

Lotteries - UK - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“By positioning digital platforms as an easier way for players to purchase tickets and a way to ensure they never miss their chance of taking part, operators can increase not only the number of those playing, but the frequency with which they do so.”

– **Zameira Hersi, Leisure Analyst**

This report looks at the following areas:

- The annuity game
- Growing importance of digital

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Going from an instant winner to a lifetime winner
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People's Postcode Lottery remains consistent

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