

Mobile Gaming a new horizon

E-Summit Gibraltar

—
27 June 2024

Mobile Gaming: A Comprehensive Overview

The convergence of mobile technology and gambling has ushered in a new era of accessibility, engagement, and innovation. As smartphones have become ubiquitous, their influence on various industries, particularly gambling, has been profound. Users can now access gambling platforms effortlessly from their mobile devices, revolutionizing how people gamble and leading to significant shifts in user behaviour and industry practices.

Actual Panorama

- ❖ Technological advancements
- ❖ Shift in consumer behaviour
- ❖ Broder Audience
- ❖ Rapid growth in Smart Phone Ownership
- ❖ Accessibility
- ❖ Flexibility
- ❖ Immediacy
- ❖ Gen Z and Millennials

Future

- ❖ Implement the network Effect
- ❖ Cryptocurrency payments
- ❖ Augmented Reality
- ❖ AI and Machine learning
- ❖ Big Data and Analytics
- ❖ Usability

Monetisation



Top Trends

- ❖ Strategic gameplay
- ❖ Multiplayer
- ❖ Expansive open-world game play
- ❖ Role Play
- ❖ Micro-goals
- ❖ Story line
- ❖ Engaging game play
- ❖ Live betting
- ❖ Graphic Desing
- ❖ Social Features
- ❖ Costumer Support
- ❖ Welcome Offers
- ❖ Personalization
- ❖ Stability Platform
- ❖ Deposit Methods
- ❖ High quality Speed

Challenges

- ❖ Regulation (SG, Marketing)
- ❖ Battery
- ❖ Memory
- ❖ Microtransactions
- ❖ Monitorization VS User experience
- ❖ Good Marketing Strategy

Modern mobile networks

- ❖ Modern mobile networks have paved the way for enhanced user experience on media-rich content.

01

Key characteristics of 5G networks

- ❖ Increased Bandwidth
- ❖ Reduced Latency
- ❖ Reduced Jitter

02

Bandwidth expected to grow three-fold between 2023 and 2029

- ❖ AR/VR/MR

03

Not all there yet

- ❖ 2.5bn people still not online
- ❖ Those with access still have limited bandwidth
- ❖ SMS betting



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