

Mobile Gambling Wagers to Approach \$5bn in 2009, Fuelled by On-Portal Activity, as Juniper's Future Mobile Award Winners are Announced

Submitted by: Juniper Research

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HAMPSHIRE, UK: March 5th, 2009 – Acceleration in the deployment of on-portal mobile gambling services, combined with higher-profile activity in the mobile channel from leading casinos and betting firms, is expected to push global mobile wagers to nearly \$5bn in 2009, according to a new report from Juniper Research.

The mobile gambling report (<http://www.juniperresearch.com/shop/viewreport.php?id=157>) found that improvements in the user interface of gambling applications and services had already led to a surge in the volume of gambling activity during 2008, and that – despite the global recession – the industry would see further substantive growth in 2009.

Mfuse wins Gold Future Mobile Award (<http://www.juniperresearch.com/futuremobileawards.php>)...

Juniper also announced that its Gold Future Mobile Award for Mobile Gambling had been given to Mfuse, after the company won a series of key contracts in 2008 – including William Hill and Sky Bet – and achieved remarkable levels of bet volumes over its proprietary software.

Marcus Wareham, chief executive of Mfuse commented: "Mfuse is extremely pleased to have won such a prestigious award and to have beaten a number of established and respected industry players."

...while Spin3 wins Silver

The Silver Award for Mobile Gambling was given to industry pioneer Spin3, for developments including the first commercially available play-for-real casino games for the iPhone and the first integrated mobile operator billing system for mobile casinos. "To be recognised by Juniper's Future Mobile Awards for the second year running is a terrific endorsement of our contribution to the mobile gaming industry," says Matti Zinder, Head of Spin3.

Juniper Research assesses the current and future status of mobile gambling based on interviews, case studies and analysis from representatives of some of the leading organisations in the mobile gambling industry. The report includes market sizing through to 2013, including regional and global data on user numbers, average wager size, total wager and gross win.

Whitepapers and further details of the study 'Mobile Gambling: Casinos, Lotteries & Betting (5th edition)' can be freely downloaded from www.juniperresearch.com Alternatively please contact John Levett at john.levett@juniperresearch.com, telephone +44(0)1256 830002.

Juniper Research provides research and analytical services to the global hi-tech communications sector, providing consultancy, analyst reports and industry commentary.