



# European Pari Mutuel Association

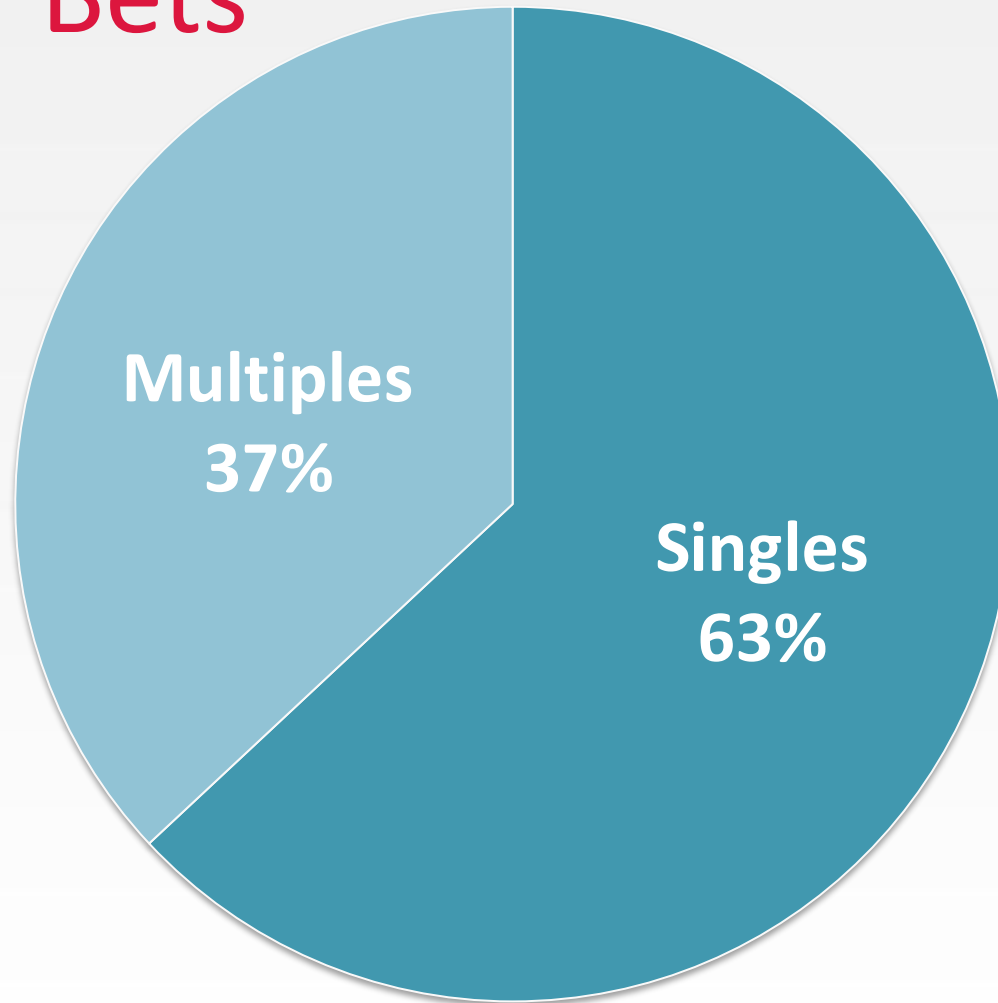
## 3rd Racing and Betting Business Forum

