

# MOBILE GAMING LOOKS TO THE BIG APPLE

Spin3's **Matti Zinder** reflects on the growth of mobile gaming and the new evolution that will drive it to the fore of the iGaming industry.

**THE EXCITEMENT AND ANTICIPATION** that has surrounded the mobile gambling industry in recent years will soon be realised. That's the bold prediction of Juniper Research, which estimates that by 2013 the total mobile gambling market will be worth more than \$27.5bn in terms annual mobile wagers.

Today, mobile gaming is established as a viable business and a central part of the iGaming industry. As leading analysts predict, it's a business that is set to grow exponentially in terms of size and importance. However, previous predictions have fallen short. Why does the future of mobile gambling now seem brighter than ever and industry buzz seems to suggest that this time around, predictions will be met?

## INDUSTRY SHAKE-UP

The answer comes with the emergence of mobile web application devices offering new and exciting features and the mobile Internet. The development of the iPhone and Google (Android) phone platforms are themselves an evolution. They bring a true mobile Internet experience to the user, providing an interface that allows players to navigate to web pages, follow links and explore the Internet on their mobile phone. Since its launch, the iPhone/3G in particular has caused a shake-up of the mobile industry. Its breadth of functionality, unique touch screen and sleek appearance has generated record sales and interest worldwide making the iPhone one of the most popular handsets on the market (Apple announced recently that over 300 million iPhone applications have been downloaded from its App Store since it opened in July, with over 100 million downloaded since the end of October).

Significantly, the mobile Internet is not the domain of the tech-savvy enthusiast alone, but is becoming embraced by mainstream consumers as well. In anticipation of these developments, Spin3 launched the first commercially available mobile casino games designed especially for the iPhone.

By hosting the games online, players can enjoy a fully functional mobile casino in just a few clicks. Eliminating the need to download games to their phone, players simply use the device's web browser to navigate to a web page or click directly to the game through the link in a mobile ad. Not only is there no need to download and install the games, but users can start playing almost instantly so the whole process is significantly shortened and streamlined. As such, web-based applications made specifically for the next-generation of mobile handsets represent the 'great hope' for the mobile gaming industry.

## BREAKTHROUGH

It's no exaggeration to suggest that the iPhone represents the most advanced mobile gambling platform to date. Seamless access to the games,

razor-sharp graphics and in-game effects on a large phone screen deliver an unrivalled gaming experience that will surely see users returning time and time again. In fusing these technologies, Spin3 has managed to enhance the user experience to deliver these benefits to the mobile gaming industry. In fact, when married with advanced mobile casino games, these features mean that the iPhone's mobile gaming experience is on a par with an online casino; something that was previously unheard of. This is a huge breakthrough, one that suggests the mobile gambling industry will soon parallel its online precursor and which render industry predictions much more likely to be realized.

Today's gaming industry is more competitive than ever before. Regardless of their business, all operators must ensure that they offer the best products to their customers to keep up with their rivals as consumers are constantly demanding the best possible experience. In such a fast moving industry, keeping on top of new trends and technologies is crucial to remaining competitive and retaining your customers.

A few years ago, the mobile sector of the gaming market was said to account for just \$5 million. Having made significant strides to-date, the developments of the mobile Internet will see mobile gaming continue to grow steadily as it leverages the exploding growth of the new generation of advanced handsets, user experiences and true mobile web usage. The technology that delivers the most advanced and accessible mobile casino games to-date represents a great opportunity for gaming brands and a key milestone that will drive the growth and popularity of mobile gaming into the future. ■

## AUTHORPROFILE



**Matti Zinder** is the head of Spin3, the leading full service mobile gambling solutions provider.

Matti is a key voice and authority in the area of mobile gaming and is a regular speaker at the industry's major events, shows and conferences.

