



# **GamBond**

## **Mobile Gambling Summit Asia**

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**Gareth Wong MBA  
Founder CEO  
MGSA@GamBond.com**



# 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 a European Lottery firm on their interactive strategy
- 2003 started GamRock mobile gaming gambling brand & operation
- 2004 Founded GamBond
- 2005 written the **mobile gambling** section of “Internet Gambling Report”
- 2005 founded  Gambit
- Also Board Advisor to Gaming Gambling and Telecom firms.
- See more on [www.GarethWong.com](http://www.GarethWong.com)



# 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 Vodafone/O2/Orange than generic names like 'JackPotMobile' etc.
- Where is 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)



# 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, beer mats? 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
- **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



# GamBond

## Mobile Gambling Summit

### Thank you

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**[www.GamBond.com](http://www.GamBond.com), [www.GarethWong.com](http://www.GarethWong.com)**



**public Event, see [www.TheGambit.info](http://www.TheGambit.info)**

**Next one on iTV Betting, 11<sup>th</sup> Jan 2006**