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Poker grabs headlines but bingo sees success

■ You decided in a recent issue to focus on online poker (NMA 09.02.06). While poker has certainly been the major force driving the gaming industry forward, you're missing one of the bigger gaming success stories of 2006: online bingo.

Bingo has four very important qualities that poker does not. First, the game itself is far more entrenched in the UK and European psyche, having been a part of our culture for decades. Second, it reaches into a much wider section of the public, including women and casual gamers. Third, players are able to win a life-enhancing amount of money for less than the price of a second-class stamp. Finally, and possibly most importantly, online bingo focuses on chat, thus driving community and improving the player's entertainment experience.

2006 is already proving to be a great year for online bingo, with the growth of established brands such as Yahoo!, Virgin and Littlewoods. While poker is likely to continue grabbing most of the headlines, we believe bingo will be the real winner, attracting new players and trusted brands to online gaming.
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