

ne current state of Germany's sports betting market



German Sports Betting Association





ADMIRAL BET







Partners

Edircash

sportradar

DSWV Members and Partners



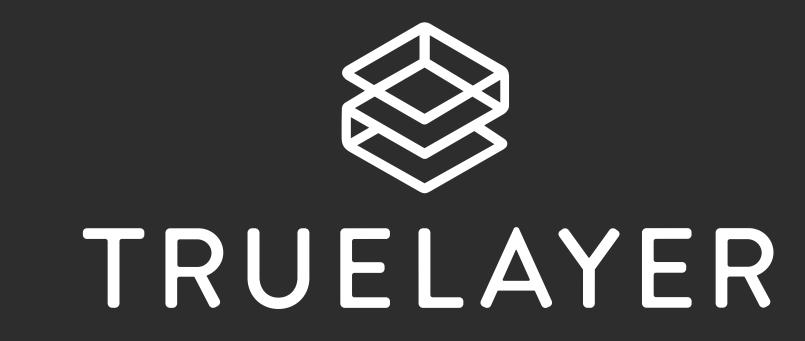






























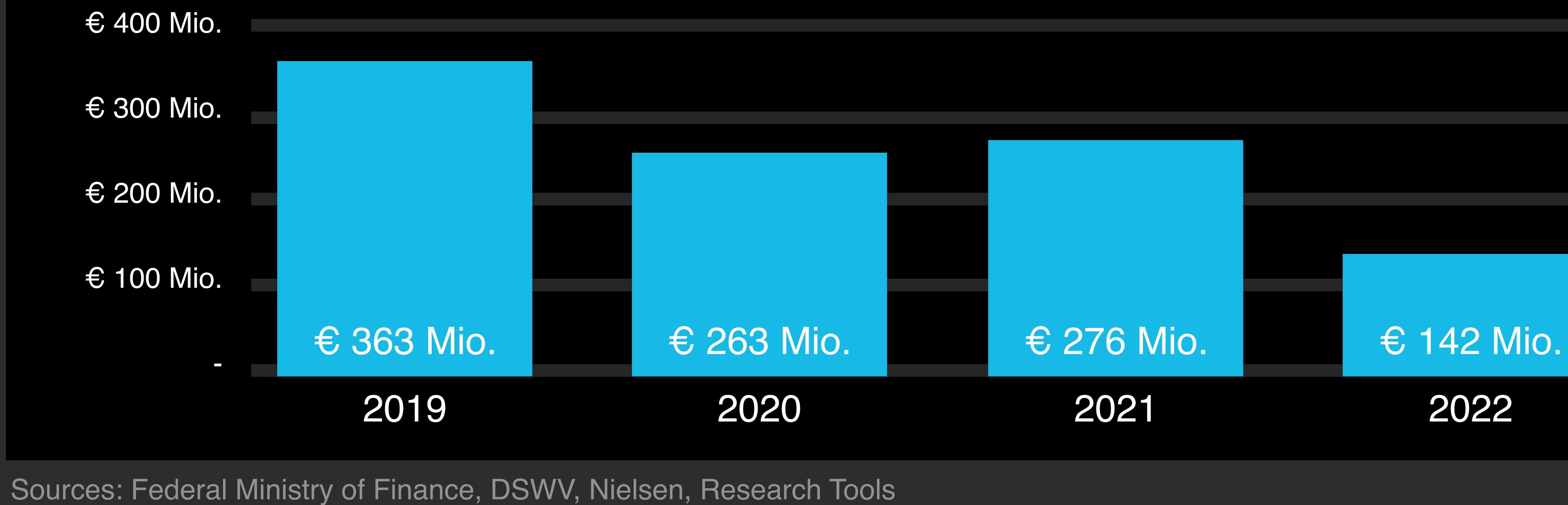






stakes and taxes				
	total sports betting stakes	<i>betting taxes</i> <i>paid</i>	YoY change	
2022	€ 8.2 bn	€433 m	-13 %	
<i>2021</i>	£ 9.4 bn	€470 m	+21 %	
<i>2020</i>	€ 7.8 bn	€ 389 m	-16 %	

