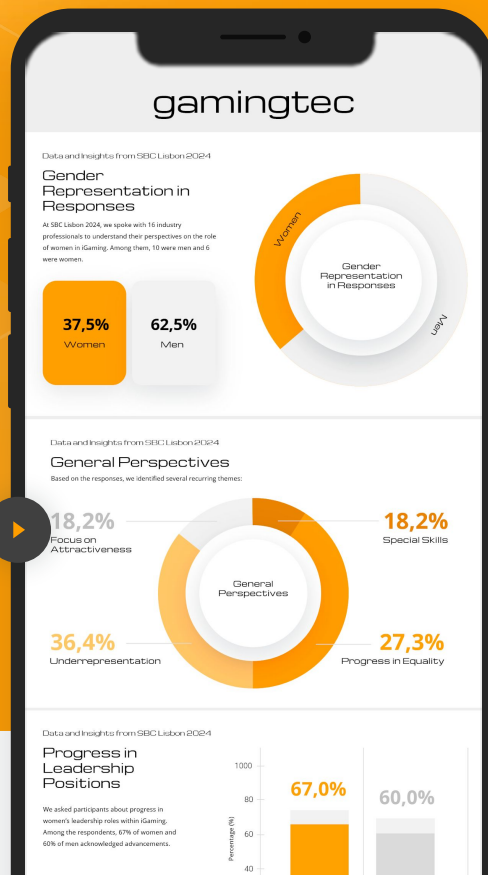


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Perspectives on Women in iGaming

Data and Insights from SBC Lisbon
2024





Data and Insights from SBC Lisbon 2024

Gender Representation in Responses

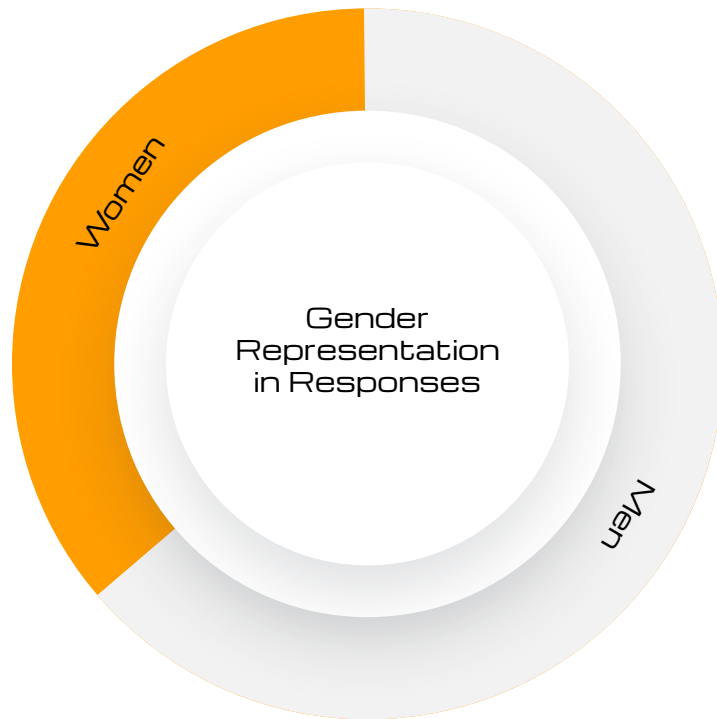
At SBC Lisbon 2024, we spoke with 16 industry professionals to understand their perspectives on the role of women in iGaming. Among them, 10 were men and 6 were women.

