

# Lottery revenues are upwardly mobile

Our product development shifted to mobile a long time ago because with smart phones we found the perfect form to deliver lottery products that engage and help grow the online audience. Instant games have the potential to revolutionize online lottery because they are **the most relevant and easily accessible product available to a generation of players**



whose smart phone usage dominates the time they spend online. Sales figures from territories where we have launched instant products demonstrate that **mobile games are bringing in players who only play on mobile but more significantly, that the demographic of this audience is younger than traditional lottery players.** All the data from real money gaming on mobile clearly shows that the audience is skewing heavily towards 18-35 year olds.

Place a paper ticket next to a smart phone it's clear that the instant format translates very well onto the small screen. Everywhere we have launched on mobile we have included games that are either the same as or very close to traditional paper tickets alongside our more complex games like Cash Buster. The simplicity of instant games works for mobile players and the controls and layout are very intuitive which means there is no barrier to entry for new players. Typically, mobile players snack on content and they want games that they can play easily and progress through without reading detailed instructions. Complex UX and difficult to understand mechanics only lead to confusion and this has the potential to alienate players. Once a new player is engaged there is the opportunity to evolve them onto more complex games.

Important as it is for attracting new players delivering a mobile channel is also about giving your existing players what they want by offering games in a more accessible and relevant way.

We have learned from social and real money gaming markets that the expenditure per player multiplies considerably when they are more than one channel (desktop, tablet and mobile). In fact, players playing on three devices can be 5-6 times more valuable than on desktop alone.

In one European lottery where we have mobile content live the launch of the mobile channel alongside desktop increased plays by 20% almost immediately. This would suggest that the players were already visiting the lottery website, they just weren't being offered a product that was relevant to them. When the launch of mobile instants can have such an

But this should come as no surprise. Whether it's casual or social gaming, social media, watching the news or buying a holiday, for the majority of people online today, online means on mobile and it's younger audiences driving this engagement. Historically mobile has been hamstrung by its reliability on networks and devices to deliver games that perform consistently well. **The switch over to HTML5 and the increased performance via broadband and 4G is now allowing us to make games that are slick and immersive and therefore meet the expectations of a younger audience.**

What we are learning from sales and analytics

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immediate impact on sales it would seem a bad idea to ignore it. In another European lottery where we offer a mobile portfolio, out of all the players who play on mobile, on average 63% of those players never play games on desktop. This rises to 70% with games where we have spent more time optimizing the mobile experience. It is clear from these statistics that by failing to offer games on mobile you would be missing out on a group of players who only want to play games on mobile.

So who is the mobile lottery player? **Early analytics showed that when lotteries launched instant games on mobile the average age of players dropped.** If you've ever sat in a meeting room discussing how lotteries can appeal to the elusive younger audience then developing a strategy for launching games on mobile should definitely be in your plans.

on player behavior is helping us shape our mobile platform and strategy. As a content provider we have always seen the best results come from offering a breadth of games in terms of play styles, mechanics, themes, prizes and price points. By offering our entire catalogue of games via our mobile platform we help lotteries deliver the range of content needed to appeal to all players as well as ensuring that we can handle mobile's rapid growth. Having our own mobile platform allows us to keep innovating and developing content that meets the demands of the younger players who have cut their teeth playing social and casual games on their smart phones. Mobile is poised to revolutionize lotteries online and instant win games are the perfect product to kick-start the transition.

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