Executive Summary

The purpose of this report is to detail the current state of illegal betting based on analysis of online betting websites. This section is based on analysis of 534 betting websites licensed in 61 jurisdictions to explore the differences and similarities of licensed and unlicensed online betting operators and their level of regulation (or absence thereof). Associated analysis stems from this data, as well as public and proprietary information (see Annex for methodology). Key findings are:

- 61% of betting websites examined were either Licensed but Under-regulated or Unlicensed and Unregulated (consequently illegal in most jurisdictions), while only 39% were Licensed and Regulated (definitions below);
- Three jurisdictions are responsible for 62% of the licences for online betting that are Under-regulated;
- Traffic to all betting websites analysed has grown by 37% from 2019/20 to 2020/21;
- Traffic growth over this period is much more pronounced in Licensed but Under-regulated or Unlicensed and Unregulated markets compared with Regulated markets (64% increase vs 36%);
- Horse racing remains a significant betting product available on approximately 36% of betting websites, with racing from ARF member jurisdictions featuring on 82% of these;
- South Africa and Australia were the ARF member jurisdictions noted most often as available for betting purposes, though this does not mean they are the most popular ARF member jurisdictions for betting;
- Football, basketball and tennis remain the most prevalent sports for global betting;
- E-sports is now available on 63% of all websites and 64% of Unlicensed and Unregulated websites;
- Most (81%) betting websites also offer non-sports gambling products such as casino games and slots;
- Customers are mostly young (~60% under 34), male (64%+) and on mobile devices (76%+);
- Cryptocurrencies are accepted by 24% of websites, 63% of which are Unlicensed and Unregulated;
- Third-party betting software from business-to-business suppliers is used by 73% of websites; and
- 42% of websites have “mirror websites” used to evade regulatory attention, even in the case of some (4%) Licensed and Regulated websites.