

BINGO LINK

The only magazine produced for the UK Bingo Industry

Issue 71 October 2005

Caller of the Year
The regional round-up



End of 24 hour rule
Members can join and play today!



Update
Electronic terminals

The UK online bingo explosion!

Taking Gala's game online

Gala is the UK's single largest bingo operator, with 166 clubs. Since launching in May, GalaBingo.co.uk has become one of the UK's fastest growing bingo site, registering over 50,000 players in its first 15 weeks of operation. Meanwhile its land-based clubs have benefited from cross promotional marketing synergies. Point-of-sale materials in the clubs drive traffic to Gala's online site, and in turn, the website advertises upcoming club promotions and encourages players to register at their local club.

Gala's site was developed to replicate the Gala club buzz online, and the company promises that players will experience the same high level of customer service that they can expect in their land-based clubs. 'As with our land operations, the community is very important to Gala,' says Dominic Harrison, Gala Group's Trading Director. 'In the chat room, players are able to communicate with each other, share tips, or talk to our moderators who are on hand at all times to keep players company and answer any questions they may have.'

Behind the scenes, Gala's online game is operated by St. Minver, a turn-key supplier of online gaming solutions that has operated

Gala's online casino and poker rooms since 2003. "We run the day-to-day operations," says Alison Digges, St. Minver's Marketing Director. 'But Gala is very proactively involved, ensuring that the online bingo experience is true to their brand.'

The online bingo platform has been provided by Parlay Entertainment, the world's leading developer and licensor of Internet bingo. Parlay's random number generator – one of the most sophisticated in the world - ensures that every single game is truly random.

A New Audience

Ms. Digges explained how Gala is indeed broadening its audience. 'A lot of the online audience have never been to a bingo club. They tend to be younger, and are used to playing games online but they don't necessarily want to have that land-based experience. Then there are the people who play bingo for the first time online and love it so much that they decide they want to go to a club to experience the game first hand.'

Gala Bingo is proving that online bingo can mean boom, not bust, for traditional club operators. Its success is proving that that online bingo is here to stay -- and may be the best marketing tool land-based clubs have 'virtually' ever seen.

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