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CRAFTING A MOBILE STRATEGY WHEN LAUNCHING INSTANT GAMES

After a long wait and many hours discussing the potential of mobile in the lottery space, 2014 looks like the year that the consumption of instant games on mobile devices could start competing with desktop.

"Although the potential to offer E-instants on mobile has been very real since the advent of smart phones, it has taken a long time to figure out how best to offer it to lottery customers," said Simon Bucknall, COO, Instant Win Gaming (IWG). "The aim has always been to find a solution that works across platforms and devices giving the widest possible distribution to lottery customers but with the all-too-frequent updating of operating systems and handsets, it has been a difficult problem to overcome."

IWG has already been involved in one launch this year that included a mobile offering with another two about to come online.

"The incoming data seems to suggest that the hunger for content on mobile is as strong as for desktop,"



said Bucknall. "Could it be that lotteries now have the ability to capture the highly desirable younger market?"

With so much riding on the success of mobile, these are the key issues that IWG discussed with its clients in preparing its catalog for mobile channels. Bucknall detailed the seven key considerations below:

1. App or web? Each has pros and cons. Take a look at how players are already accessing your content and make an informed decision.

2. Define the devices: As discussed in point one, look at your lottery's existing traffic and understand what your customers are using, then make a best guess at what devices to include to appeal to the broadest audience.

3. Test thoroughly: Once you've defined your device list you'll need to build a test plan that's appropriate. IWG does this in house because it gives the firm more control and a greater ability to fix problems.

4. Choose your games carefully: Not all games are suitable for mobile. Shoe-horning games that work on desktop into the mobile doesn't guarantee they'll work.

5. Filesize: Optimization is key. You can control file size but not downloads speeds or connectivity so work hard to optimize your games.

6. Don't ignore the practicalities: Focus on what you have an obligation to deliver and how you can handle this in a mobile environment—games rules, instructions, prize tables. All need consideration.

7. Finally, remember this is part of your overall product portfolio. Focus on how it will complement the other games you offer as a lottery both on desktop and in retail. 