



FOCUS ON

JANUARY

THE MONTHLY NEWS ROUND-UP FROM GAME ON



JANUARY 2020 PRESS HIGHLIGHTS



1X2 NETWORK / BLACK PUDDING GAMES

1X2 Network adds Black Pudding Games to RGS.

1X2 Network has added “yet more quality content” to its remote game server platform after unveiling a new partnership with Black Pudding Games.

Lauded as an “up and coming developer,” the deal will see Black Pudding develop future games on the 1X2 Network remote game server, with the first game releases set for Q1 2020.

The studio will join a roster of developers whose games can be accessed via 1X2 Network’s RGS, including the 3PI aggregation platform.

[READ THE FULL STORY](#)

CONNECTIVE GAMES

Connective Games obtains UK certification.

Online poker platform and game provider Connective Games has received UK certification from iTech Labs for its Texas hold'em offering.

Via the certification the Malta and Russia-based online poker, casino technology and services supplier has been cleared to offer the product to operators in the UK market, adding further strength to its global footprint.

Confirmed the green-light being awarded, iTech Labs’ evaluation certificate states: “Our evaluation of Connective Games LLC game consisted of game rules and...”

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SKILLONNET / ORYX GAMING

ORYX Gaming joins forces with SkillOnNet.

ORYX Gaming, a Bragg Gaming Group company, has signed a deal to supply its portfolio of casino content and marketing tools to platform provider SkillOnNet.

The deal will grant SkillOnNet access to a library of over 8,000 games via ORYX Hub, including ORYX’s proprietary content and quality games from partnered studios such as Gamomat, Kalamba, Golden Hero and Givme Games.

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1X2 NETWORK / IFORIUM

1X2 Network unveils extended Iforium agreement.

Developer and content aggregator 1X2 Network has rolled-out its second agreement of 2020 after strengthening its partnership with igaming software provider Iforium.

Under the terms of the deal Iforium is to gain access to additional third-party game studios via the 1X2 Network 3PI aggregation platform, designed to provide operators with access to smaller developers through which it strives to offer added differentiation.

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RISQ / EVOLUTION GAMING

Evolution debuts Speed Blackjack alongside Betsson and RISQ link-up.

Online gaming insurance platform RISQ has partnered with Betsson Group and Evolution Gaming to facilitate the operator’s €1m roulette ‘winning streaks’ live dealer promotion.

This will give players the chance to win “a life-changing cash prize” by achieving 12 straight-up wins from 12 consecutive spins from a single game played on the...

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STAKELOGIC / SKYROCKET

Stakelogic enters first branded slots deal via Skyrocket.

Slot game development studio Stakelogic is set to debut a series of branded titles after partnering with gambling film and media brand rights entity Skyrocket Entertainment.

Following on from a “win-win relationship” entered alongside Gaming Innovation Group” last month, Stakelogic is to debut a series of titles based around big-name movie franchises.

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JANUARY 2020 PRESS HIGHLIGHTS

1X2 NETWORK

1X2 Network secures Malta B2B supplier licence.

1X2 Network has secured a B2B supplier licence from the Malta Gaming Authority.

The expansion of the corporate structure builds on from the Notice of Recognition in Malta that the supplier obtained last year, and means games from its 1X2gaming and Iron Dog Studio brands are fully compliant with the MGA's stringent standards and is a notable step in the growth of the Group.

The licence allows 1X2 Network to provide its full suite of popular games to Malta-licensed operators active in regulated markets, seamlessly allowing for operation in Europe.

1X2 Network has made a name for itself by developing slots and casino games that are visually striking while delivering a fun and exciting experience to players.

This includes player favourites such as Blood Queen, Rainbow Wilds, Faerie Nights and Iron Dog Studios' first Megaways slot- Pirate Kingdom Megaways, alongside coming games such as 1X2gaming's Battle Maidens and Iron Dog Studio's much anticipated release Megaways Jack.

[READ THE FULL STORY](#)

RISQ / 4 LEAF LOTTO

RISQ partners with 4 Leaf Lotto.

The leading provider of A-Rated insurance backed jackpots for the Gaming and Lottery industry adds 4 Leaf Lotto to its integrated partnership program. RISQ, the leading provider of insurance-backed jackpots, is pleased to welcome 4 Leaf Lotto as a new integrated partner.

