



## Focus on Asia

In this report, we take a closer look at the marketing activities of online gambling operators in Asia. The focus is on social media, SEO, and affiliate marketing. The report provides an overview of:

- The most active operators on affiliate sites in Asia.
- The best-ranked operators and affiliates in Asia on Google.
- The most active operators on social channels.

Also, we look at market capitalizations and recent M&A deals.

The data was collected in May 2024 (see charts for specific dates).

### Below are some first insights:

- ESPN Bet (overall) and Sportsbet (Asia focus) are top on **X/Twitter**. On **Instagram**, PokerStars leads overall and Parimatch India in Asia.
- The leading operators on **betting affiliate** sites: Japan = Bet365, India = Bet365, Australia = Bet365, Philippines = Bet365.
- The leading operators on **casino affiliate** sites: Japan = Mystino, India = Parimatch, Australia = Bet365, Philippines = 22bet.
- The best-ranked operators for **betting**-related keywords are Rivalry in the Philippines and Parimatch in India. The best-ranked operators for **casino**-related keywords are 888casino in Philippines and Parimatch in India.
- Flutter leads the overall ranking with a **market capitalization** of GBP 28.7 billion.
- The top **betting app** in the Philippines is OKBET, and in Australia, the app of Sportsbet.

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## Contents

### Marketing Analyses

- ◆ Affiliate marketing benchmarking
- ◆ SEO benchmarking
- ◆ Social marketing benchmarks
- ◆ Mobile betting apps
- ◆ Focus on:
  - Philippines
  - India
  - Japan
  - Australia

### M&A Analyses

- ◆ Market caps
- ◆ Recent M&A deals

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