

Sports Gambling Sites August 2003

Hitwise this month takes a look at Sports Gambling sites and the most popular gambling search terms

Within the top 10 UK Gambling sites during August, seven were sports betting sites, with www.betfair.com continuing to dominate the field.

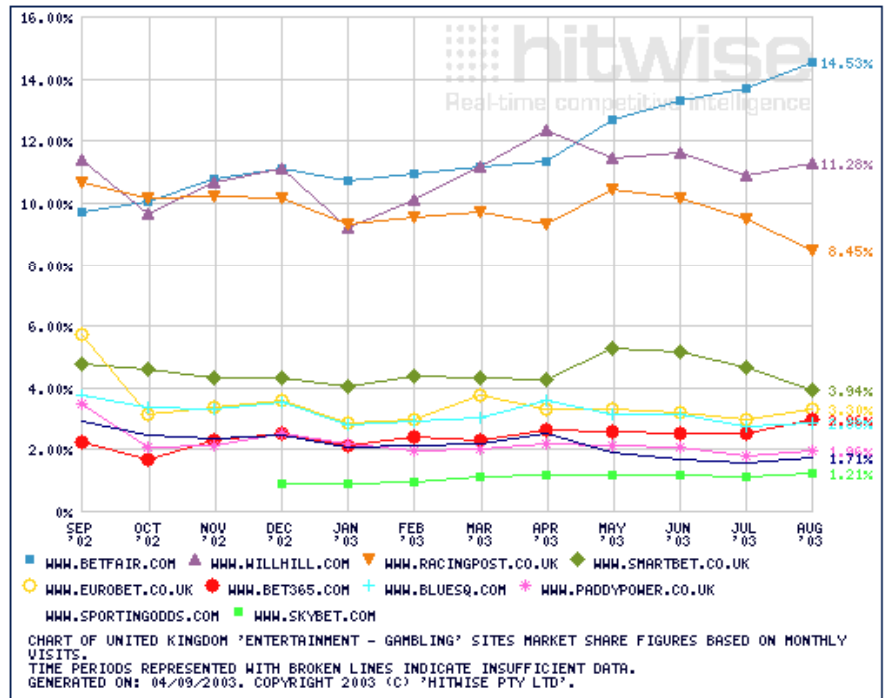
Although William Hill www.willhill.com overtook it briefly in April, Betfair has continued to be the most visited Gambling site in the UK over the last 4 months, accounting for 14.53% of all traffic. It also keeps its users on site for longer, with visitors remaining for 24 minutes and 41 seconds – almost 3 times the length of the average session duration on Gambling sites (8 minutes and 15 seconds).

During the month, 28.7% of traffic to Gambling sites came from Sports sites, with 4.7% from Horse Racing sites.

Top 10 UK Gambling sites, August 2003

Rank	Name - [Show Domain]	Market Share
1.	BetFair	14.53%
2.	William Hill Sportsbook	11.28%
3.	RacingPost.co.uk	8.45%
4.	DailyDraw.com	7.88%
5.	LoopyLotto	4.02%
6.	Smartbet UK	3.94%
7.	Coral	3.30%
8.	Bananalotto	3.21%
9.	Bet365	2.96%
10.	BlueSQ online Betting	2.88%

Performance of selected Sports Betting sites, Sep 2002 – August 2003



Launch of Search Terms

Last month, Hitwise introduced Search Terms – a unique product which reveals those keywords that were searched on by UK consumers across 70 search engines. Search Terms reports on successful keywords i.e keywords which resulted in a user actually clicking through to a website, which is an industry first.

'National Lottery' is the most popular searched on gambling keyword, representing 7.84% of all keywords that delivered users to gambling sites, closely followed by 'racing post' which represents 7.49% of all keywords and 'william hill' which represents 6.65%.

Top Gambling keywords*

Ranking	Keyword	Market Share
1	national lottery	7.84%
2	racing post	7.49%
3	william hill	6.65%
4	ladbrokes	5.65%
5	lotto	5.47%
6	betfair	5.05%
7	lottery	3.09%
8	racingpost	2.40%
9	lotto uk	2.26%
10	www.betfair.com	2.13%

* based on a 12 week rolling average

For further information about Search Terms, please contact Hitwise:
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