Under the partnership, 4 Leaf Lotto will leverage the power of the RISQ iGaming Insurance Platform iGiP™ to offer its operator partners A-Rated insurance-backed jackpots up to £150million.

4 Leaf Lotto is a leading provider of Primary and Secondary Lottery platforms to operators in thriving markets around the world.

The iGiP™ will allow operators using 4 Leaf Lotto's Primary lottery platform to offer insurance backed instant jackpots up to £25million and up to £150 million for secondary lotteries.

This will allow operators to offer lottery betting on more than 70 national, state, and provincial draws as well as keno games and to compete with some of the largest jackpot draws.

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SYNALOGIK

Synalogik to reach 'full potential' with major investment.

SaaS firm Synalogik Innovative Solutions Limited has announced it will be kicking off 2020 with a seven-figure investment round led by Mark Blandford.

Synalogik, who since 2018 has provided the gambling, insurance and banking sectors with its AML, KYC and compliance solutions, utilises its automated data gathering ability to allow customers to make AML, fraud and responsible gambling decisions in a fraction of the time compared to manual investigation.

Regarding the Synalogik team, the SaaS company is made up of host of users, technologists and lawyers from across both the public and private sectors – combining backgrounds such as intelligence, policing and the military.

Former Sportingbet owner Blandford discussed the reasoning behind his backing: "I was highly impressed when I first saw the Synalogik platform in action and I knew it was something I wanted to be involved in.

"The technology is great and the addressable markets are immense. The Synalogik team are highly capable, complimentary and I look forward to assisting them in reaching their true potential."

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SKILLONNET / QUICKSPIN

SkillOnNet unveils Quickspin content Network wide.

Platform provider behind popular online casino brand such as PlayOJO adds full suite of developer's titles to its 3,000+ strong game offering

SkillOnNet, the award-winning online casino platform provider, has strengthened its game portfolio with the addition of popular slot developer, Quickspin.

The integration means that online casino brands powered by SkillOnNet, including the likes of PlayOJO, AHTIGames and new casino success LuckyVegas can now access Quickspin's suite of games.

This includes titles such as Sakura Fortune, Sticky Bandits and Big Bad Wolf, taking the total number of games in the SkillOnNet portfolio past 3,000.

Quickspin, which is owned by Playtech, is a Swedish game studio that has built an incredible reputation for developing innovative slots for real-money and social markets.

Michael Golemba from SkillOnNet, said: "We have curated one of the largest game portfolios in the industry which will now be strengthened with the addition of Quickspin and their awesome games.

[READ THE FULL STORY](#)

FIRST LOOK GAMES / STAKELOGIC

Stakelogic signs up to First Look Games.

Game developer Stakelogic has agreed a partnership with First Look Games to boost marketing activity around its portfolio of online casino games.

The partnership means that Stakelogic will be able to share information and assets relating to its current and upcoming slots with hundreds of online casino affiliates for the first time.

Tom Galanis, founder of First Look Games, said: "I'd like to welcome Stakelogic to First Look Games, a rising-star game developer that has already made its mark with hugely popular titles such as Black Gold Megaways and Book of Charms Quattro.

"It is a great addition to First Look Games and will provide our affiliate members with even more games and promotions to write about and share with their players, providing the developer with incredible brand and product exposure."

Affiliates will gain access to game information sheets as well as marketing assets such as logos, images and videos. These are uploaded to the First Look Games library, from where they can be downloaded by affiliates individually or in bulk.

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GOLDEN ROCK STUDIOS

Golden Rock Studios – Star Gods.

Star Gods is the latest slot title introduced by online slot developer Golden Rock Studios.

The new game has been launched this week and has been made exclusively available on the Microgaming aggregation platform.

Golden Rock Studios' latest online slot uses Fu, Lou and Shou, the Star Gods of happiness, prosperity and longevity to bring good fortune to players.

Star Gods has been designed to appeal to both new and seasoned players with a volatility that sits at the medium/high end of the scale and with a return to player of 95.97 per cent.

The 5x3 reel 10 payline slot pays left to right and right to left has a bold and vibrant Asian theme and brings 'good fortune and potential riches' to players with the chance to win up to 600x their original bet.