**mfuse**

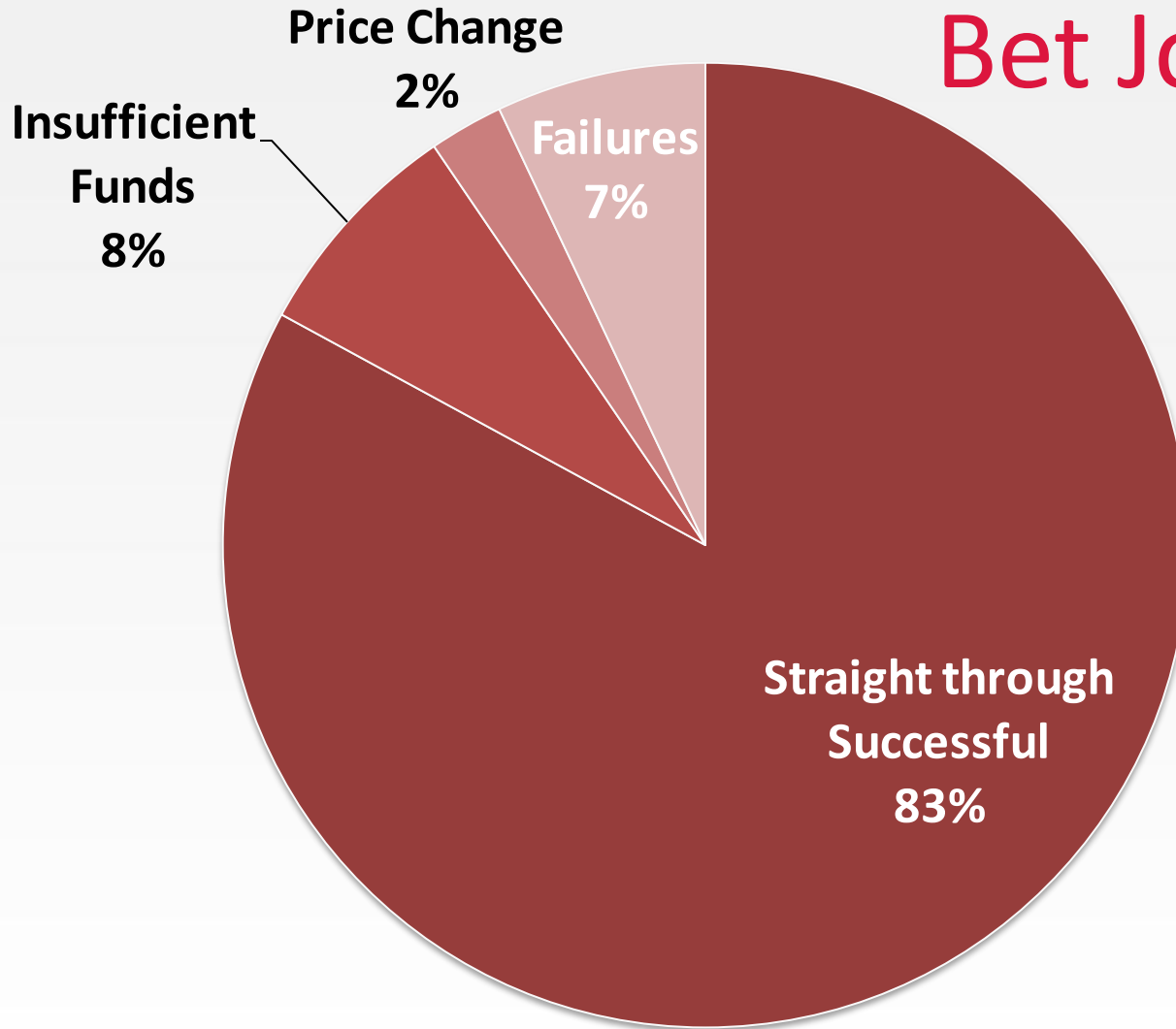
## What's the landscape today?

- Breakdown of 1 million bet transactions
  - Types of bet
  - Channels being used
  - What handsets generate revenue
  - Handset landscape

