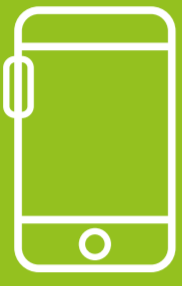


Mobile payment innovations in gaming

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The convenience of mobile, plus the way it enables users to pay for things wherever they want, are driving forces in its growth worldwide. That's why, according to Statista, there'll be almost 4.8 billion mobile users in 2020.

In this infographic, we look at three innovations helping the online gambling industry to become better-optimised for mobile.



Carrier billing

Beneficial because no card is required, carrier billing is offered by multiple payment providers such as Boku. In markets where card payments might be less popular, this method allows merchants to access a bigger audience.

In which markets is this payment method a big opportunity?

Sub-Saharan Africa. According to GSMA, over half of this region will have mobile access by 2025 (at the end of 2018 this was 44%).



Pay N Play

Introduced by the Swedish brand Trustly, Pay N Play helps to boost acquisition because players simply need to deposit and can then play straight away. According to the brand itself, some that have adopted the feature have seen month-on-month player increases by over 120%.

In which markets is this innovation a big opportunity?

Sweden and Estonia. Sweden recently re-regulated online gambling, while Estonia is one of Europe's tech-savviest nations (so much so that you can even vote in elections online!).



Biometric payments

Biometric payments have been introduced by multiple mobile developers, with Apple Pay and Android Pay being two of the most prominent. The benefits, in a gambling sense, are similar to Pay N Play: simple, quick and effective. All it takes is a fingerprint tap to make a deposit, meaning that players can play within seconds.

In which markets is this innovation a big opportunity?

United Kingdom. SkyBET is one of the most sizeable operators to offer Apple Pay in this market, which is worth over £14 billion annually according to Calvin Ayre. While biometric payments are still relatively underused, compared to retail, its simplicity makes it an option worth keeping an eye on in the future.

