

Population:  
40.3m

Internet Users:  
23m in 2009<sup>1</sup>

Internet Penetration:  
57 percent<sup>2</sup>

E-commerce Turnover:  
AR\$5.240bn (US\$1.357bn)<sup>3</sup>



## Executive Summary

Argentina is considered one of the key markets for anybody seeking to break into Latin America's online gaming sector. With a local population that exceeds 40m inhabitants and a renowned passion for football, it is the second-biggest Spanish speaking gambling market in Latin America, only surpassed by Mexico.

While there is no public data regarding the total size of Argentina's gambling market, it is believed that it is worth more than US\$3.4bn.<sup>4</sup> Argentina's privately managed land-based gaming industry has doubled in size in the last 10 years and the sector currently has more than 80 casinos and 35,000 slot machines operating in the country.

With an internet penetration of almost 60 percent and a strong middle class with access to debit and credit cards, Argentina has attracted the interest of many international operators that see this country as a stepping stone into Latin America's online gambling market.

However, due to the lack of clarity over the current legislative framework, most companies that have started operating in this jurisdiction have found themselves legally challenged by different government authorities and gaming and sport associations.

Prominent international operators such as Sportingbet and Victor Chandler have been forced to cease operating in Argentina after being prosecuted before Argentinian municipal and federal courts. And, while Argentina continues to be considered as 'the next big thing', it seems the legal uncertainty surrounding online gambling means many prominent players won't enter this market until more favourable conditions are in place.