## Type of Bets



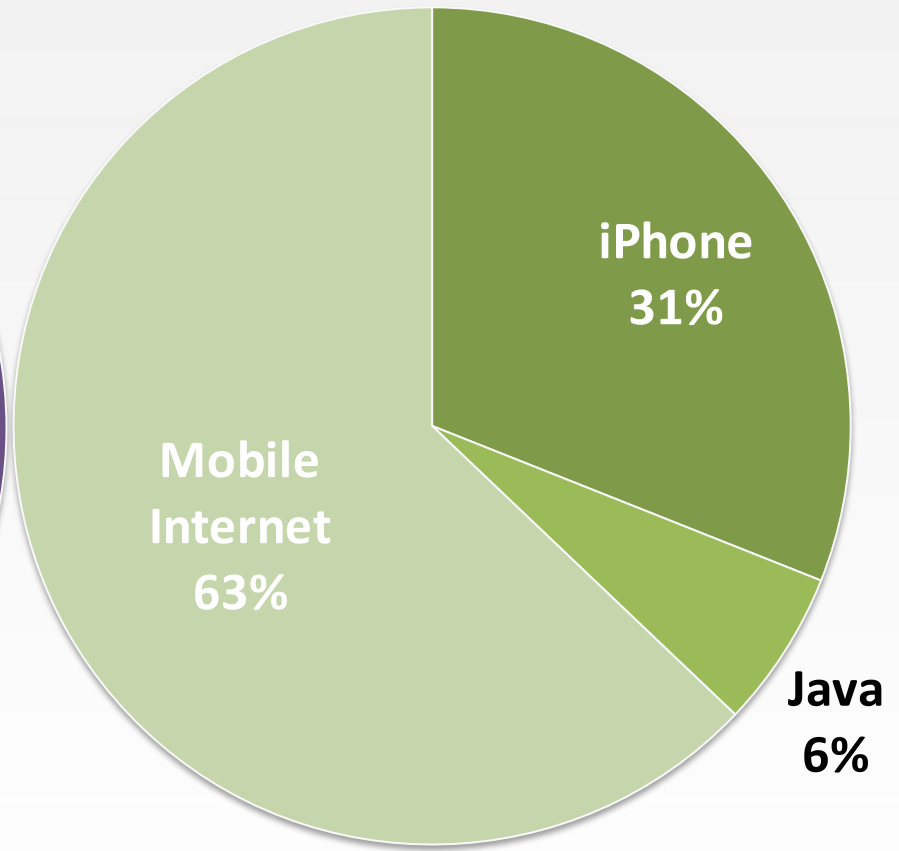
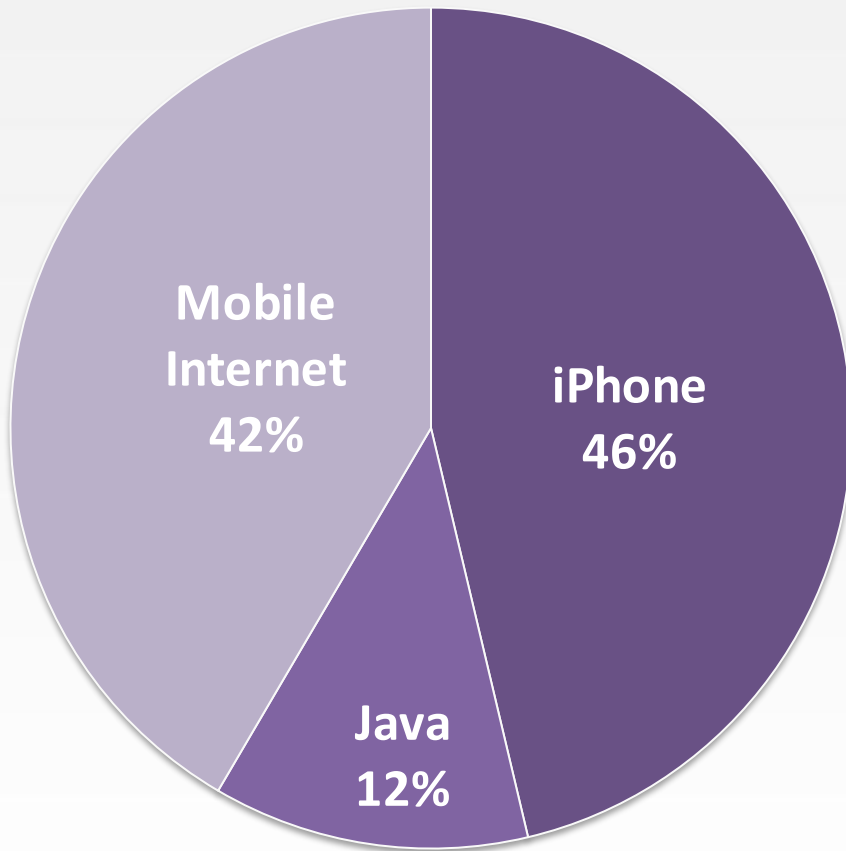
## Bet Journeys