advertisement spendings



Sports Betting in Germany



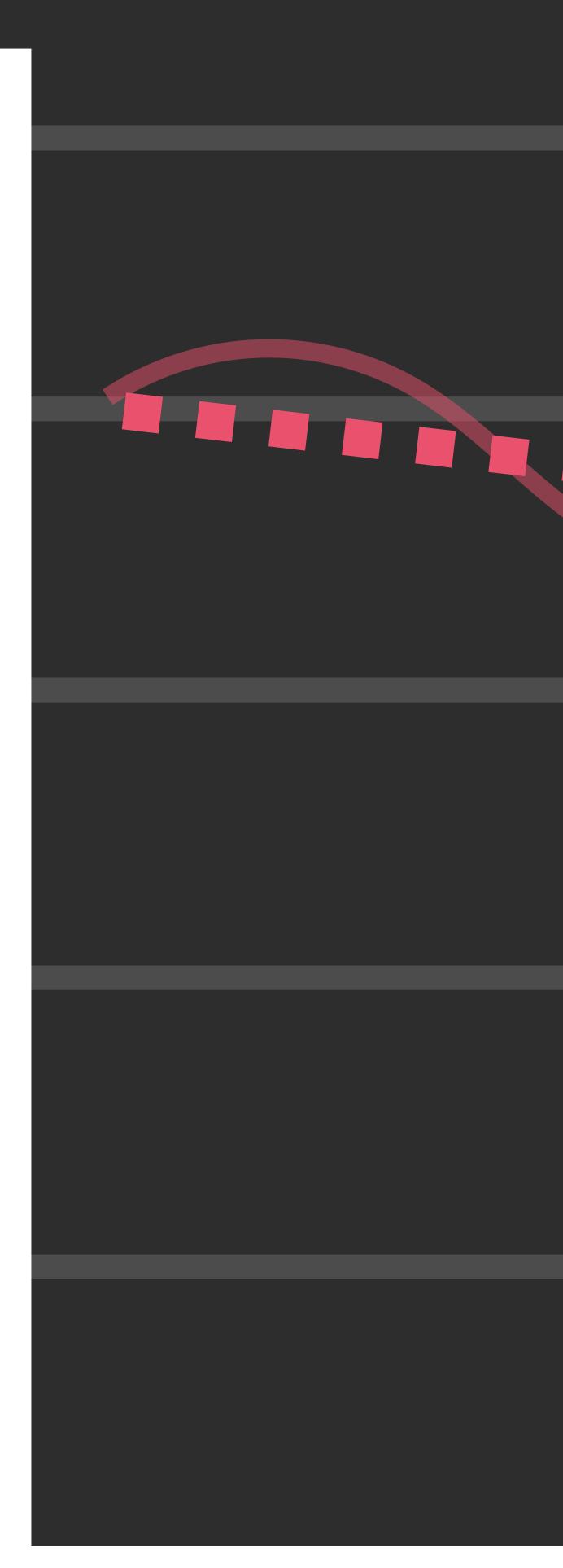
number of licences







50 Mio. 40 Mio. 30 Mio. 20 Mio. 10 Mio.



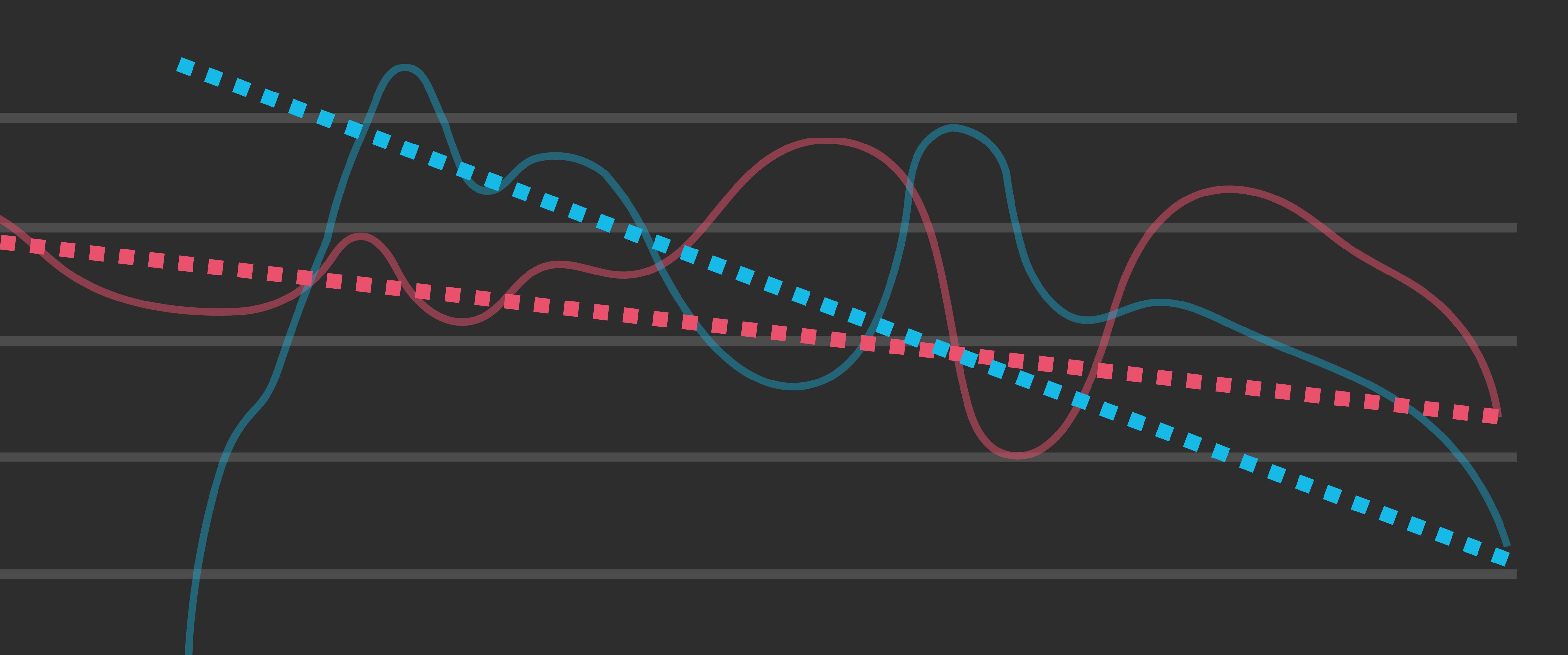
Jan21

