
Description:

The updated study includes:

- **Sales-related benchmarks** - Total sales and product-related sales (e.g., lotto, betting, instant) benchmarks, such as per-capita sales analyses.

- **Sales channel benchmarks**, such as number of residents and sales per outlet, ...

- **Internet/digital segments and channels** - We offer many analyses of the Internet/digital/mobile segments and channels, including breakdown by product (Internet lotto, betting,...), users, We have also included comparisons to private Internet gambling companies.

- **Social media and networks benchmarking and success stories** - In-depth analyses of the social media activities (Facebook, Twitter, YouTube) of lotteries.

- **Marketing benchmarks**, such as marketing/advertising expenses in % of total sales, optimal media mix of the ad budget

- **Operating expense benchmarks**, such as operating expenses in % of sales broken down into human resources (e.g., average personnel expenses, sales per employee), IT and communications, and other benchmarks.

- **Large number of lotteries analysed and most up-to-date information** - Analyses of data from ca. 130 state/public lotteries and operators for the years 2013 and 2043 as well as long-term trend analyses.

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