

15th June 06



The Mobile Gambling, Gaming & Lotteries Summit 2006

4th Oct 2006

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Mobile Gambling, Gaming & Lotteries

Your one stop shop for mobile gambling, gaming and lotteries

15th June 06



In closing



In summary:

1. We need a viable LEGAL foundation for growth
2. Watch closely the likely political & legal changes
 - a. Identify future trends
 - b. Keep track of key stake holders
3. Technical Issues key
 - a. For delivery
 - b. Build trust
 - c. ABC simple!



Summary [2]



In summary:

4. Brand promotion/ decent budget & good creative are paramount
5. Recognise that WE are pioneers, to
 - a. Define this new channel/category
To achieve Crossselling, new products on skill based games, and try out new form factors!
 - b. Target new demographics with probably different habits/expectations
 - c. Devise, test & launch new products & services continuously



Summary [3]



Despite the legal challenges worldwide:

6. Future is bright, and future is with mobile (target audience bigger than online!)

Future is with

A> *whoever that position or align themselves with the right partners (Brand, gaming operators), or*

B> *whoever that devise, launch and educate the market with the right 'killer application'!*

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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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