

Mobile Gambling

Casinos, Lotteries & Betting 2008-2013

- Fifth Edition -

This highly anticipated 5th edition of the mobile gambling report provides the most comprehensive analysis of the mobile gambling environment to date. It segments the market by casinos, lotteries and betting and provides vital analysis of national and international regulations and legislations pertaining to mobile gambling services.

Featuring extensive one to one interviews with senior executives within the mobile gambling industry and profiles of the leading application and service providers, this in-depth report investigates key hurdles such as payment processing, network coverage and age verification and projects the market for 9 key regions and the UK, up until 2013.

Data is presented in easy to understand forecast tables and charts and provides mobile gambling adoption level forecasts, average wager per user, total wager and gross win for both the current market for 2007 and future market up to 2013.

Key Questions Addressed by this Report:

- Who are the leading players in the mobile gambling market today?
- What is the current value of the mobile gambling market?
- In which markets are mobile gambling services currently legal?
- What are the prospects for the mobile gambling services in the US?
- How have operator attitudes towards mobile gambling services changed?
- Which gambling services will generate the highest level of wager, and which the highest level of gross win?
- What are the remaining hurdles to mass adoption of mobile gambling services?

Key Benefits:

- A unique source of combined research and analysis for the mobile gambling marketplace including technologies, market characteristics and forecasts.
- Practical analysis of emerging opportunities for vendors & operators.
- Unique insights: includes interviews of leading players with significant experience of the mobile gambling market.
- Benefit from fresh thinking and intelligent market assessment.



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Mobile Gambling: Analysis & Forecasts

report overview

The 5th edition of one of Juniper's most established publications includes a vital discussion surrounding the deregulation of remote gambling in the UK as well as exploring current legislation on a national and international basis and expected changes in the near future.

The report includes a number of key recommendations for regulators, operators and service providers, designed to introduce transparent regulatory framework while enhancing the revenue stream of the various members of the value chain.

analysis & forecasts

Report Analysis

6 Year Analytical Forecasts provide an extensive market breakdown for users, average monthly and total wagers, and total gross win, for current 2007 and future markets until 2013.

Split by 8 Key Regions (& the UK) North & South America; Western & Eastern Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific and Africa & Middle East.

Understanding Market Mechanisms piecing together the influential dynamics for market development, including drivers, services, regulations and the hurdles to deployment & adoption.

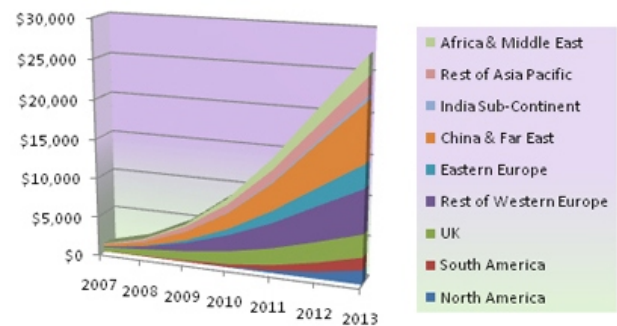
Visual Clarity with 34 tables and 32 colour forecast charts.

Market Forecast Suite 2008-2013

Mobile Casinos mobile users (% and m) who gamble using services (single/multi-user); average monthly wager (\$) per user (single/multi-user); total wagers (\$m) (single/multi-user/all services); total gross win (\$m) (single/multi-user/all services)

Mobile Lotteries mobile users (% and m) who play/take part in lotteries via mobile; average monthly wager (\$) per user; total wagers (\$m); total gross win (\$m)

Total Wager (\$m) from Mobile Gambling Services. By Region, 2007-2013



Mobile Betting mobile users (% and m) who engage in betting/place bets via mobile; average monthly wager (\$) per user; total wagers (\$m); total gross win (\$m)

Total Market for Mobile Gambling Services total wager (\$m); Total gross win (\$m)

Cellular Market Growth global subscriber growth; subscriber base; global 3G subscriber; subscriber by technology

our background

Juniper Research specialises in providing high quality analytical research reports & consultancy services to the telecoms industry. We have particular expertise in mobile, wireless, broadband & IP-convergence.

Juniper is independent & provides authoritative assessments of markets, technologies & industry players. Our analysts are experienced senior managers with proven track records in each of their specialist fields.

Each report is thoroughly researched, intelligently written & proof-read by qualified experts prior to publication. The report offers a rich mix of graphics, illustrations, technology roadmaps and tables.

