



GamBond

Pacific Congress on I- Gaming 2006

Mobile Gambling

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GamBond

- **Mission:** *Global Trust & Confidence*
- **Structure:** Independent, transparent, well-capitalised guarantee company
- **Product:** A financial guarantee of online gaming gambling establishments
- **Triggers:** Insolvency, loss of license
- **Transparent:** Web-based disclosure
FSA regulated



Gareth Wong

- 2002 Advised Camelot on their interactive strategy
- 2003 started GamRock mobile gaming gambling brand & operation
- 2004 Founded GamBond
- 2005 written the **mobile gambling** chapter of “Internet Gambling Report”
- 2005 founded  Gambit
- 2006 founded **Gaming Money Summit** 
- Also Board Advisor to Gaming Gambling and Telecom firms.
- See more on www.GarethWong.com



Mobile Penetration in Asia

Sample countries

Singapore 98%

Hong Kong 120%

China 30%

Pakistan 18%

South Korea 77%

Taiwan 93% (down from 113%)

Macau 93%

Australia 95%

Myanmar 0.5%

China 29%

Malaysia 67%

Thailand 45%

Bangladesh 5%



Mobile Gambling in Asia

Challenges

- Propensity to gamble for population is very high
- Gambling is mostly illegal in Asia Pacific except where it is licensed (mostly monopoly or govt. owned)
- Therefore, opportunities that can achieve scale and reach mass market are mostly via:
 - Mobile extension to existing legalised products, or
 - Focusing on skill based competitions, or
 - Casual games with prizes
- Not properly regulated means subject to interpretations/ potential abuses



Mobile Gambling

Key Success Factors

- Trust/confidence/ Brands
- Gaming formats
- Easy of use
- Distribution
- **Focus on changing/identifying culture**



Trust of Brands

- Mobile is best (only?) way to reach the mass market
- Mass market is brand conscious (loyal!?)
- More trust with Hutchinson/SmarTone / Telefonica/ Vodafone/O2/ Orange than generic names like 'JackPotMobile' etc.
- Where are likes of Easymobile or Virgin mobiles?



Mobile gaming format

- So far, mainly product extensions of existing online products
- Need to bear in mind the target audience & what they aim to do whilst mobile?
- Appropriate products for channel & target is KEY, (e.g. 'how lo' from million21)
- Maximise the use of capability of handset (e.g. new poker clients)



Numbers from experience

➤ Call to action to web – lose 85% signup

Turnover September : over \$1,000,000 USD

Active users : 10,000 +

Average Bet : \$30 USD

● Registrations

▶ 88% male versus 12% female

▶ Of female registrations 88% are single

▶ No 1 UK region for all registrations is North West with 16% of all registrations. However, highest % of female registrations in the South West (13% of all female registrations.)

● Medium for Registrations

▶ **Almost 85% s of all users register via WAP/ J2ME**

▶ Medium for Betting

▶ 89% place bets via WAP/ J2ME, 4% via WEB and 1% via SMS.

Based on works/campaigns by Collectivity, www.bet2go.com



public free evening Event, Next one on mobile gambling, 4th April 2006, in London, UK.



Ease of use

- Can you signup from mobile? (via WAP, SMS or J2ME clients?)
- Do all the necessary KYC on mobile?
- Call-centre call back?
- Mobile deposit/withdraw possible?



Distribution

- Acquire new or ‘monetise’ existing user base?
- What is the RoI of the campaign?
- What are the demographic of mobile gamblers?
- How to target them? (online, flyers, beermats? Sport-programs?)
- How to ‘deliver’ the content?



ARPU or new matrix

- Mobile operators still speak ARPU (no one speak AMPU/LRPU yet)
- Gambling operator speak 'net win', Lifetime value or campaign RoI
- What are the middle ground?
- New matrix will be needed
- Will be lead by gaming operators (via wallet/points systems, not PRS)
- Once proven, MVNO will move in



Future

- Mobile gambling is growing up
- ***Key is to KNOW the customers' needs/ wants on mobile***
- **Need** further investments by major brands
- Critical mass is key
- **Media play key roles** (e.g. Cultural forming TV/Radio programs)
- Mobile gambling association (e.g. sub-committee of Remote Gambling Association) will be key



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Thank you

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www.GamBond.com, www.GarethWong.com



public Event, see www.TheGambit.info

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