

paddypowerpoker

IT'S THE REAL DEAL!

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Online poker – the biggest game in town

The global gaming market was worth \$237 billion in 2004. Of this just 3.9% was interactive (\$9.35 billion), indicating the huge potential for growth in the online gaming market. (*source:* Global Betting and Gaming Consultants)

Online poker has grown from a \$300 million per year industry in 2003 to an estimated \$2.9 billion per year industry in 2005. (*source:* PokerPulse)

The total online poker market will mushroom to \$6 billion in 2009. (*source:* Christiansen Capital Advisors)

The top five online sites based on average number of tournament players 1 Jan – 5 June 2005 were:

- Party Poker (part of PartyGaming) 35%
- PokerStars 23%
- Paradise Poker (part of Sportingbet) 7%
- Pacific Poker (part of 888.com) 7%
- Prima Poker 6%

(*source:* PokerPulse)

Online poker is expected to grow by an estimated 18% in 2006. (*source:* Davy Stockbrokers)

Poker is the third most-watched televised sport on cable television in the US, trailing only auto racing and football. (*source: Cox News Service*)

The estimated number of active real money players online during May 2005 was 1.8 million. (*source: PokerPulse*)

There were 317 online sites in May 2005. (*source: Poker Pulse*).

A record-breaking 5,619 people played in the main event of the 2005 World Series Of Poker (WSOP) in Las Vegas generating a prize pool of almost \$53 million. (*source: Cardplayer.com*)

The winner, Australian Joe Hachem, took home \$7.5 million. Irishman Andrew Black came fifth, winning \$1.75 million. (*source: Cardplayer.com*)

Women now make up 35% of the poker community, and that number is on the rise. (*source: Bluff Magazine*)

Irish spending on gambling has more than doubled to \$3.4 billion since 1998. (*source: Mintel*)

Online gaming in Ireland has grown at a rate of almost 70pc per year. (*source: Irish Independent*)

By 2007 Irish punters will spend an estimated €100 million per week on gambling, bringing the annual spend to €5.2 billion. (*source: Irish Independent*)