

What is the appeal of Internet Lottery?

According to these *Future Internet Lottery Players*, lottery games offered via the Internet would provide an experience that traditional lotteries fail to offer.

CONVENIENCE

Future Internet Lottery Players revealed that more than anything, they would like to play the lottery “where they want, when they want”. That means at home, in the office, or anywhere else they access the Internet. Anytime, any place the mood strikes them.

EXCLUSIVITY

Future Internet Lottery Players already play the lottery. But they don’t like having to stand in crowded lines at the supermarket to buy their tickets. Or huddling-up next to strangers in smoky bars. They would rather choose their own setting and have the experience to themselves.

FAST AND EASY ACCESS

Future Internet Lottery Players are Internet savvy. They have grown up in a digital world and expect the speed and ease of life online. They’re not just interested in “playing”, they want to connect.

What lottery games would be played on the Internet?

When asked how often they would play each type of lottery game via the Internet, the following percent of *Future Internet Lottery Players* (those likely to play Internet Lottery) indicated they would play the following games over the Internet at least once per month:

- Instant-win / Scratch-off games - 97%
- Lotto / Jackpot - 61%
- Video Lottery - 54%

- Sports-themed - 47%
- Keno - 44%

What are the obstacles?

As evidenced by the recent popularization of Internet and Mobile Lottery gaming in both Canada and the United Kingdom, obstacles to player adoption are not insurmountable. But because of the unclear legal status of online lotteries in the U.S., our lottery organizations have yet to familiarize existing player segments with the benefits and attractions of Internet Lottery, as well as the technological safeguards that would be in place to make the experience safe and secure.

While many U.S. lotteries have already introduced their player base to such online game components as “second chance drawings” and “V.I.P. Clubs”, the underlining concerns surrounding an actual Internet Lottery will eventually need to be addressed.

The most frequent reasons given by those lottery players who said they are “not likely” to play Internet Lottery games are:

- “I’m happy with the way I play the lottery now.”
- “I’m concerned about identity theft.”
- “It would make it too easy for me to gamble or waste money.”
- “I don’t think lottery games could be administered fairly on the Internet.”
- “I don’t think it would be as fun to play on the Internet.”

The barriers preventing them from considering themselves *Future Internet Lottery Players* are based on clearly addressable concerns

for technological security and the quality of the player experience.

LOTTERY GAME PLAY VIA MOBILE DEVICE

Also included in the study are findings regarding the potential appeal, and barriers to adoption for lottery games offered via Mobile Devices and Smart Phones.

These lottery players willing to “take the next step” to playing via Mobile Device are:

- Even more predominately male
- More tech savvy
- More highly educated
- Higher income-earning professionals

As the data shows, this “refining” of the segment from *Future Internet Lottery Player* to *Future Mobile Lottery Player* reveals the opportunity to capitalize on an even harder-to-reach lottery player segment.

The Way Forward

With every new development in the Internet, Mobile communications, and in the popular adoption of technological platforms, there exists a new opportunity for Lottery organizations to offer innovative gaming concepts, reach out to new segments, and ultimately – to increase revenue.

As summarized by InfoTek’s Steve Boespflug, “all lotteries know it’s important to offer new games, but the key is to offer new games to a new market. As long as lotteries can take the necessary steps toward an Internet Lottery, we know the new market is there.”

For more information or to receive a full copy of the findings, please contact InfoTek Research Group at 1.509.248.8219 or visit www.infotekresearch.com