



Mobile Gaming Experiences Rapid Growth Breaking into the Mass Market

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Business analysts around the world agree that mobile gaming has been the fastest growing and most profitable phenomenon in the wireless market. It has more than doubled annually in 2004 and 2005. In particular, European operators expect that the European mobile gaming market will grow at a 30% - 40% rate. According to industry analysts, mobile gaming is an early-stage market that is having growing pains as it tries to break into the mass market.

Consumers almost always have their mobile devices with them. Consequently, the mobile channel provides the ideal opportunity to deliver games directly into the hands of your players. Thanks to the convenience of mobile devices and the rapid market penetration, the wireless medium provides a unique opportunity to enlarge current player-base, reach new markets and exponentially grow gaming business through leveraging the enormous growth in global m-commerce.

As for the wireless casino and gambling market, it is currently in an embryonic state. Industry experts agree that the potential is huge. Juniper Research estimates the current market to be worth approximately \$315 million worldwide. By 2008, Juniper forecasts that the mobile gambling market will be worth up to \$16.6 billion, driven largely by the mass market appeal of lotteries, the rise of low value-high volume sports bets and the dedicated band of casino games players.

But which are the challenges inhibiting mobile gaming industry growth? Which are the challenges that the mobile gaming industry is facing today?

Although consumers have their mobile devices always with them, less than 5% of mobile phone users around the world have downloaded a game. Small screens and limited computing power lead to a poor user experience. Customers are facing difficulties when trying to buy games and install them in their mobile device.

At the same time, the increasing variety of mobile devices has resulted in significant costs when porting mobile game clients so as to reach the mass market. These rising costs have led many game publishers to merge.

The lack of security features on mobile applications has been one of the main reasons preventing the delivery of mobile gambling and mobile lottery applications on the consumer's mobile device.

In addition, high connectivity traffic costs have made consumers reluctant to use mobile data services and game content providers skeptical to deliver reach interactive content.

The technical challenges like mobile radio network latency, quality of service, guaranteed content delivery, and lack of network coverage or capacity become a headache for all game developers that want to publish online multiplayer games over wireless networks.

Usability and game play intuition in mobile gambling requires something more than talented graphic designers and experienced game programmers. It requires continued investment in

personalization and customization of game behavior in order to meet each market segment requirements. It requires understanding of local culture, ethics and local games. The mobile content business is inherently local – just take a look at the ring tone and background image advertisements in your local newspaper. The game visuals, name, and brand should communicate the game concept and idea.

INTRALOT, understanding the challenges described above, has developed "B-On," an innovative platform for interactive gaming using state of the art mobile networking and security technologies. In addition, INTRALOT has developed a Game Development Kit that consists of mobile portable secure and optimized game libraries accompanied with detailed game design processes for mobile games. Based on industry's best practices, INTRALOT's game design processes are applied to any new mobile game development. B-On platform and B-On Game Development Kit (GDK) form the basis for the development of mobile interactive games which satisfy the specific requirements relating to Gameplay, Mobility, Game Usability, Game Networking and Security and Game Portability.

An example of Game Usability specific functionality is the support for gameplay interruption. In mobile gaming and since the mobile devices are usually multi-purpose devices, interruptions when playing the game are inevitable. Sometimes the game must be interrupted because the player needs to do something else, he/she moves out of network coverage and is disconnected from the game without a warning. External interruptions such as incoming calls and messages during the game play are also possible. B-On platform and B-On GDK provide both features and design rules that are incorporated to every mobile game in order to handle game play interruption.



For more information about B-On platform, B-On Game Development Kit (GDK) and mobile game development process please contact Ms Evi Ioannidou, Communications Director, Phone: +30-210-6156000 – Fax: +30-210 6106800, email: ioannidou@intralot.com - www.intralot.com