

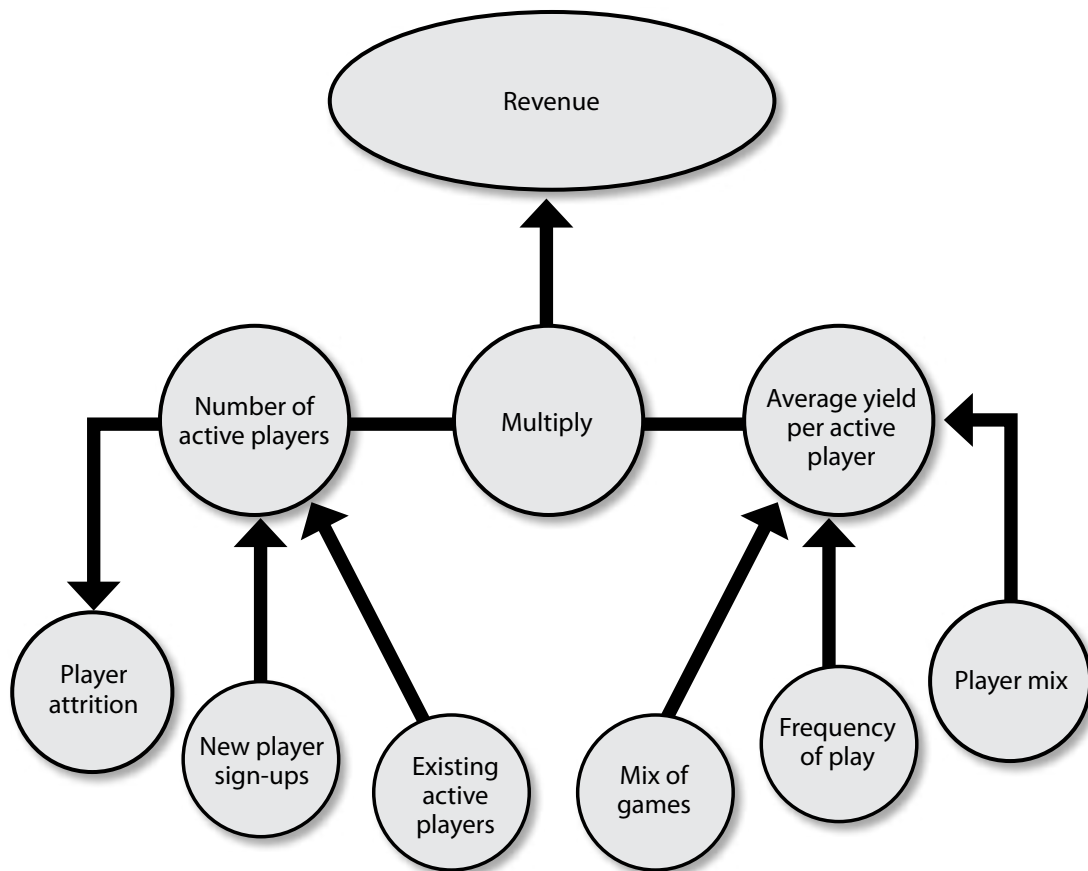
- ability to bring brand to market quickly

A standalone model offers:

- Independence
- flexibility
- control of campaigns and bonusing etc
- proprietary database
- no network limitations

6.4 Digital Poker Fees/Rakes/Charges

Revenue Model for Bwin.Party



Source: bwin.party

How much revenue players generate for a digital poker operator every time they play is an important variable in the revenue equation and is driven by several different factors including frequency of play, the variety of games played and the overall experience of players.

Growth in the number of casual digital poker players, who tend to play and spend less than more experienced players, means that as the player base expands, the average yield per active player day can be expected to decline.

Countering this influence, however, is the fact that experienced digital poker players tend to increase their spend over time, which acts as a positive influence on yield.