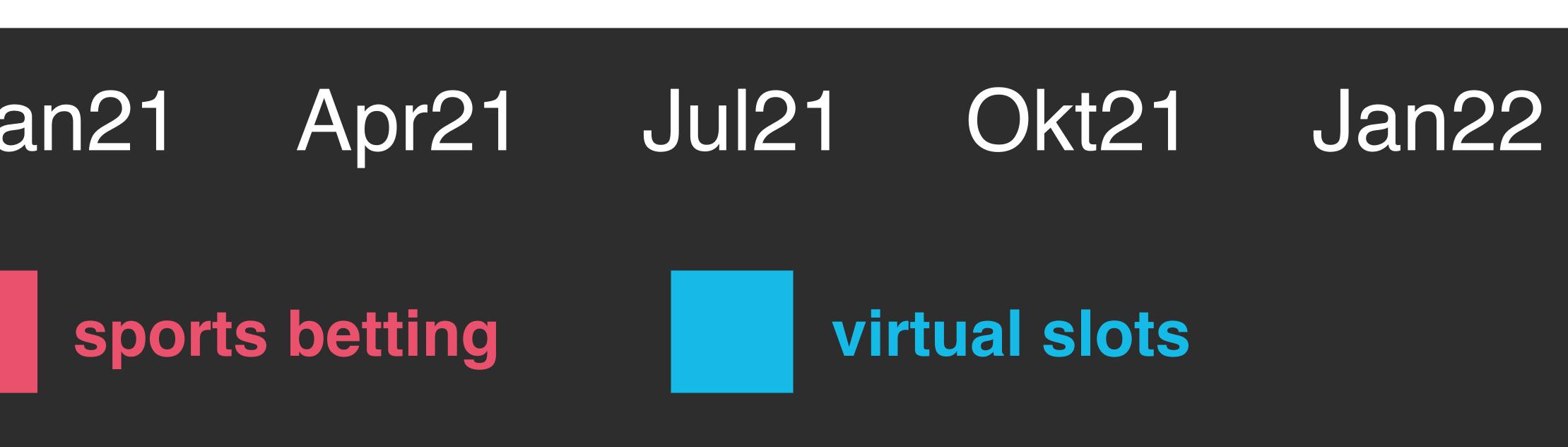


Source: Federal Ministry of Finance

The cost of regulation

tax revenue trends







Jul23





Betting Programme







DSWV Advertising

TopBonus







DSWV Strict limitations