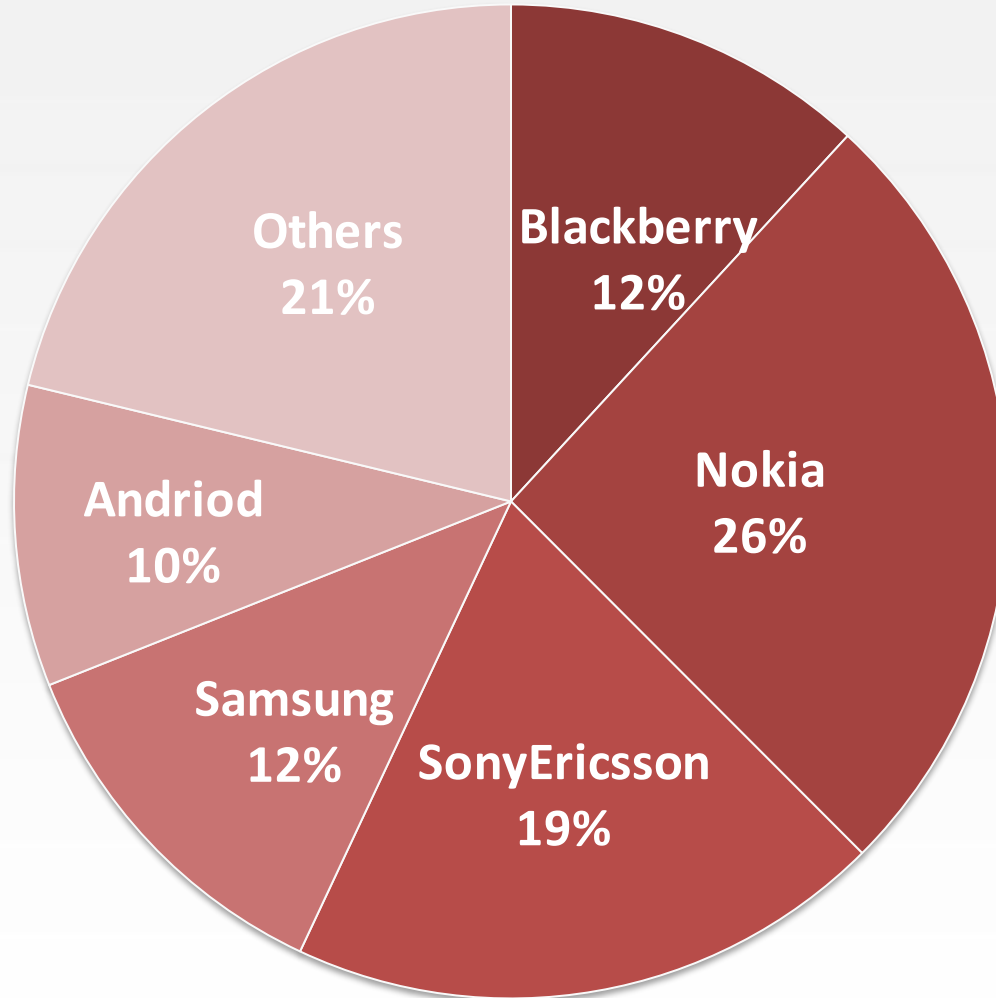
## Traffic

v

## Revenue



## Mobile Internet



## The Future?

- Device centric, context driven services
- 4 billion users will require 4 billion solutions
- Web based CMS & CRM are not enough
  - Time, Location, Habits, Users current context
- Not a one-size-fits-all solution

## Usability (*us-a-bil-i-ty*)

- The **effectiveness, efficiency, and satisfaction** with which users can **achieve tasks** in a particular environment of a product. High usability means a system is: **easy to learn** and remember; **efficient, visually pleasing** and **fun to use**; and **quick to recover from errors**.



## Scenarios to cater for

**Android** **Stood still** **GPRS (2G)**  
**Touch** **Series 60** **QWERTY**  
**Sat Back** **Two Hands** **At event**  
**3G** **iPhone** **Microsoft** **Joystick**  
**At home** **Number Pad** **WiFi**  
**4G?** **Stylus** **Soft keys** **At work**  
**HTML 5** **Walking** **Native** **AJAX**  
**In a hurry** **Lean forward**  
**One Hand**

## Users Context

Android **Stood still** GPRS (2G)  
Touch Series 60 QWERTY  
**Sat Back**  
3G **Two Hands** **At event**  
iPhone Microsoft Joystick  
**At home** Number Pad WiFi  
4G? Stylus Soft keys **At work**  
HTML 5 **Walking** Native AJAX  
**In a hurry** **Lean forward**  
One Hand

## Interactivity

Android Stood still GPRS (2G)  
Touch Series 60 QWERTY  
Sat Back  
3G Two Hands At event  
iPhone Microsoft Joystick  
At home Number Pad WiFi  
4G? Stylus Soft keys At work  
HTML 5 Walking Native AJAX  
In a hurry Lean forward  
One Hand

## Connectivity

Android Stood still **GPRS (2G)**  
Touch Series 60 **QWERTY**  
Sat Back  
**3G** Two Hands At event  
iPhone Microsoft Joystick  
At home Number Pad **WiFi**  
**4G?** Stylus Soft keys At work  
HTML 5 Walking Native AJAX  
In a hurry Lean forward  
One Hand

## Interface & Handsets

**Android** Stood still GPRS (2G)  
Touch Series 60 QWERTY  
Sat Back  
3G Two Hands At event  
iPhone Microsoft Joystick  
At home Number Pad WiFi  
4G? Stylus Soft keys At work  
HTML 5 Walking Native AJAX  
In a hurry Lean forward  
One Hand

## Conclusion

- This is an increasingly complex landscape
- Users on the move demand more from a mobile service than the internet
  - Multiple use cases & environments (handsets, networks & locations)
- Get it right, the market opportunity is huge

Thank You

Q&A

Marcus Wareham – CEO, Mfuse Ltd  
3<sup>rd</sup> Floor, Mitre House, 177 Regent Street, London. W1B 4JN  
T - +44 20 7154 2070  
M - +44 7770 848562  
E: [marcus.wareham@mfuse.com](mailto:marcus.wareham@mfuse.com)