Online Poker: Affiliates looking for Higher Payouts

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Millions of people all over the world play online poker daily at home and at work. The industry generated over $3 Billion in revenue in 2005 and that number is expected to exceed $12 Billion by 2008! That is a lot of money and it gives great opportunities to online poker affiliates.

Affiliates can earn a lot of money by promoting online poker websites. Poker affiliate are free to join and allow you to work any hours you desire. The more you work, the more you make. You can become a part of this huge market by joining an online poker affiliate program such as the one offered at FreeSI.com. FreeSI.com uses its connections and knowledge of the industry to assist poker affiliates in making and receiving the most value from their websites traffic.

The Unlawful Internet Gambling Enforcement Act of 2006 had a very challenging effect on all poker affiliates worldwide. When the bill was passed, many large poker companies such as Party Poker pulled out of the US market. All of the company’s affiliates lost their US players without advanced notice. To make matters worse, many spent tons of time and money only promoting Party Poker. Affiliates that were not marketing several brands were unable to handle the impact of UIEGA when it passed. Meanwhile, savvy marketers have been able to tap into rich markets abroad where the online gambling laws are friendly and processing is a breeze.

The pressure from the US government has made all online gambling companies heavily rely on the capabilities of affiliates as many advertising venues that were popular years ago can't be used anymore. Competition for natural, organic search engine rankings is fiercer then ever. Getting players to convert over the last several months has been almost impossible even for the best online gambling companies. Many affiliates frustrated with the recent conversion rates have quit the online gambling world all together and some of their domain names will be auctioned off in May 3rd-5th, 2007 at the NH Grand Krasnapolsky Hotel in Amsterdam during the 2007 Casino Affiliate Convention (2007 CAC Amsterdam) being thrown by Marc Lesnick. One man’s misery is another man’s fortune and Point-Spreads.com expects that several of the domain names will be sold to smart online poker affiliates.

Approximately 23 million Americans enjoyed playing online poker in 2006. Affiliates that wish to target the American market are only going to compete with a small handful of poker networks. Many affiliates are afraid to rely on the revenue share method with mounting fears of another doomsday scenario like they received when Party Poker left and most poker sites are not willing to pay a high CPA (Cost per acquisition) as the affiliates have been accustom to receiving in online poker’s glory days.

Despite the apprehension on both ends, the industry seems to be rebounding since the World Trade Organization ruled in favor of Antigua & Barbuda. The tiny Caribbean Island nation has been involved in a long standing dispute with Washington regarding the US’s protectionist stance to foreign remote gambling companies. The Chairman of the House Financial Services Committee, Barney Frank of Massachusetts has called UIGEA the "stupidest law ever passed". Frank is looking into introducing legislation with the help of Southern Nevada Congresswoman, Shelley Berkley to reverse UIGEA in the upcoming session of Congress.

Tides might be turning for online poker affiliates, and they very well might have seen the worst of it. The Poker Players Alliance (PPA) has enlisted a key ally in the "War on Online Gambling", former U.S. Senator Alfonse D'Amato. Senator D'Amato is joining the PPA as Chairman of the Board and will be leading the efforts of the PPA in Washington D.C. The Poker Players Alliance (PPA), a grassroots organization of more than 160,000 poker enthusiasts.

"I have had a passion for poker since my childhood, and for politics almost as long. This new position will allow me to fuse these passions and help establish sensible policy that allows Americans to enjoy the great game of poker in the venue of their choosing," said Alfonse D'Amato.

Successful poker affiliates that are willing to work tirelessly on their websites to match current search engine standards might just find themselves in the right place at the right time.