37,5%

Women

62,5%

Men

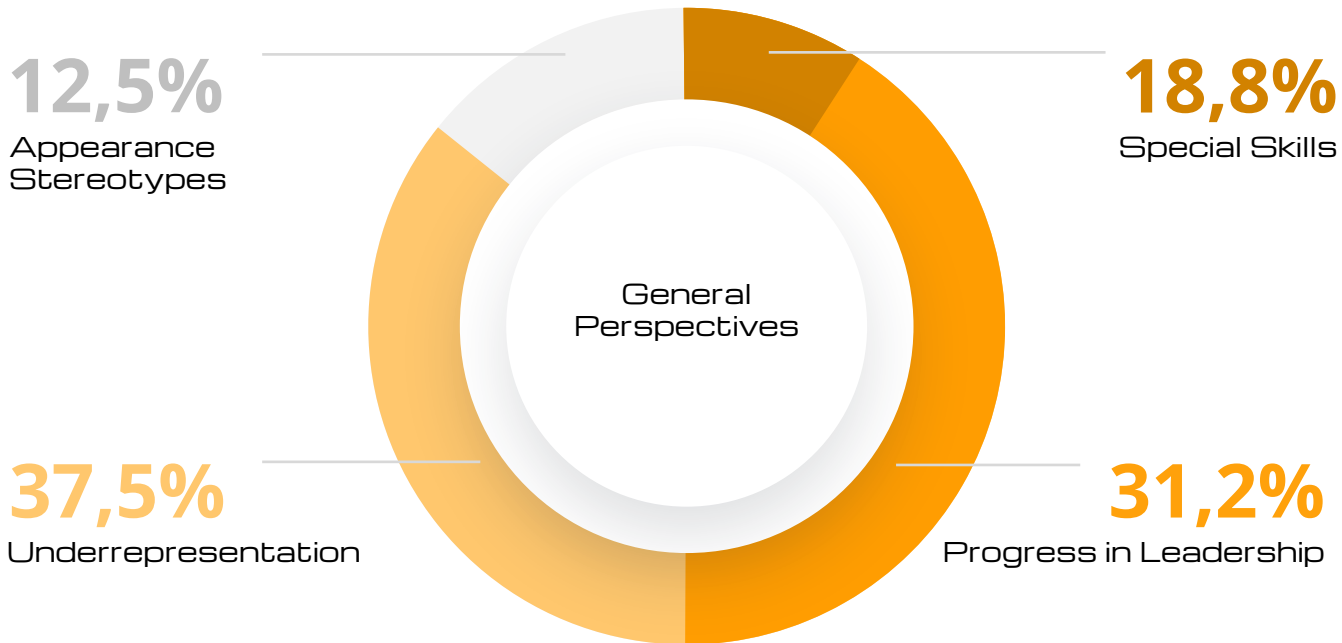




Data and Insights from SBC Lisbon 2024

General Perspectives

The responses highlight ongoing challenges like underrepresentation, positive advancements in leadership opportunities, recognition of specific skills women bring to the sector, and persistent stereotypes about women being used to attract attention.

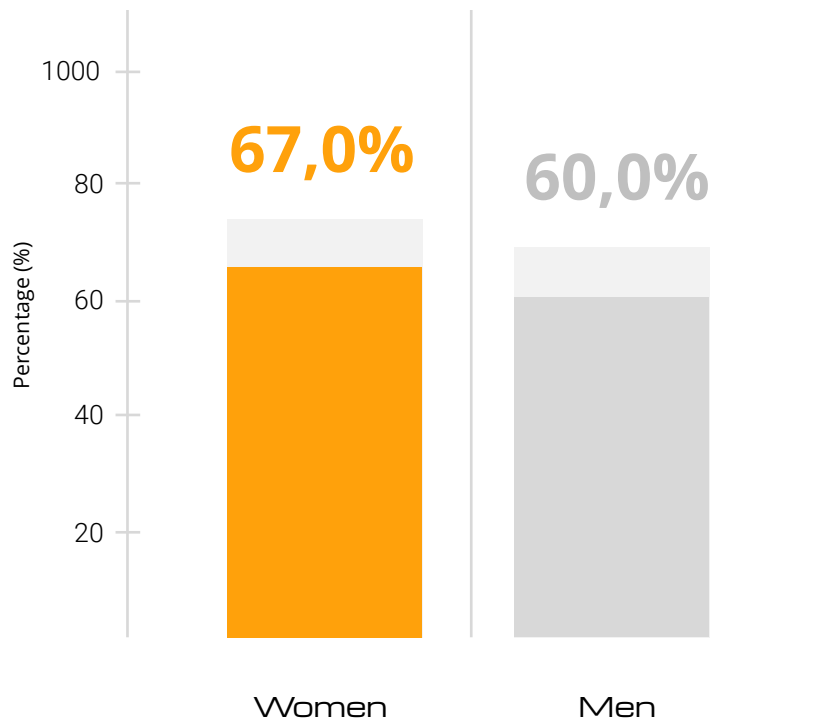




Data and Insights from SBC Lisbon 2024

Progress in Leadership Positions

67% of women and 60% of men said they've noticed progress in women taking on leadership roles in iGaming.

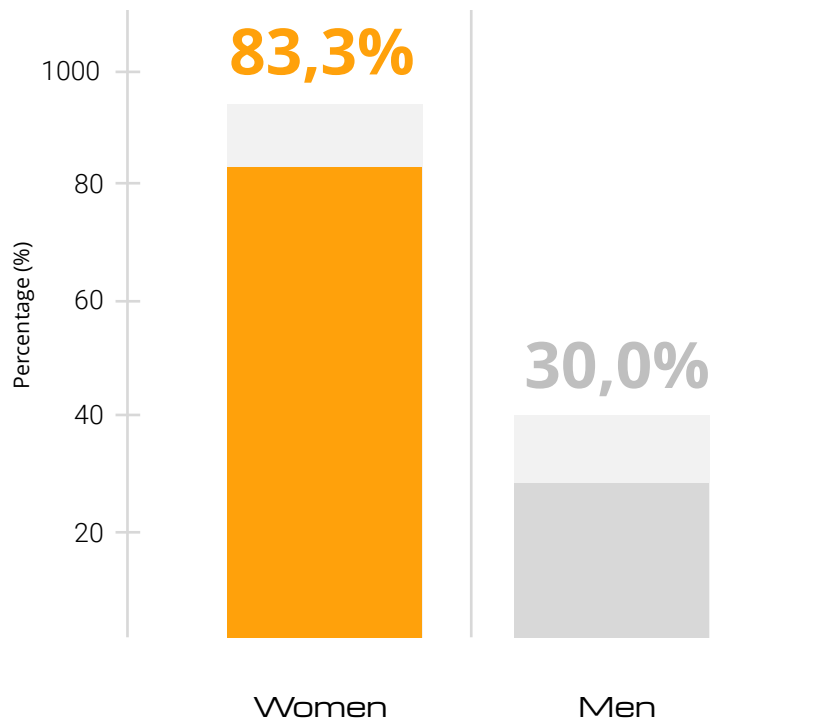




Data and Insights from SBC Lisbon 2024

Underrepresentation

Among the participants, 83.3% of women and 30% of men identified underrepresentation as a significant issue for women in iGaming.





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