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Executive Summary

1. Cellular Market Growth

Introduction; Growth of the Cellular Market

- Global subscriber market: growth by region; market share/penetration
- Leading mobile operator groups by subscriber base; 3G growth: global cellular subscriber (m) by technology (2G, 2.5G, 3G, 3.5G/3.9G)

Regional Cellular Market Growth

- Mobile penetration; Market structure/background; 3G adoption/penetration (by technology) for North/South America; Western/Eastern Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific; Africa & Middle East
- The opportunity for mobile entertainment: monthly voice ARPU, selected countries (France, Germany, Italy, Netherlands, Spain, UK, US)
- The opportunity for mobile TV services

2. The Mobile Gambling Market Introduction

The Dynamics of Mobile Gambling

- How people gamble
- Mobile gambling drivers: convenience; large consumer base; ideal target market; privacy; mobile internet adoption is increasing; deregulation of gambling services (UK only)

Types of Games and Services

- Casino style gambling; Lotteries; Sports betting; Betting exchanges

3. Mobile Gambling: The Players Applications Providers

- Company background/products and services/corporate strategy: Spin3; Probability; Win Gaming Media; Mfuse; Collectivity; Chartwell Technology; Belfair; WinOne (EGET); Phantom Fiber; MobileAware; Playtech; Cecure Gaming; Managed Gaming Solutions; KK Games; Openlot

Service Providers

- Mobile casinos: NetPlay; Intertops; Wild Jack Mobile Casino
- Mobile betting
- Mobile lotteries: The National Lottery; Lottomatica/GTECH; Million 2-1

4. Telecom and Gambling Regulation

Regulations

- Introduction

Gambling Regulations

- Overview
- US regulation: The Wire Act 1961; Kyl Bill; HR 4411 and the SAFE Port Act; repercussions from HR 4411; The People vs. Yahoo!; the WTO verdict; future prospects; AB 471 - the Nevada Bill
- Canada
- The UK model (legalisation and regulation): The Gambling Act, 2005
- Europe: Pan European legislation
- Asia-Pacific; Latin America; Africa & Middle East

Other Regulations - Mobile Content

- Self regulation - the operator's approach: Independent Mobile Classification Body; Internet Content Rating Association
- PhonepayPlus; OFCOM; CTIA; Pan-European legislation

5. Hurdles to Deployment and Adoption

Trust; Processing of Payments

- Payforit; Gpay

The User Interface

- Difficulty in discovering/accessing/navigating services and content; Difficulty in utilising multiple applications simultaneously

Data Cost; Industry Structure; Network Coverage; Acceptance

- Problem gambling

Age Verification

6. Forecasts

Introduction; Mobile Casinos

- Mobile users (% and m) who gamble

using services (single/multi-user)

- Average monthly wager (\$) per user (single/multi-user)
- Total wagers (\$m) (single/multi-user/all services)
- Total gross win (\$m) (single/multi-user/all services)

Mobile Lotteries

- Mobile users (% and m) who play/take part in lotteries via mobile
- Average monthly wager (\$) per user
- Total wagers (\$m)
- Total gross win (\$m)

Mobile Betting

- Mobile users (% and m) who engage in betting/place bets via mobile
- Average monthly wager (\$) per user
- Total wagers (\$m)
- Total gross win (\$m)

Total Market for Mobile Gambling Services

- Total wager (\$m); Total gross win (\$m)

7. Recommendations

- Regulators; Operators and vendors; Service providers

8. Technology

2G/2.5G/2.75G/3G/Beyond 3G

- Communication technologies of 2G/2.5G/2.75G; Data services: SMS & MMS (Working of; Types of services; Personalisation; Value chain)
- UMTS (WCDMA; EV-DO; TD-SCDMA); HSPA; 3GLTE; CDMA2000 1x EV-DO revisions A & B; UMB; Mobile WiMAX 802.16e-2005

Mobile Technologies Compared; Other Enabling Technologies

- Development & future of WAP; The i-mode alternative (NTT DoCoMo, i-mode subscriber growth & penetration of total user base 2000-Q2 2008); dotMobi; Languages, platforms & operating systems (Java; J2ME; BREW; Palm OS; Symbian; Windows Mobile); Other relevant technologies & standards (MP3; MP4; MIDI; Bluetooth)

140 Pages



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author profile

Dr Windsor Holden is Principal Analyst with Juniper Research. He is responsible for developing Juniper Research's report portfolio and designing a forthcoming range of market intelligence services focusing on the mobile content market.

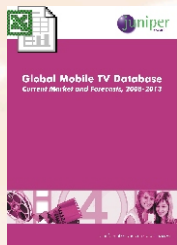
Dr Holden has written extensively on mobile content, emerging telecoms markets and digital TV. He is also a regular conference speaker and a former Research Fellow of the Institute of Communication Studies, University of Leeds.

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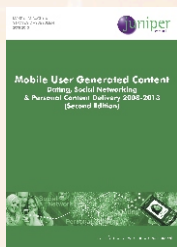
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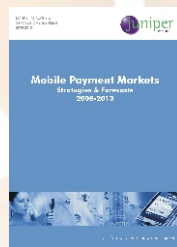
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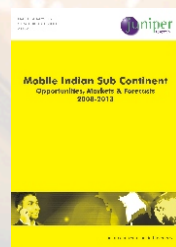
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