

Paddy Power

At approximately 27 percent, Paddy Power holds a disproportionately large share of the UK mobile gambling market and was one of the first companies to have the mobile platform exceed 40 percent of total turnover. In fact by February 2013, over 6 percent of active customers were using mobile platform.

The company's mobile strategy is one of innovativeness and, to a certain degree, risk taking, but is without a doubt its unparalleled strength in the industry. They are leagues ahead of their competition when it comes to a demonstrated willingness to embrace the burgeoning mobile platform.

From the very outset, Paddy Power was became the "best practice" operator that everybody looked to, starting with their 2011 launch of, what was then the "new-style", graphic rather than list focussed sports book, which was revolutionary at the time.

Since then their core product has always remained slick and effective, generating consistently improving revenues, but the company has become known for its innovative product range. Rollercasino, aimed at the UK Apple iOS smartphone and tablet market was developed in conjunction with Viaden with the aim of being an immersive and interactive experience, lifestyle brand. Roulette was launched first with a 3D that customers activate (direction, spin and speed of ball) using the phone's native features. Other products followed including Hotel of Horror – standard slot with an interactive bonus round where the player takes control of a car driving it using the inbuilt gyroscope as it is escaping through a graveyard.

Paddy Power was one of the first companies to have an app in Apple's App Store, and was the first bookmaker to feature in the new Windows Store courtesy of its new Premier League app which was developed by Miomni and offers customers the latest Premier League odds as well as news, stats, form, fixtures and results.

Although not a stated ambition, there has to be an acceptance of "hit and miss" in terms of their mobile innovation. This is not because the products are of poor quality; rather there is a reliance on technology and user behaviour that is out of their control. For example their connected TV is very well executed, but the entire concept has not yet been adopted by consumers.

That being said Paddy Power has far more "hits" than "misses" and the strategy is clearly paying off for the Irish company.

