

Game changing consumer research to have world launch at EiG

London – Delegates attending next week's EiG (8th – 10th Barcelona) will be given a world exclusive to the potentially 'game changing' findings of the new consumer survey; Awareness, attitudes and motivations – UK Mobile Gambling 2013. The findings of the research, which was conducted amongst a sample of 2,000 mobile gamblers in July 2013, will help gaming brands deploy commercial strategies and most importantly review their marketing performance against that of their competitors. The survey findings will be outlined to EiG delegates in an exclusive presentation, at 10.20am on October 9th in the EiG iGaming Arena.



Previewing the presentation, Geoffrey Dixon, Managing Director and Head of Research at insights company Vivid Interface, said: "We undertook the survey in order to develop a greater understanding of consumers' behaviour, their awareness, attitudes and motivations – in what is an incredibly fast moving and dynamic sector. The findings, a précis of which I will announce at EiG (9th October), will get underneath the finger nails of the subject matter and help brands navigate this complex and highly competitive commercial terrain."

The Commercial Intelligence survey, which is a joint venture between Clarion Events and Vivid Interface, interviewed 2,000 mobile gamers across the UK to examine issues around brand awareness and usage, motivation, attraction and influences, attitudes to and frequency of playing, spend, multiple account usage and cross over playing. The survey examined sports

betting, casino, poker and bingo players as well as the key 15% of mobile gamblers who are active across all of the four main types of mobile gaming.

The report analyses mobile betting activity by gender and age as well as socio-demographic variations and usage patterns. It also examines the differences between new gamblers influenced to begin gambling on mobile devices and those more established players introduced to gambling through bricks and mortar or online channels.

Geoffrey Dixon is one of 130 leading speakers and 80 exhibiting companies appearing at EiG, which is widely regarded as the definitive business and networking event for European iGaming. For more information and to register visit www.eigexpo.com. To download a sample from Awareness, attitudes and motivations – UK Mobile Gambling 2013 visit www.eigexpo.com/webform/download-excerpt-uk-mobile-gambling-survey