

## Consider mobile traffic point throughout business planning, states BOSS Gaming COO

Catalina Lukianenko, Chief Operating Officer of BOSS Gaming Solutions, has highlighted the importance of mobile and telecommunications to the future of the online gaming ecosystem, exploring market research which foresees the technology driving over half of total winning games by 2023.

Commenting on the growth of mobile technology ahead of this year's ICE Africa, which takes place between 24 and 25 October at the Sandton Convention Centre, South Africa, Lukianenko said: "It's been several years since mobile traffic took the lead on desktop traffic. If you take notice of your actions during the day - when your tasks are not work-related, what do you tend to use more often - a smartphone or your laptop? Just imagine if you forgot your mobile at home. I'm 100% sure you would turn back home to pick it up. Consider this - how do you usually make an online purchase? I bet your smartphone is your go-to throughout your daily routine."

Lukianenko, who is responsible for the business development process and customer relationship management at BOSS, places a core focus on the coordination of partner negotiations and the implementation of business plans for new market areas. Discussing the growth of the sector, she explained: "According to Statcounter, mobile internet usage reached 53% worldwide against 43% of desktop usage during the last year. Today, almost one-third of betting and gaming consumers are using their smartphones to play games on the go. Researchers predict that mobile communications will account for more than half of the total winning games of 2023. Another trend in the gaming industry is the acceptance of cash alternatives, such as virtual money or cryptocurrency by vendors."

She concluded: "Mobile internet has become an ordinary part of our everyday lives. It therefore comes as no surprise that people prefer to use smartphones when playing games. To sum up, it's worth considering mobile traffic point throughout your business planning."

*ICE Africa will comprise an extensive learning agenda, world-class training and staff development modules, products and services from leading gaming brands and extensive networking opportunities. Supporting partners for ICE Africa include the South African Bookmakers' Association, the Western Cape Bookmakers Association, the Industry Group for Responsible Gambling and the European Casino Association.*

**For more information on the first ICE Africa and to register, visit the ICE Africa website: [www.iceafrica.za.com](http://www.iceafrica.za.com)**