



# **GamBond**

## **Mobile Gambling Multi-Platform Gambling Forum**

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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 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



# 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?
- What are the demographic of mobile gamblers?
- How to target them? (online, flyers, beer mats? Sport-programs?)
- How to ‘deliver’ the content?



# Future

- Mobile gambling is growing up
- Need further investments by major brands
- Critical mass is key
- Cultural forming TV programs are key
- Need **mobile gambling association** to be formed



# GamBond

## Mobile Gambling Thank you

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