

Bingo.com Joins Unibet

Submitted by: Vanguard SEO

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Bingo.com has announced that it has joined the Unibet online gaming group; they are becoming a network operator of Unibet's multilingual and multi currency online bingo (<http://uk.bingo.com/>) systems. Which basically means the face of Bingo.com will be changing. We're expecting to see something a little more similar to Maria Bingo's site (Unibet's flagship bingo site); it is also likely to mean Bingo.com expanding into other markets, as the new software will mean that Bingo.com can accept 10 currencies and run in 20 languages. Bingo.com is already one of the internet's most recognised and largest bingo brands and currently does have a Spanish operation es.bingo.com. However other than that the English speaking market this is the only real influence that Bingo.com have had due to their previous language restrictions.

Bingo.com are also set to save money on the cost of their technology, customer services and finance departments versus what they're currently spending. It seems to be more than slightly one sided when it comes the benefits of this deal. However, Bingo.com (<http://uk.bingo.com/>) do bring almost 2 million registered users to the table. Not to mention the fact that the ability to target more markets will certainly see their customer base grow even further. This software has clearly worked for Maria Bingo and Bingo.se who are the largest online bingo group in the Scandinavian market. Bingo.com will be eager to generate some of this regional success as their profits in the home sector recently took a downturn.

In becoming a network operator for Unibet bingo.com have caused more than a minor surprise having only announced that Cozy Games were to be their new software supplier in January. In partnering with Unibet, Bingo.com have performed a dramatic U turn, it does seem like Unibet have a lot more to offer the online bingo site than the UK based Cozy Games do, but whether or not this decision will pan out well for Bingo.com remains to be seen.