

A VIRTUAL REALITY

One of the many platforms to have made significant strides this year has been live gaming – not new by any stretch of the imagination, yet through a mixture of maturing technology and the now widespread adoption of broadband, 2009 has represented a growth period for this virtual reality.

A Brief History

Live Dealer Casino software was launched in the year 2000, albeit at a time when Internet speed was limited and mostly DSL connection, and players were not able to access good quality connections. As a result, the video quality was poor which impacted on the player's ability to fully enjoy the games. The technology and the infrastructure at that time were in their infancy, however, we did believe that the idea of bringing a realistic casino experience to the desktop would eventually work.

In 2004, we saw a significant improvement in Internet access and speed, removing the infrastructure barrier to success. Acknowledging this trend, we began planning and developing our own live dealer software which we launched in 2005, immediately proving a success in Asia. We believed then, as we do now, that there are several game and player experiences that are very unique to live dealer games which can't be replicated by RNG games, for example; the transparency and integrity of the games, game interaction and, of course, realism. Today, live dealer games are not solely the luxury of the Asian player – they are also in high demand by serious casino players worldwide.

Player and Market Demographics

Despite the statistical data informing us that Asia is

historically the hotbed of live dealer gaming, the fact is that the platform is fast becoming part of the staple diet for serious players on a global scale. It is just that on average, Asian players are taking casino gaming more seriously and are willing to risk more money for fun. Asian players are not averse to high risk, but in addition, they demand a fair gaming environment and an experience that meets their expectations. Live dealer games can well satisfy that demand.

What the future holds

Live dealer games are just the beginning in terms of shaping the gaming experience and pushing it closer to a real land based casino atmosphere without being there. The technology will keep improving and will allow us to bring in new ideas and new formats to deliver the live gaming experience. I am sure there will be a lot to improve. And not long from now, there will be a fine line between actual land based gaming and live online gaming, in terms of experience.

There will be two major directions in live dealer gaming. One is that the live gaming experience will become more accessible and friendly. The second one will be the improvement in the realistic delivery of the games. With new improvement in video

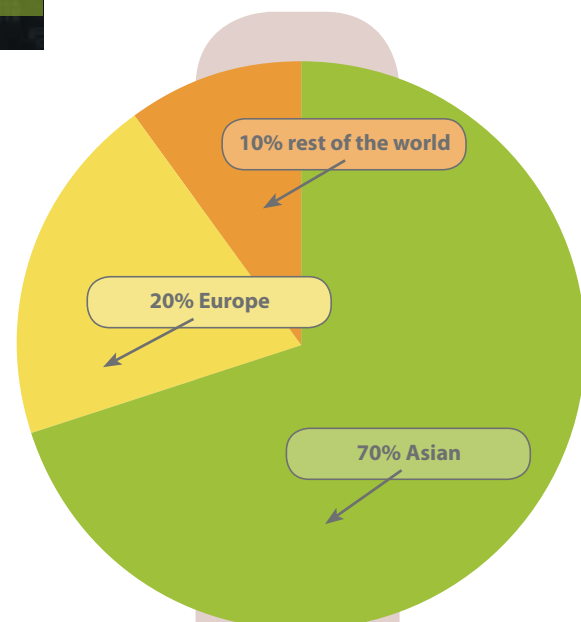
projection technology, soon we will be able to project the land based casino environment in a 3D scene rather than the current computer screen experience. This will take live gaming experience into a whole new realm, and a major step closer to real land based gaming.

Live Gaming in Your Portfolio

It is commonly known that if an operator only incorporated live casino and sportsbetting that 80 percent of their betting volume would be from its Sportsbook and 20 percent would be from its casino. In terms of revenue, however, the statistics switch, with 80 percent revenue coming from live casino and only 20 percent from sportsbetting.

A rough break down of an operator's revenue income is as below:

Live Dealer	60%
RNG casino games	10%
Sportsbook	18%
P2P	8%
Others	4%



AUTHOR PROFILE



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