

15th June 06



The Mobile Gambling Summit Asia 2006

Closing Summary

1st Nov 2006

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In summary



We ARE the pioneers & Writing the rule book together!

Asia is Unique, as its “generally” illegal or GREY for operating online and especially mobile gaming gambling.

Key TWO strands:

1. LEGAL way (usu. Government monopolies, or single licensee)
2. TBE [Turned Blind Eye], until an operator becomes too visible or ‘get caught’!



3 Key Areas to consider, ONEGB

Legally: challenge is whether/how/when to enforce the law (towards consumers, operators or those get caught?) Consider:

1. Identify key partners
 - a. Identify future trends
 - b. Keep track of key stake holders
2. Find, locate & 'befriend' the lawful licensees
3. Know what 'role' you play (s/w, payment, marketing, etc,)
4. Establish viable, legal & scalable business model
5. Situations are games & jurisdiction specific!

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3 Key Areas to consider, TWO

Technical Issues key

- a. Testing/regulations
- b. ID/Age verification (jurisdiction specific, but also industry best practise should be adopted)
- c. Handsets, application, connectivity, provisioning trialled and tested fully
- d. Build trust
- e. ABC simple!

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3 Key Areas to consider, Three



Marketing

- a. Recognise that this is a New Segment
- b. Incremental rather than cannibalistic
- c. New experiences/ games formats need to be devised
- d. Sole channel or multi-channel
- e. Those who invest now WILL* win, * (more likely to)

Go Forth & Make the rules together!

Help

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Thank you

You can read the mobile gambling report I wrote, free of charge on www.GarethWong.com

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Next Free

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Public event on 15th Nov.

details & signup at www.TheGambit.info

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