

# Fast Forward 2014

According to Jumbo Interactive CEO and Founder, Mike Veverka, the digital disruption that the lottery industry saw in 2013 will not be slowing down.

Digital technology is on a path of disruption, revolutionizing every industry around the world, and the lottery industry is no exception. “Where some people see disruption and change, we are optimistic and we see opportunity,” says Mike Veverka. “That’s why Jumbo invested heavily to pioneer the development of online lottery sales over a decade ago. We recognized a huge opportunity during the millennial dot-com boom and invested in technology. Jumbo



Mike Veverka

has now been selling lottery tickets online in Australia for over ten years. We are now in a position to share this expertise with lottery organizations globally to help with their digital evolution.”

“In 2013 Jumbo continued its Australian success, selling over \$100 million in lottery tickets through its flagship website OzLotteries.com and new mobile app. We also launched our German website JumboLotto.de to sell tickets domestically through agreements with the official German lotteries,” says Mr Veverka. “The Jumbo model is a unique one, where we have invested R&D, and then can offer our technology to lottery partners and act as a sales agent of their tickets. At zero-cost to lotteries, this is an attractive proposition as it saves them from investing in expensive IT infrastructure and the on-going maintenance while providing a reliable platform for ticket sales. Jumbo’s model also includes extensive promotion of lottery games. We have proven expertise in marketing lottery tickets online through digital content, campaigns, social media, targeted communications and email marketing, and we undertake

these activities at our own expense.”

A new loyalty initiative in the USA, Lottery Rewards™, was also launched in 2013 that blends online customer interactions with their visits to physical bricks-and-mortar stores. “We are seeing more and more examples of the lines between virtual e-retail and physical retail stores are being blurred, it’s no longer traditional retail versus online retail it’s ‘Integrated Retail’ and the smart retailers get it,” says Mr Veverka. “Jumbo is on the forefront of this trend, rewarding customers for their offline shopping by offering second chance prize draws through the online Lottery Rewards™ program. The program has already been rolled out to Hess Express gas stations all along the East Coast and Tops Friendly Markets and the online program has thousands of new subscribers every month.”

But what is in store for 2014? “Jumbo continues to monitor emerging trends in technology and consumer behavior to ensure our service offering is current and relevant to modern customers,” says Mr Veverka. “We have some exciting releases to come this year including enhancements to current technology and also some new innovations. We also look forward to more international partnerships adapting the Jumbo online lottery ticket sales model similar to our arrangement with the German Lotteries.”



Brian Roberts

Brian Roberts, President Jumbo Interactive North America, believes that 2014 will see the continued growth of lottery sales through mobile devices. “We see the continued growth in international jurisdictions where mobile sales have been in place for some time,” says Mr Roberts “This should be no surprise; purchasing a lottery ticket has to be easy and convenient that’s why newsagents became the major bricks-and-mortar retail channel for modern lotteries some 50 years ago;

it was where consumers went at the beginning of the day and on their way home. Mobile devices provide a new level of retail convenience. The world has changed and people are using handheld mobile devices as part of their everyday lives as a way to interact, socialize and entertain. It’s the first and last thing most people do daily; just like visiting the newsagent in times past,” says Mr Roberts “These mobile devices are no longer a fad for the techies or younger generation but are also being embraced by older consumers. Over time mobile will become a significant sales channel for lotteries. If you would like to sell your lottery tickets online or update your lottery technology in 2014, email [partners@jumbointeractive.com](mailto:partners@jumbointeractive.com).” ♦