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## Introduction

We are pleased to publish this fifth edition of *Casino City's Global Gaming Almanac*. This new edition provides market, financial, legal, and regulatory information about land-based and online gambling in over 190 regions and jurisdictions around the world. From a summary of each country's gaming activity to the details of the participating properties, this almanac furnishes a complete overview of gaming worldwide.

The almanac has five main areas of focus within each jurisdiction. First, the major market segments are described, including casino and card room gaming, lotteries, commercial bingo, race wagering, sports betting, and online gaming. Information on recent financial statistics, the historical and current regulatory environment, an overview of pending legislation, and major trends is included.

Second, summary tables show the distribution and total numbers for types of gaming facilities, gaming devices (including slots, video lottery terminals, and electronic Bingo), and gaming tables (including poker) within the jurisdiction. Other summarized statistics include casino square footage, convention square footage, number of rooms, restaurants, entertainment venues, parking spaces, and number of employees.

Third, more than 2,600 gaming properties are covered across the jurisdictions. Details provided for individual properties include physical address, phone and fax numbers, website and e-mail address, property owner, types of table games, restaurant names and cuisines, entertainment venues, attractions, and hours of operation. All of the summarized statistics listed above are also provided for individual properties.

Fourth, for each gambling activity in a jurisdiction, the appropriate regulatory body is shown with name, location and contact information.

Finally, this edition of the Global Gambling Almanac is the first to include current and historical activity-specific revenue charts and tables. As this is the first year for which this type of data has been collected, it will not be included for many jurisdictions. We hope to see the number of jurisdictions providing revenue figures increase with each edition. This data is collected from regulatory agencies and commissions around the world. Specifically, the new data includes

- Four years of calendar year net gaming revenue by gaming activity. The four calendar years of data are presented in local currency and U.S. dollars for all jurisdictions. The data is also presented in inflation-adjusted terms using December 2008 as the base when the consumer price index is provided by the jurisdiction. See the appendix for details of the calculations required to produce the revenue data presented in this book.
- Five-year revenue bar charts for each gaming activity in each jurisdiction. Inflation-adjusted and U.S. dollar charts are included for each available jurisdiction as well.
- Summary tables with four years of revenue, revenue change since prior year, inflation adjusted revenue and inflation adjusted revenue change since prior year for each gaming activity.
- Raw revenue data tables and, when obtainable, tables of taxes collected per gaming activity.

*Casino City's Global Gaming Almanac* also includes an ownership section that lists more than 200 gaming property owners worldwide. Along with contact information, the ownership details show the properties owned and ownership share.

The CD version of the almanac includes a spreadsheet tool enabling custom gaming property marketplace analysis by geographic area and by type of gaming facility along with a MapPoint file displaying every gaming property in the world geographically on a map. More than 180 annual reports of gaming businesses based outside North America are also provided on the CD together with the print version of *Casino City's Global Gaming Almanac* in PDF format. Agency and commissions and their executive contacts are being included in machine readable data files.

The creation of *Casino City's Global Gaming Almanac* and *Casino City's Global Gaming Almanac CD* and the development of the infrastructure required to support their production was a massive effort involving many disciplines by a team of very dedicated people. We're proud of the effort put forth by every employee of Casino City Press.

Steve Bloom, our Chief Product and Information Architect, managed the overall development and software engineering effort required to create this new edition of *Casino City's Global Gaming Almanac* and CD. Included were enhancements in our database design, data-entry applications, data extract procedures, as well as the development of a completely revised template-driven publication process. Steve's dedication, and the dedication of those working with him, was instrumental to the success of the project. Other software engineers and engineering support team members include Alan Yabroudy, Bill Tyler, Ian Asaff, Joe Ozug, Keith Stevens, Kyle Waz, Robert Encarnaçao, and Sue Ellen Beers.

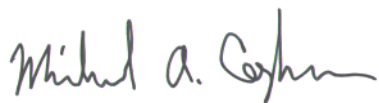
Emily Hunt, our Senior Content Development Manager, oversaw all of our data collection and update efforts. Simply stated, the new edition of the almanac and CD would not exist without the dedication of the entire content team. Bryan Corfman, Caroline Shaool, Christine Sullivan, Kelley Johnson, Krishna Narsu, and Paul Mogilevsky were significant contributors, focusing on keeping our data about hundreds of jurisdictions up-to-date. Other content development team members include Anakana Schofield, Carol Heller, Chris Richardson, Dan Igo, Gary Trask, Nancy Troy, Steve Dixon, Tom Yee, and Vin Narayanan. Dr. Alan Meister, an economist with Analysis Group and author of *Casino City's Indian Gaming Industry Report*, contributed research on Native American gaming ensuring this publication includes all Indian gaming facilities.

Andrea Mullaney, our Director of Marketing, has overall responsibility for ensuring the gaming industry knows about and understands the value of the almanac. Together with Bill Riley and George Choi, she is responsible for all publicity and promotion including trade show planning, product brochures, direct mail and e-mail campaigns, press releases and advertising, and our web storefront. Bill Riley copyedited sections of the almanac, and George Choi created the almanac and CD cover artwork.

Our sales team is responsible for ensuring we generate the revenue necessary to make this product successful. Adam Newman, Eric Almquist, Marcy Grand, Rebecca Liggero, and Steven Corfman are responsible for all product sales efforts.

Fred Braley, our Controller, together with Reta Rampino, made sure all the financial and purchasing arrangements necessary to create this new publication were handled in a professional and timely manner. Lisa Pasquarosa, with assistance from Kathy Egersheim, managed the customer service and fulfillment tasks associated with almanac and CD orders.

Finally, we'd like to thank you, our customer. It is your words of encouragement and appreciation, your suggestions, and your overwhelming acceptance of our products that make our efforts both rewarding and possible.



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