How to launch an online casino in 2026, in 8 steps

Licence, platform, payments, markets and traffic, with numbers from our sourced data.

1. Choose your licence route
2. Budget for licence fees and tax
3. Pick a casino platform
4. Add a sportsbook
5. Set up payments
6. Pick your markets
7. Know the rules in each market
8. Get traffic from affiliates

Licence

Choose your licence route

Own licence

You hold the licence and sign your own suppliers

or

White label

You launch on a platform’s licence and systems

- 4 routes and 14 jurisdictions in our data

Licence

Budget for licence fees and tax

5.5–40%

gaming tax on revenue, national licences

- From 5.5% in Estonia to 40% in the United Kingdom
- Offshore licences: fixed regulator fees a year

Curaçao €47,450

Anjouan €17,828

Kahnawà:ke $20,000

Platform & software

Pick a casino platform

25

casino platform companies in our data

- On a white label, the platform holds the licence
- Number = brands on each platform today

Jumpman Gaming **126**

ProgressPlay **103**

SkillOnNet **74**

White Hat Gaming **35**

Platform & software

Add a sportsbook

18

sportsbook suppliers in our data

- Number = brands using each sportsbook today

Kambi 41 | Altenar 27 | Betby 15 | SOFTSWISS 11

Payments & banking

Set up payments

17

payment providers in our data

- Cards: an acquirer approved for gambling (MCC 7995)
- Cards, e-wallets, pay by bank, vouchers and local methods

Cards **Worldpay** E-wallets **Skrill** Pay by bank **Trustly**

Vouchers **paysafecard**

Markets

Pick your markets

€9.7bn

online GGR, United Kingdom, FY 2025-26

- Casino is the larger product in 10 of 12 markets
- Years and definitions differ by market

Italy €4.9bn

New Jersey €3.6bn

Michigan €3.3bn

Pennsylvania €3bn

Payments & banking

Know the rules in each market

3

countries block payments to unlicensed sites

- Great Britain: no credit cards since 2020
- Finland: affiliates not an allowed channel from 2027

Norway Finland Germany

Traffic

Get traffic from affiliates

8

affiliate media groups in our data

- Paid by revenue share or CPA (a fee per new depositor)
- Catena Media: 89% CPA; Gentoo Media: 62% revenue share

Better Collective **€336.7m**

Grandstand **$165.4m**

Gentoo Media **€98.7m**

Catena Media **€46.6m**

UltimateOwner data guide

Full guide + every source

ultimateowner.org/guides /igaming-startup-stack

- Platform & software
- Licence
- Payments & banking
- Markets
- Traffic

Source: UltimateOwner · CC BY 4.0 · Data checked 26 Oct 2026