

GLOBAL SAMPLING



GTECH: The 2008 World Player Survey Has Arrived

Who knows ...

- ... which game type is most popular among players 16-24 years old?
- ... what really motivates players to play lottery games?
- ... which countries have players who have played the lottery the longest and shortest times, on average?
- ... which country has the highest participation rate for all types of internet gaming?

After 8,000 interviews with lottery players around the world, the answers are in the book.

GTECH WORLD PLAYER SURVEY 2008

10 Countries Worldwide

8,000 Players

2,000 Young Players

Our most comprehensive worldwide lottery player survey ever conducted.

To learn more about what's between the covers, contact your local GTECH representative or email us at MarketResearch@GTECH.com.

GTECH® is an advocate of socially responsible gaming. Our business solutions empower customers to develop parameters and practices, appropriate to their needs, that become the foundation of their responsible gaming programs.



GTECH®
Architects of Gaming