
Understanding Bingo Networks

Written by Matt Kennedy | Last updated: 9 April 2015

Over the recent years online Bingo platforms have grown in popularity and thus a series of new and exciting sites have made their way into our homes. As a result, various players are taking to the Internet for a dabble with those all-important numbers, however, with that comes the tricky minefield that is industry lingo. One such example is the phrase 'bingo network' – this turns up all over gaming sites, and leaves many people asking “what is a bingo network”?

What is a Bingo Network?

The best way of thinking of a **bingo network** is to think of it as an umbrella; lots of bingo sites operating under the same company. Although they may have different themes and designs they are essentially the same brainchild of said company. These 'sister sites', while having their own unique feel, all share the basic foundations, and as a result make up a Bingo Network; the 15 Network is a primary example of this in action.

It's All the Same?

Quite simply, yes, what you see across these sites is essentially the same across the board – the same games, same promotions, bonuses, etc. What is more, even if there is a slight difference between the sister sites, its normally very minor and is in conjunction with the theme of their design. That being said, that is pretty much where the contrasts will end because all the games will feel like a familiar friend to regular users playing across the network. The reason this coming together of similar brands is so useful to a company is because they can share the same **jackpot** instead of having individual ones. This to you and me may sound quite trivial, but when you take a closer look from a marketing perspective you soon realise that it's strength in numbers in this sector of the bingo community.

The End Game

Under this Umbrella Company, or bingo network, the end game is to have blanket market influence and earn some money. Just like supermarkets, such as Tesco or Asda, a bingo network is a chain business that puts all the money it earns across its domains in one place. Yes, a company could just have one website to its name, but why settle for that when you can have several and in turn widen your target audience and customer base in one, swift movement? The reason this is so successful and sadly, easily

missed by the majority of players, is because not many of us take the time or effort to research into it – when you want to play you don't want to be delayed by doing homework, that isn't much fun! Unfortunately, by doing a bit of investigating, you soon realise that the great odds you've been playing with on your favourite **bingo site** are actually the same for so many other players on theirs. Put simply, if you're trying for that illustrious £20,000 cash prize, all the bingo sites within the network are plugging the same promo too, which means more people are aiming for that jackpot. It may seem scandalous if you're only just now getting to grips with bingo networks, but in fact all of the bingo websites make it clear whether they're part of a network or not, their trick being is they say the term without explaining it.

The Good Side?

Here's the happier side of things for all you players who may be feeling a little disheartened: that huge jackpot is in place *because* of the bingo network your site is a part of. The reason such a high cash prize can be advertised is due to all the members across the platforms betting their money, if you played on an independent bingo site rather than a bingo network one, the jackpot would be much much smaller.

Responsible Gambling: Gambling should be fun and never seen as a way to make money. Only gamble with money you can afford to lose. If you feel you may have a problem, visit [gambleaware.org](https://www.gambleaware.org) or call the National Gambling Helpline on 0808 8020 133. All sites featured on Top Online Bingo Sites are licensed by the UK Gambling Commission. You must be 18+ to gamble.

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