

# The Rapid Growth of Online Casino Industry in New Zealand and Australia

DE Brown February 21, 2018



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([Newswire.net](http://Newswire.net) -- February 21, 2018) -- Australia and New Zealand have been some of the most popular online casino markets in the past few years. While online gaming has been widespread in the region in the 1990s and 2000s, it has gained more rapid growth in the past decade. Sports betting has especially multiplied in Australia and New Zealand with one in seven or 13 percent Australians and New Zealanders gambling on sports now.



The [growth in online gambling](#) is behind the massive increment in sports betting in these nations. As per a 2013 report, 53 percent of the online gambling in this region is attributable to sports betting. Today, residents in Australia and New Zealand have easy, 24/7 access to online casinos which implies that they can gamble any time of the day or night. Further, sporting events are presented in conjunction with online gambling which means that bettors can conveniently compare various wagering avenues.

In fact, the Australian government has been pro-betting, and an Australian High Court ruled in 2008 removing restrictions that prevented bookmakers that are licensed in a specific jurisdiction from advertising in another one. Such changes have encouraged corporate online gambling organizations to find a stronghold in the nation. Online casinos are proliferating in Australia and New Zealand to make the most of the enormous popularity of online gaming and sport betting in these countries.

Australia and New Zealand are often characterized as countries that have a strong penchant for gambling. However, online casinos are increasing all over the globe. While Australia has been a world leader in the liberalization of land-based gaming, these brick and mortar casinos are increasingly becoming obsolete, and are fast being replaced by advanced technology and more alternatives.

**New technologies**

Various factors are ensuring that Australians and New Zealanders move away from land-based casinos, and shift to online gambling venues. Online casinos provide users with multiple benefits such as ease, comfort, price, and a higher number of betting alternatives. There are plenty of websites where you can find the reviews of online casinos and get bonuses, they are one of the [best information sources about online casinos](#) in New Zealand.



While interactive gambling involves the mobile phone, now users can rely on digital television as well furthering the reach of online casinos. However, marketing for online gambling venues is still quite rudimentary. This is changing fast due to the use of customer tracking technologies which enable operators to target the right audiences with lucrative promotional approaches.

### **Regulations**

Online gaming is one of the most densely regulated industries globally. Gaming regulations around the world have become more complex. However, legislative prohibition in various forms has not prevented people residing in Australia and New Zealand from participating in online gaming. The governments in these countries have faced varying degrees of pressure from the public over the growth and restrictions on digital gaming.

Ideally, in the long-run, these states should focus on joining hands with the international community to understand if a relatively safe framework for online gambling can be established. Australia and New Zealand should evaluate their policies regarding offshore online gambling to provide a secure gaming environment to online casino customer.

[Online gaming has seen rapid growth worldwide](#) , and Australia and New Zealand are also experiencing rapid growth in online casinos and sports betting. These countries are traditional strongholds for the gambling industry, and the same holds true for online gambling as well. However, the governments need to ensure that a safe, secure, and convenient operating environment is available to the multiple companies in this industry as well as millions of players.

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