

REPORT OUTLINE – TOPICS COVERED

Chapter 1: Market Overview

- Current status and review
- Forecasts
- Mobile penetration and use
- Consumer behaviour on mobile – and how it affects mobile gambling
- Player demographics
- Moving mobile platform from retention to acquisition
- Leading operators
- Key drivers and obstacles
- Mobile v Desktop – player behaviours, values

Chapter 2: Products

- Sports betting
- Casino, Slots
- Poker
- Bingo
- Live gaming

Chapter 3: Payments

- Direct billing and Payforit4
- Mobile wallets
- NFC and contactless payments
- Payment providers with mobile solutions
- Roadblocks and opportunities
- Fraud and security

Chapter 4: Technology and Product Development

- Devices
 - Tablets
 - Smartphones
 - Smart TVs
 - Feature phones (outlying markets – S. America, E. Europe)
- HTML5 v Native Apps
- Mobile technology
 - 4G
 - WiFi
 - Operating systems – iOS, Android, Windows 8 (+ others incl Symbian etc)
 - NFC and RFID
 - Augmented Reality
- Optimising products
 - Technology
 - User behaviour – mobile general, mobile gambling
 - Product innovation – using native features

Chapter 5: Trends and Sector players

- New players – MNOs, Weve
- The role of manufacturers – esp. Samsung and Apple

- Social gaming companies – Zynga, Slotomania
- Other players – video gaming companies (future competitors)
- Convergence and partnerships
- Regulation

- **Chapter 6: Marketing**

- Cross-platform and segmented marketing tactics
- Player acquisition and conversion
- Marketing tactics – from text to television
- SMS and Push notifications
- App Stores
- CRM for retention and loyalty
- Increasing player value
- Targeting
- Social marketing on mobile
- The role of Google, Facebook and Amazon
- Tracking and measuring

- **Chapter 7: Incorporating social networks into mobile gambling**

- YouTube, Facebook, Twitter
- Product integration eg. Unibet Social Betting product
- Marketing integration

- **Chapter 8: Market breakdown**

- Mobile data – penetration, usage, behaviour
- Betting potential
- Opportunities for operators - Correlation between the two

- **Chapter 9: Suppliers**

- Amaya
- GTECH G2
- Microgaming
- Playtech
- IGT
- Bally
- SHFL
- WMS
- Virtuefusion
- Mobenga
- Mfuse
- Odoobo

- **Chapter 10: Operator case studies**

- Paddy Power
- Bwin.party
- Betfair
- Ladbrokes
- William Hill
- mFortune
- Probability

- Spiral Solutions
- Betsson
- LeoVegas