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DataArt Predictions For The iGaming Industry!

The biggest shakeup in the iGaming and betting industry in 2018 came from the United States. The repeal of Professional and Amateur Sports Protection Act (PASPA) upturned the entire industry and opened up a huge new market. Companies that were considering an aggressive move into Asia are now re-focusing on the U.S. instead. Experts at the global technology consultancy [DataArt](#) predict that 2019 will be shaped by this shift in focus on the U.S., driven further by new technologies and industry partnerships.

The DataArt iGaming Practice predictions for 2019 are:

Partnerships and Takeovers Will be Popular

The end of the federal ban on sports betting in the U.S. undoubtedly creates significant opportunities, but this gold rush has its limitations and isn't for everyone. Firstly, it's not yet clear which states will give the green light to sports [betting](#). Secondly, the costs associated with entering the market are high. Therefore, everyone is looking to benefit through partnerships or takeovers. Smaller industry players can choose to partner up or wait and see how the situation unfolds.

Tight Margins Will Increase the Urge to Be Competitive

Companies are rushing to the new market to build brand awareness and earn customer loyalty before their competitors do. Those first to market will have an advantage, which is why everyone is clambering to get in quickly. Margins are going to be tight in the first years due to the intense [competition](#). The question becomes how you differentiate. Those with high quality products, great front end, intuitive features and advanced data analytics will stand out from the pack.

Customization Will Be the Key to Success

The U.S. [gaming](#) industry will be unfolding for years to come. Companies that can build custom products catering to the U.S. marketplace will benefit greatly. That said, custom products are not only about the UI today. The speed with which companies react to clients' wishes and meet their business needs is critical. Only those with deep industrial expertise will be positioned to enjoy considerable success.

Expect a Bingo Sector Revival

Compared to other iGaming sectors, Bingo may seem undeveloped, but it certainly has great potential for growth and innovation. There is a lack of new [Bingo](#) products in Europe now, so we expect new entrants to take hold and technologically revive the sector in 2019.

Blockchain and Crypto Will Play Strong Roles

The sports betting industry is huge and growing rapidly. Blockchain will bring trust and transparency to the betting process, helping the government ensure compliance and offering players a more predictable experience. [Cryptocurrency](#) as an alternative payment method (widely used in casinos) can help to address the issue of cashing out and transferring substantial sums of money involved in the industry.

There Will Be a Rise in AI to Enhance UX

Artificial Intelligence (AI) will be used in online sportsbooks and casinos to enhance the user experience. Delivering personalized content of specific interest to the user will lead to better conversion rates.

Competitive Advantage Will Lie in [Data](#)

Data Analytics will also become more popular, introducing the possibility of a more personalised experience that helps both land-based and online operators increase customer loyalty and gain a competitive advantage.

<http://techmash.co.uk/2018/11/20/dataart-predictions/>