Calls for an advertising ban

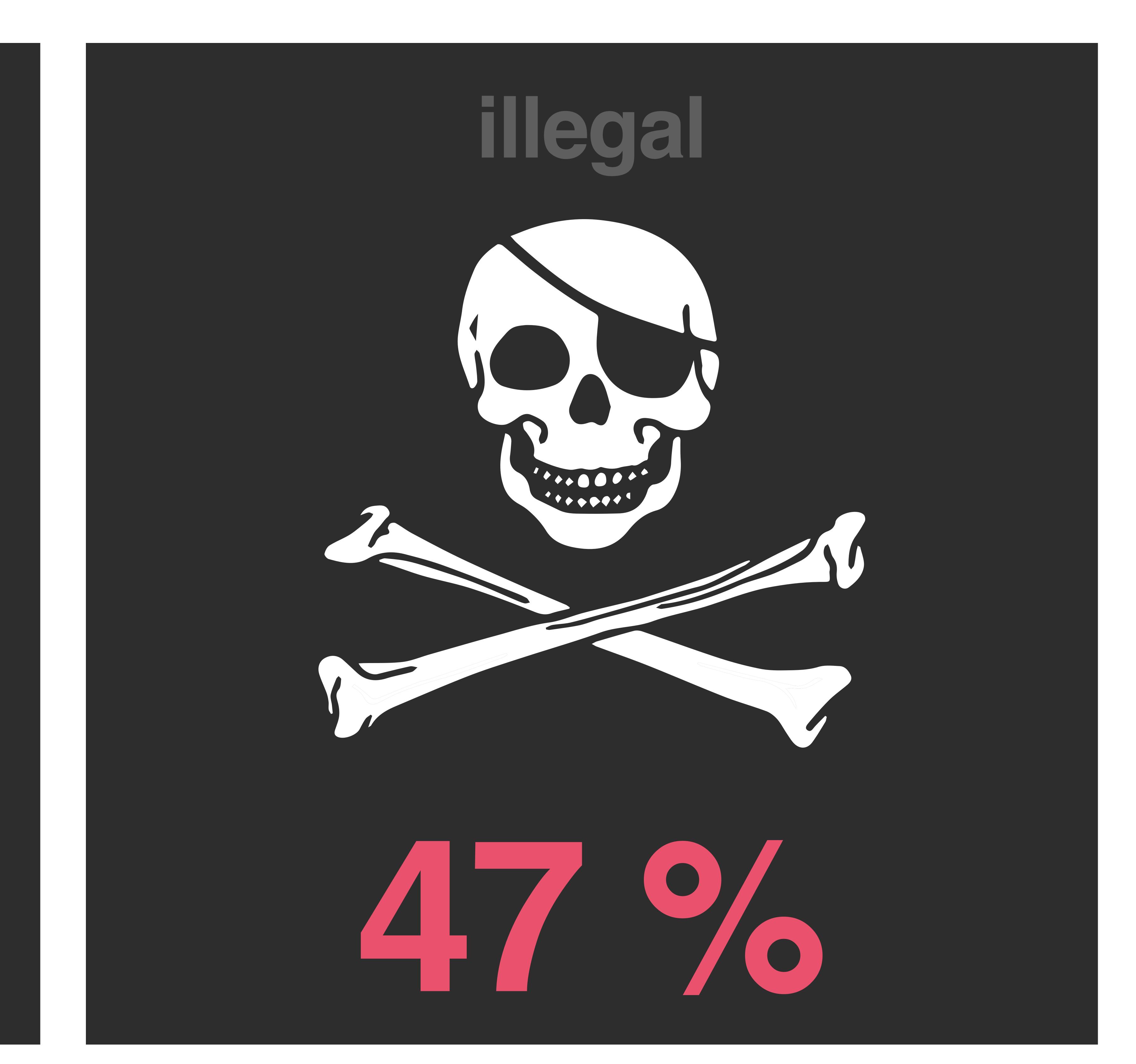
















ECONOMY AND MARKET





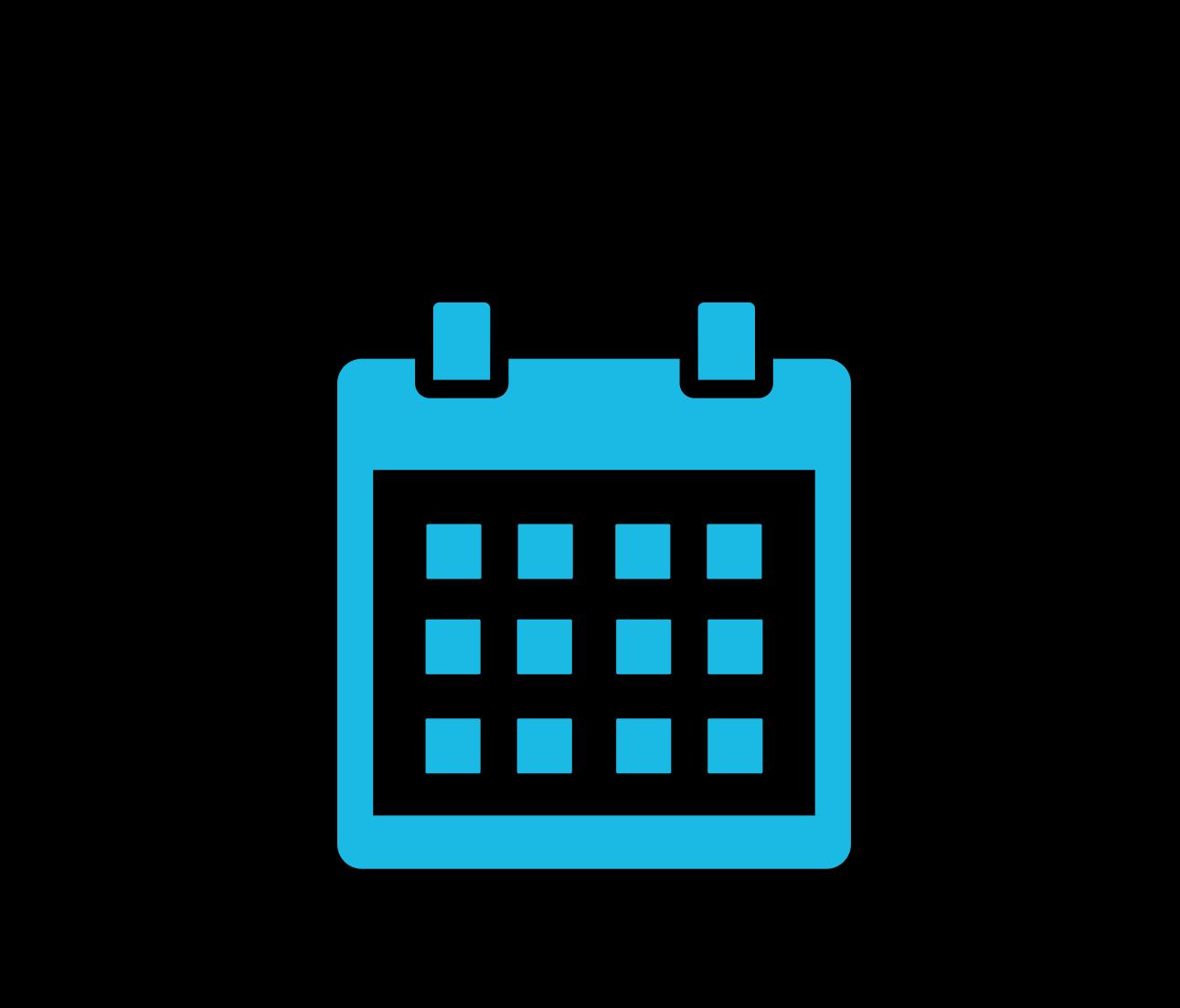
underdeveloped gambling market with big potential

Opportunities





economically biggest European market with resilient economy



liberalised market after long decision making process







shape new market through association

German Sports Betting Association



