

BINGO



HAVE A BALL



IT'S ALL IN THE NUMBERS



A WHOLE NEW BALL GAME

With bingo you can target a whole new audience. Bingo players represent a broader age group and attracts women in a higher extent than your other egaming products. 65% of online bingo players are women, and there is a high conversion between bingo and other gaming products.

DAUB IT IN YOUR BRAND

Bingo comes in countless variations of single-player and multiplayer 75-ball and 90-ball games that can be created by easily configuring winning patterns, prize structures and chances to win progressive jackpots. All bingo games can easily be customized to fit your brand.

Ongame's bingo product rids you of tedious matters as hosting, technical maintenance and other central administrative tasks and is easily integrated into our egaming platform from where you can oversee your entire gaming operations and optimize the marketing mix.

- ✓ Target new players
- ✓ 10% market share *
- ✓ High operator take
- ✓ High product conversion
- ✓ Increase retention

IT'S SOCIAL

Bingo more than any game, is also a matter of social interaction. Players can use the bingo client, not only to bet and win, but to gossip and have a good time, letting you build customer value and increase retention. Bingo comes with multilingual chat rooms that serve as an intercontinental meeting place for fun and friendship.

* Source: H2 Capital, June 2011