

29.01.08

**GAMESTEC RESEARCH PROVIDES A STRATEGY FOR THE FUTURE
DEVELOPMENT OF THE UK PUB GAMES MARKET**

Harris Research report signals difference between fruit and quiz game players

Pub groups and other leisure operators face major challenges in how they market their fruit machines and quiz machines if they are to maximise profits according to research by Harris Poll Online.

Commissioned by Gamestec, a leading player in the UK gaming and amusement machines sector, the report - *Developing the Future for Fruit Machines & Quiz Machines in the UK* – says that fruit machines and quiz machines should not be viewed as a single market.

Stuart Ross, Group Managing Director of Gamestec, said: “We felt it very important to really understand our end user customer and with this in mind we commissioned the most extensive research into pub gaming behaviour in recent years. This research will inform our long-term objectives as an operator who delivers consistent income advantage for the publican by meeting the requirements of the customer.”

According to Harris, which conducted more than 4000 interviews, although fruit and quiz machines appeal to similar audiences, they are not the same, and are played for different reasons - meaning that distinct strategies will be needed to develop their separate futures.

Gamestec commissioned the research at a time when the UK leisure market is undergoing significant change with the advent of the smoking ban and the long-term decline in out-of-home sales of alcohol putting the traditional pub under increased commercial pressure. According to the report those pubs that are prospering are doing so through food sales rather than traditional bar trade.

One of the key findings of the report is that while fruit machine and quiz machine users are similar, but not the same people, with less than a 50% overlap, and they use machines very differently and for different reasons.

Stuart Ross said: "It is important that pub operators understand the distinction between customers who use fruit machines and those that play quiz machines. While fruit machine and quiz machine players are typically male and single they use different machines for very different reasons."

Significantly, quiz players are more likely to participate for fun and the challenge. Winning small amounts of cash is a much more important factor for fruit machine players. Students are more likely than the average to play quiz machines. Women are also more likely to play quiz machines.

Fruit machine players are typically male, aged between 20 and 40 and in work. They are typically middle-income earners in a skilled job and are likely to be single or living with a partner. Core fruit machine players prefer to play traditional machines rather than video machines.

Meanwhile, the typical quiz machine user is also typically male, but younger than fruit machine users, with most aged between 20 and 30. They too are typically middle-income earners in a skilled job, although quiz machines are also particularly popular among students.

Women are also more likely to be occasional quiz machine players, although are still in the minority. Just over a third (36%) of occasional players are female.

Quiz players go out and like to be sociable with friends. They are more likely to go to restaurants and entertain friends, use the internet, listening to music and the radio, play computer games, watch sport, play sport, go to live music events, go clubbing and go to comedy clubs. Quiz machine players also say the enjoyment, the challenge and the people they play with are the main reasons for participating. It is not about gambling.

Stuart Ross said: "The report by Harris shows pub operators and others in the leisure sector need to understand the distinction between gamers and quizzers if they are to

develop the correct offering for each audience and maximise the takings for the two different machines.

“This means that game and amusement operators must focus on the development of gaming able to deliver a matrix of games, targeted at different consumers but delivered through different machines. We believe that the provision of innovative gaming content will be key to maximising the video opportunity and creating revenue.”

The research shows that the pub is by far the most popular place to play both fruit and quiz machines, with 77% of users typically playing there. The pub is, however, slightly more popular with quiz players, with 87% of occasional players choosing the pub to play in. Social and sports club and amusement arcades are more important venues for fruit machine players – 29% of frequent fruit machine users will play at a club, for example.

The pub dominates machine playing, although the difference between fruit machine and quiz machine playing in clubs and arcades might suggest that quiz machines have more potential to grow in those locations.

With more pubs turning to food, restaurants might appear to be an obvious target – and they are the most popular choice among frequent quiz players to put more machines. This will be a long-term challenge, and there are examples in the United States where amusement machines are being developed in an eating-out environment.

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Editors Notes

- Gamestec, part of Danoptra Holdings Ltd, has more than 50 years of experience in the gaming and amusement machines business. With more than 1,300 employees, providing operating services to some 40,000 machines in the UK Gamestec is one of the largest operators in the country.
- Gamestec operate machines for customers of all sizes in many different markets, including pubs, bars, leisure venues, licensed betting offices, clubs, bingo halls, casino's and adult gaming centres.
- The company invests equally in both people and technology, and aims to deliver the highest quality in customer service and is a key member of both the British Amusement Caterers Trade Association (BACTA) and Business in Sport and Leisure (BISL).