



# CAPITALISING ON MOBILE BETTING

The shift to mobile is changing every aspect of the iGaming industry.

**Itai Zak** of SBTech looks at what sports betting operators need to consider when adding mobile to their product mix, or risk being left behind.

**The proliferation of** smartphones and tablets has seen a massive increase in mobile sports betting. This shift is changing every aspect of the online gaming industry, creating a whole new landscape of player types and preferences. Offering a state-of-the-art mobile sports betting product has become a top priority for operators of all kinds. As markets open up, sports betting is often the first product to be regulated, and the majority of new acquisitions are being made by mobile.

Here are some of the factors operators must consider when adding mobile to their product mix:

- New player segments – with the explosion in ownership of tablets and smartphones, constantly improving broadband and WIFI availability, sports betting has become more widely accessible than ever before. New player segments are being created as more sports fans enjoy the freedom of being able to bet anywhere, at any time. Innovation in mobile technology and a plethora of new tablet features mean it's never been quicker or easier to place a bet.
- Best user experience – the race is on to provide the best user experience, particularly by mobile. Players are rapidly gravitating to operators who can provide the most exciting, streamlined sports betting experience for whatever device they are on, and expect to have their favourite bets right at their fingertips. New applications designed specifically for tablets are on the market providing an even better user experience. The additional screen space is used to enhance navigation and betting options and make the whole betting flow easier and more usable. Operators need to use a provider who can not only meet players' expectations,

but surprise and delight them, or they risk losing loyal customers to the next operator who can.

- Responsive design – for players to easily and quickly navigate their way through the formidable number of bet types and events available, the responsive design of any mobile sports betting offering is key. Operators must provide easy access across a wide range of devices, maximise touch-screen functionality and ideally allow a player to place their favourite type of bet within just one click.
- In-play betting – sports fans who wouldn't have previously been online bettors are being drawn in by the excitement, simplicity and immediacy of in-play betting, now accounting for 80% of turnover in the mobile sector. For example, a tennis punter can bet on who'll score the next point, or football fans can bet on what will happen in the next one to five minutes, with bet selections such as throw-in, corner, goal kick, penalty, card, free-kick and goal, all from their mobile devices.
- Fast markets – fast markets, also known as micro-markets, are one of the most difficult bet markets for operators to service, particularly by mobile. Odds need to be continuously adjusted and bets settled with speed and accuracy. And it's not just football; players expect to see in-play betting offered across a huge array of sporting events.

To handle this, operators must either heavily invest in additional trading, risk management and risk feed services or partner with a provider who can manage this cost-effectively. Those who do so will see a high return: once a wide variety of quickly settled bets are on offer, players bet more frequently, enjoy a more exciting betting experience and deepen their loyalty to a brand.

- Live streaming – the ability to watch

events live on tablets and smartphones goes hand-in-hand with in-play betting and fast markets, and makes for the most exciting betting experience, much more so than just following the score. Innovation in this area is driving towards players being able to watch their match and place their bets in one place, increasing the amount bet and their brand loyalty.

- Personalisation – players can now be targeted with carefully tailored offers based on their interests, allegiances and geographical location. For example, German football fans expect to see relevant offers and increased live coverage on the Bundesliga upfront, while Italian players want Serie A. To succeed, international operators must have the ability to localise and personalise their content.

To benefit from the surge in mobile revenues and stay leaders in the sports betting market, operators must now focus their efforts on their mobile offering. To make this move cost-effectively and navigate the common pitfalls of this progression, operators need to partner with a competent and experienced provider who can offer a turnkey solution tailored their specific needs and capabilities. That way operators can offer a world-class mobile sports betting platform with an integrated state-of-the-art casino, whilst freeing up staffing resources to focus on their key differentiators and strengths.

**Itai Zak** is CEO of SBTech, an award-winning provider of turnkey mobile sports betting solutions. Itai brings with him over 15 years' experience from various senior positions in the online industry, including Executive Vice President of egaming products for Microgaming. Since taking the helm in 2011, Itai has been driving SBTech forward, anticipating the online gaming industry's move into mobile with sensational mobile solutions, for example the newest innovation "SBTech Touch", with applications for smartphones and tablet devices.

