

# Online Poker Trends: Market Research Report

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## Abstracts

'Poker is one of the most popular games, being played by gamers for over two centuries. Online Poker, though being a relatively new gaming concept, is also attracting worldwide players due to ease-of-play and convenience.'

The report analyzes and presents an overview of Online Poker market worldwide. Supported with 6 market data tables, the report provides a review of global market trends, regulatory scenario, and regional markets including the United States, European Union, and Arabian Countries. The report highlights on various strategic industry activities of major companies witnessed by the industry over the last few years. In addition, 67 companies operating in the Online Poker arena worldwide including 888 Holdings Plc, Americas Cardroom, Atlantis Internet Group, Bally Technologies Inc., Betfair Plc, Betsson Malta, bwin.party Digital Entertainment Plc, Caesars Interactive Entertainment Inc., International Game Technology, Ladbrokes Plc, Lock Poker, Merge Gaming Network, Microgaming Poker Network, Rational Entertainment Enterprises Ltd. (PokerStars), William Hill Ltd., and others are profiled.

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Ladbrokes to Takeover Betdaq  
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William Hill Takes Over Playtech

#### **888 HOLDINGS FORMS STRATEGIC ALLIANCE WITH WMS GAMING**

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### **5. MARKET PARTICIPANTS**

#### **32RED PLC (UK)**

#### **888 HOLDINGS PLC (UK)**

Amaya Gaming Group, Inc. (Canada)  
Americas Cardroom (USA)  
Atlantis Internet Group (USA)  
Bally Technologies, Inc. (USA)  
bet365 Group Ltd. (UK)  
BetCRIS (Costa Rica)  
Betfair Plc (UK)  
Betsson Malta (Malta)  
Black Chip Poker (Malta)  
Bodog Poker (Antigua)  
bwin. party Digital Entertainment Plc (UK)  
Caesars Interactive Entertainment, Inc. (World Series of Poker) (USA)  
Cake Entertainment NV (Curacao)  
Cake Poker (Curacao)  
Carbon Poker (Canada)  
Cassava Enterprises (Gibraltar) Ltd. (Lotospoker) (Gibraltar)  
Centrebet (Australia)  
Come On Europe Ltd. (ComeOn Poker) (Malta)  
DafaPoker (Philippines)  
Digimedia Ltd. (Poker Time) (Malta)  
Double Zero Casino Ltd. (NordicBet) (Malta)  
Ellmount Gaming Ltd. (Euro Poker) (Malta)  
Euroclub Poker Ltd. , (PowerPoker) (Malta)  
Everest Gaming (Gibraltar) Ltd. (Everest Poker) (Gibraltar)  
Fortune Lounge Group (UK)

Gala Interactive (Gibraltar) Ltd. (Coral Poker) (Gibraltar)  
iGame Malta Ltd. (24hPoker) (Malta)  
IGEL Services NV (InterTops Poker) (Curaçao)  
iGlobalMedia Entertainment Ltd. (Empire Poker) (Gibraltar)  
International Game Technology (USA)  
InterPoker (Malta)  
Juicy Stakes Games Ltd. (Curacao)  
Ladbrokes Plc (UK)  
Lock Poker (USA)  
Mandarin Gaming NV (Riva Poker) (France)  
Mandarin Gaming NV (Poker 770) (The Netherlands)  
Mansion (Gibraltar) Ltd. (Gibraltar)  
Meadway Leisure Ltd. (Bovada) (Canada)  
Merge Gaming Network (USA)  
Microgame SpA (Italy)  
Microgaming Poker Network (UK)  
Paddy Power PLC (Paddy Power Poker) (Ireland)  
Party Poker (Gibraltar)  
PKR Ltd. (Alderney)  
Playtech Ltd. (UK)  
Playtech (Ipoker) (Isle of Man)  
Poker Heaven (Malta)  
Poker Host (USA)  
Pureplay (USA)  
Rational Entertainment Enterprises Ltd. (PokerStars) (Isle of Man)  
Rational FT Enterprises Ltd. (FullTiltPoker. com) (Isle of Man)  
SkillBet (USA)  
Sky Betting and Gaming (UK)

## **SPIELO G2 (UK)**

Spiral Solutions France (France)  
Sportingbet (UK)  
Stan James PLC (Gibraltar)  
Titan Poker (UK)  
True Poker (Costa Rica)  
Ultimate Gaming (USA)  
Unibet International Ltd. (Malta)  
William Hill Ltd. (Gibraltar)

Winamax Poker (France)  
Winner Poker (USA)  
Zynga, Inc. (USA)

## **6. APPENDIX**

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