

Tuesday 28th June

Conference Day One:

9.30 – 10.10 Opening Overview: "Increasingly, gambling operators are seeing remote channels as an integrated whole, incorporating mobile, ITV and potentially virtual retail solutions....". Seymour Pierce, February 2005.

In this highly useful opening session, Paul gives an overview of the growing number of operators offering their gambling product across multiple platforms, offers an assessment of the likely winners and losers and makes some projections for where this development might take the industry.
Paul Leyland, Leisure Analyst, Seymour Pierce Ltd.

10.10 – 10.50

Where does the future of gaming and entertainment lie? Exploring examples of how all sectors of the industry are exploring new multi media opportunities and delivering product over the internet, mobile, interactive TV, digital terminals and kiosks. What are the key issues surrounding the launching of games on these platforms? Where next for the industry and what are the current main inhibitors to collaboration that could hold things back?

Peter Hannibal, Electronic Gaming Director, Gala

Luke Alvarez, Chief Executive Officer, Inspired Broadcast Networks

Chris Ash, Managing Director, Ash Luecker

Ben Warn, Commercial Director, Blue Square

10.50 – 11.20 Morning Break

11.20 – 12.00 Converging Platforms: Television, mobile devices, kiosks and personal computers have emerged as major distribution channels for interactive gambling products.

- Which technology best serves your business strategy?
- What are the technical problems associated with taking, for eg. an online casino product onto mobile?
- How does a business harness convergence to minimize costs across different channels?

Steve Clark, Associate, Steve Clark Associates

12.00 – 12.40 Gambling on the mobile platform: An irresistible proposition for the customer?

- Where's the market for mobile gambling today? Will we see the first wave of service providers dominate or is mass-market take-up still some way off?
- How do you adapt your business model to take advantage of mobile's unique 'antime / anywhere' strengths
- What can mobile gambling providers learn from the iGaming experience?
- Advantages (and problems) involved in the established gambling brands moving their product on to mobile.

- Best of breed marketing techniques to acquire, keep and monetize the customer
- Casino games or betting? Which will be the most successful or will another killer app come to the fore?
- Mobile is a youth market: Age verification and problem gambling issues: A disaster waiting to happen?
Ben Hirsch, Head of Third Party Services, Orange
Matt Dacey, Head of Sports & Gaming, O2 (invited)
Marcus Wareham, CEO, Mfuse
Satnam Singh, Managing Director, Image Habitat
Gareth Wong, CEO, GamSure

12.40 – 2.00 Lunch

2.00 – 3.00 Exploring opportunities in the Tournament & Out-of-Home Leisure Sector

With the international consumer games business witnessing a cooling in sales, the new contemporary adult audience is looking to out-of-home leisure entertainment (OHLE). The application of new technology has brought OHLE directly into the view of the hospitality and gaming industries, offering a new revenue generator – focusing on:

- **Prize Tournament: The Second Cashbox:** The emergence and success of networked video prize tournaments, and the gaming industries interest in this sector.
- **Roaming Communication:** Using Wi-Fi and RFID technology in the (cash-less) payment and connectivity of the new networked enabled games.
- **Broadband Connectivity:** The application of high-speed connectivity in new amusement, terminal and next-generation jukeboxes
- **User Targeting:** Linked to the connectivity of amusement systems, and upgrading of the tournament experience; the implementation of memory cards and specialist player accounts.

Overview and Chairing: Kevin Williams, Director, KWP Ltd.

Other speakers TBC

3.00 – 3.30 Afternoon Break

3.30 – 4.10 Exploring the growth areas for gambling & gaming via iTV

- Are we seeing a saturation in the delivery of betting content or is this still a boom area?
- Where else will the market open up? What's happening in the skills gaming area?
- Post-Bill in UK: What opportunities will open up beyond the fixed – odds offerings?
- Creating multi-platform opportunities by combining iTV and mobile interactivity
- New opportunities afforded by advances in technology

Nick Rust, Director of Betting & Gaming, Sky Interactive

Sean Eyan, VP, Operations, Open TV (invited)

Speaker TBC, Yoomea

Other speakers TBC

4.10 – 4.40 Cyberview case study:

Cyberview recently became the first company world-wide to receive certification from Gaming Laboratories International (GLI), for their new

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