FROM DABBERS TO DOWNLOADS: AN UNDERSTANDING OF THE EVOLVING PLAYER

ARISTOCRAT INTERACTIVE™
iLOTTERY

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ICYMI: At the PGRI Fall Conference in Nashville, Tina shared new insights into the evolving gaming player—highlighting how this is reshaping today's lottery players.

From board games and weekly game shows to video game consoles to first generation games on cell phones, games have been part of the backdrop for the next generation of players. Millennials are influencing how the most traditional gaming sector, the lottery, connects with its players.

By looking closely at player demographics and motivations across various gaming verticals and comparing them to lottery audiences, Aristocrat Interactive uncovered insights that lotteries can leverage to remain relevant and stay competitive as the player expectations and the market evolves.

Expanded Offering to Reach the Next Generation

To understand how to win in the evolving competitive landscape, we must understand the market. Across the past two decades, gaming has progressed from being primarily brick-and-mortar to offering nearly every game-of-chance vertical online. Retail still drives the highest participation among U.S. adults, but the expansion of gaming has fueled 32% growth in U.S. regulated gaming gross revenue. Online gaming gross revenue, though still only about a fifth of total revenue, has risen by 700%.

Who is driving this growth? Across lottery, casino, and sports betting, online participation is most common among adults 18-44, especially Millennials, and has a slightly higher male representation than traditional brick-and-mortar lottery and casino players. But participation across channels isn't mutually exclusive. These players often move between channels depending on their motivations play-styles, shopping habits, and life-styles. For lottery, retail remains the choice for its traditional routine and trust. However, evidence shows that barriers like lack of time, travel limitations, or not having cash, create more opportunities for digital play. This is where online channels step in to meet those player needs.

THE POWER OF CROSS-CHANNEL PLAY

Lottery players that play online and in retail are:

- **Next Generation:** 13 percentage points more players in 18-43 age group
- **More Engaged:** 2X the weekly participation
- **New to Lottery:** 6% new players that played online first and now play both online and in retail

Modernizing your lottery engagement with digital solutions supports lottery success.

ARISTOCRAT INTERACTIVE.

Where Digital Meets Convenience and Drives Stronger Engagement

A recent Aristocrat Interactive study in U.S. markets with iLottery, shows clear differences between lottery retail-only players and those who engage across both retail and online, known as the cross-channel player.

These studies revealed a notable demographic shift: cross-channel adult players skew younger, with most in the 18-43 demographic, while retail-only players are more often 44 and older. This pattern mirrors trends seen in the other online gaming verticals.

Additionally, more than 58% of cross-channel lottery players reported playing weekly, which is nearly double what retail-only players claimed (32%). Put simply: ***engagement is stronger for cross-channel players.***

Six percent (6%) of cross-channel players had never purchased lottery tickets until online options were available, proof that digital formats are reaching new audiences.

So why both? Cross-channel players aren't loyal to one channel. Retail remains popular because it fits into their life-style routines, while online offers convenience. (Think: buying a lottery ticket during a grocery run or online while at home just before a draw closes.)

Digital play isn't replacing retail; it is complementing it. It's simply another way to serve players, meeting their needs and expectations whenever, wherever, and however they choose to engage.

Connected Experiences that Grow Both Channels

iLottery isn't just a digital convenience feature but an opportunity to strengthen the entire ecosystem. When retail and digital are designed to work together, rather than compete, the evidence suggests that both channels grow. Retail remains the stable backbone of routine play, while digital adds flexibility, convenience, and brings in new player groups.

What are these cross-channel players looking for? Aristocrat Interactive is proud to work with U.S. markets to provide consumer-centered, innovative omni-channel experiences such as:

- Ticket-Checking. Expanding the ticket-checking journey beyond the scan by leveraging data for personalized experiences, including tailored offers and messages that resonate with players.
- Mobile Wallets. Allowing players to redeem retail and online winnings directly from their phone (or tablet), which is both convenient and eco-friendly.

Retail Cashout. Giving players who prefer cash-in-hand the option to withdraw funds from their mobile wallet at a retail location. They simply submit a withdrawal request, receive a digital voucher, and scan at retail to get the cash in store.

Meet Modern Players Where They Are

The takeaway is clear: ***design ecosystems around how the next generation plays.***

The players who grew up between dabbers and downloads aren't choosing one channel over the other; they are choosing whichever option fits the moment. Lotteries that embrace this reality will be best positioned to grow in the years ahead.

If you're interested in more insights into cross-vertical and cross-channel players, scan this QR code to reach out to Tina Wolf or contact any Aristocrat Interactive colleagues from the growing family of digital lottery. You can also view the full presentation at **www.pgritalks.com.**

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Sources:

Online Lottery Engagement, Aristocrat Interactive – September 2025 (n=1,000)

U.S. Multi-channel Market Study, Research Strategy Group – September 2025 (n=26,005)

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