

GGY (£m)	SECTOR	Product category	Product sub-category	GGY (£m)	Is play data systematically recorded in a form that can be interrogated?	Is there any cross-operator collection of play data?	What proportion of play data is attributable to known individuals?	Most sophisticated data collection we are aware of
2,945	CASINO	Slots	-	1,948.04	Yes Detailed account and play data will be available. This will include amount risked/staked per go, sessional outcome, time spent and data across days/weeks etc. Will also collect more granular data on how games are played (e.g. staking strategy and chip placement), and contextual or account data (e.g deposit history, use of RG tools) but this is likely to be less easily extractable, and different across operators. PwC report provides a good overview of what data is collected consistently across most operators	Yes The larger B2B suppliers will see play behaviour on the games they supply across a number of different operators, however this will only give a partial picture at an aggregate level, as they are unlikely to be able to attribute play to an individual.	All All remote gambling is account-based, so play is all attributable to a known individual (and an individual who has been confirmed to exist)	Data collection and capability to extract for analysis will be broadly uniform across the sector.
		Table games, card games and other (note this list is not exhaustive and also covers 'live dealer' variants of the games)	Roulette Craps Sic-bo Baccarat Blackjack Poker (vs dealer)	893.38				
		Peer-to-peer (including poker)	-	103.19				
1,829	BETTING	Betting (each sub category includes in-play and ante post, and virtual events)	Cricket	26.93	Yes Detailed account and play data will be available. This will include what events people bet on, odds, combination bets (e.g. accumulators), whether ante post, in-play, and on real or virtual events. As well as more account type variables - net loss in past week/month, session time, and deposit and withdrawal history, and operator-imposed stake caps, but this is likely to be less easily extractable, and different across operators. PwC report provides a good overview of what data is collected consistently across most	Yes Some B2B betting platform providers may see cross-operator but would be at an aggregate data, and cannot attribute play to individuals.	All As above	Data collection and capability to extract for analysis will be broadly uniform across the sector.
			Dogs	52.89				
			Financials	39.13				
			Football	786.2				
			Golf	10.66				
			Horses	568.96				
			Other	339.84				
Tennis	143.67							
Virtual	175							
195		Betting exchange	Generally the same as above	-	Yes Detailed account and play data will be available. Will record details of every bet, including whether this was 'back' or 'lay', and unmatched bets. Will also record more account-type variables as above.	No		
120		Pool betting	Football pools	-	Yes Detailed account and play data will be available. Will record details of every bet, including odds/price on settlement of bet. Will also record more account-type variables as above.	Yes Operator of central pool (eg the Tote) will collect detail of all bets within that pool. Again, this may only be at an aggregate level.		
			Tote	-				
			Fantasy football (some)	-				
168	BINGO	Bingo	Game variants	168	Yes Record participation, prizes, what numbers people had, what numbers were drawn. Run like casino product.	Yes Some B2B betting platform providers may see cross-operator but would be at an aggregate data, and cannot attribute play to individuals.	All As above	Data collection and capability to extract for analysis will be broadly uniform across the sector.
3015*	NATIONAL LOTTERY	Draw-based games	EuroMillions	-	Yes Detailed play and account play data will be available. Will include games played, staking level (for IIWGs), sessional outcome, and time spend and data across days/weeks. Will also collect contextual or account data (deposit and withdrawal history, use of RG tools etc).	N/A (de facto 'Yes') Monopoly supplier, so one operator represents all of sector.	All As above	N/A
			Lotto (+hotpicks)	-				
			Thunderball (+hotpicks)	-				
		Interactive Instant Win Games (IIWGs)	(25p to £10)(£500-£4m)	-				
431*	LOTTERIES	Lottery draws	-	-	Yes	Yes (some)	All	Data collection and capability to extract for analysis will be broadly uniform across the sector.