commission licensed operators.

Sector – there are six industry licensed sectors regulated by the Commission – arcades & gaming machines, betting, bingo, casinos, lotteries and remote & gambling software (which includes remote betting, bingo and casinos).

Self-exclusion – is an agreement between an individual and an operator whereby the operator takes all reasonable steps to refuse services or to otherwise prevent an individual from participating in gambling at their premises or by using their facilities. The minimum period of self-exclusion is six months.

Turnover – the amount accrued through the sale of their product (bingo book/betting slip/lottery ticket/software etc) before winnings and overheads/expenses are deducted.

Appendix 3 - Gaming machine categorisation

Gaming machines (fruit machines, slot machines) are categorised on the basis of the maximum stake and maximum prize available:

Table 38: Gaming machine categorisation (from Jan 2014)

Machine category	Maximum stake	Maximum prize
A	Unlimited	Unlimited
B1	£5	£10,000[70]
B2	£100	£500
B3	£2	£500
B3A	£2	£500
B4	£2	£400
C	£1	£100
D non-money prize (other than crane grab machine or a coin pusher or penny falls machine)	30p	£8
D non-money prize (crane grab machine)	£1	£50
D money prize (other than a coin pusher or penny falls machine)	10p	£5
D combined money and non-money prize (other than coin pusher or penny falls machines)	10p	£8 (of which no more than £5 may be a money prize)
D combined money and non-money prize (coin pusher or penny falls machines)	20p	£20 (of which no more than £10 may be a money prize)

Further information on machine entitlement can be seen in the Commission's Guidance to licensing authorities (Appendix A).

[70] With the option of a maximum £20,000 linked progressive jackpot on a premises basis only.

Appendix 4 – Sports Betting Integrity Unit

Table 1: Reports notified to the Commission broken down by source (October 2014 to September 2015)

Source	No of Reports
Betting Operator 15.1	179
Sport's Governing Body	25
Agency - Police	4
Public	5
Agency - Foreign Regulator	3
Open Source / Media	2
GC Generated	2
TOTAL	220

Table 2: Reports notified to the Commission broken down by event (October 2014 to September 2015)

Sport	No of Reports
Football	80
Tennis	73
Horseracing	25
Other	18
Greyhounds	15
Cricket	5
Snooker	4
TOTAL	220

Note: Betting integrity reports can cover a wide range of incidents such as sports rules breaches, misuse of inside information, Gambling Act offences, other criminality such as fraud or bribery, and in some instances completely legitimate betting that has appeared unusual on first inspection but can subsequently be explained by other factors. As a result, not all reports received or cases developed by the SBIU necessarily progress to become regulatory or criminal investigations.

Table 3: Closed Sports Betting Intelligence Unit cases (Oct 2014 to Sept 2015)

Sport	No of Cases
Football	21
Tennis	14
Other	9
Greyhounds	8
Horseracing	4
TOTAL	56

Note: Reports received by the Commission can relate to both GB and non-GB sporting events (reflective of the nature of the betting markets offered by Commission licensed operators). As such the figures shown in Table 3 reflect this, with data including cases relating to both GB and non-GB events.

Note: The figures in Table 3 in part relate to reports received during this reporting period (as detailed in Table 1) but also include cases received during previous reporting periods. This is due to the fact that cases are not necessarily opened and closed within the same reporting period. In addition, closed cases may subsequently be re-opened or merged with other cases as new information comes to light. Accordingly numbers (including closed cases) may vary since the original date of publication.

Keeping gambling fair and safe for all

For further information or to register your interest in the Commission please visit our website at:
www.gamblingcommission.gov.uk

Copies of this document are available in alternative formats on request.

Gambling Commission
Victoria Square House
Victoria Square
Birmingham B2 4BP

T 0121 230 6666
F 0121 230 6720
E info@gamblingcommission.gov.uk

Gambling Commission
Published June 2016

AR 16/01