The new title, which boasts several features including stacked sticky wilds with guaranteed win re-spins in the base game, also features a bonus comeback chance...

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JANUARY 2020 PRESS HIGHLIGHTS



AUTHENTIC GAMING / ASPIRE GLOBAL

Authentic lauds 'perfect partnership' with Aspire Global.

Live roulette specialist Authentic Gaming has entered into a global partnership with online casino platform provider Aspire Global.

Including a number of jurisdictions, such as the UK, Sweden and Denmark, Aspire is to take on-board the firm's entire suite of live roulette titles, including Authentic Roulette and Blaze Roulette, which will be made available to players at the operator's roster of brands.

Jov Spiero, VP of B2B at Aspire Global, said of the link-up: "Live dealer is now a major contributor to the growth of online casino brands and we at Aspire Global want to ensure our players have access to a full suite of top-quality live dealer games.

"In that regard, partnering with Authentic Gaming was an absolute must as their live roulette titles are genuinely unique and provide an unrivalled player experience."

Furthermore, Aspire, which announced that it had reached a retrospective €13.7m settlement with the Israeli Tax Authority earlier this month, has also taken on Authentic's premium tables package.

[READ THE FULL STORY](#)

STAKELOGIC

Stakelogic takes players back to the roaring 20s with Flappers.

Online slot and casino game developer Stakelogic is taking players back to the glitz and glamour of the roaring 20s with its latest title, Flappers.

The game is set in a bustling nightclub and is themed around the iconic Flapper girls of the era who wore short skirts, bobbed their hair and danced to the jazz music being played.

Flappers captures the fun and frivolity of the time with its art deco reels and sees players chase these gorgeous women on their way to big wins.

The game boasts several raucous features including Fabulous Free Spins. This is unlocked when three security guard scatter symbols land anywhere on the reels.

When they do, the security guards part the stage curtains and activate up to 80 free spins.

During free spins, if the Flapper girls begin to dance the Charleston they become wild to increase the chance of landing even bigger wins.

[READ THE FULL STORY](#)

GAMES INC / RELAX GAMING

Games Inc joins forces with Relax Gaming.

Games Inc, the developer and aggregator of quality online casino games, has integrated its full suite of titles onto Relax Gaming's innovative aggregation platform.

The breakthrough partnership provides Games Inc and its third-party developers on the company's Reach platform, with instant access to more regulated markets, more operators and more players than ever before.

It also means that online gambling brands using the Relax Gaming platform, can now offer their players Games Inc's proprietary titles.

They can also offer third-party content from the likes of Plank Gaming and Jade Rabbit with more studios to come.

Games Inc was established in 2012 by a team of industry veterans with more than 30 years' experience.

For Relax Gaming, the partnership builds on recent significant commercial success in which it has partnered with a host of leading operators, aggregators and suppliers across the industry.

[READ THE FULL STORY](#)

VIBRA GAMING

Spieldev rebrands as Vibra Gaming, hires Leander veterans.

Spieldev, a game developer and platform provider focused on the Latin American market, has rebranded as Vibra Gaming after announcing the addition of Leander Games co-founders Ramiro Atucha and Marcelo Blanco to its team.

Atucha and Blanco have been working with Spieldev founder Fernando Rivas in recent months to expand the provider's offering, with a particular focus on its suite of classic casino games aimed at Brazilian players.

Following the rebrand, Atucha will now take on the role of chief executive, while Blanco will become chief technology officer and Rivas chief operating officer.

Vibra Gaming will seek to develop a new generation of Brazilian video bingo and video slot games, ahead of it launching its new white-label platform in the second quarter. The platform will target operators in or entering the Latin American market.

The developer's existing video bingo titles and slot games are available for integration immediately.

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TRUNARRATIVE / BETCONSTRUCT

TruNarrative unites with BetConstruct.

TruNarrative, the single platform for fraud detection and prevention, AML, KYC, behavioural monitoring and ID verification, has partnered with operator and gambling platform provider BetConstruct to enhance its compliance process.

Under the partnership, BetConstruct will use TruNarrative's solution to improve onboarding, risk, fraud and responsible gambling procedures, initially allowing Vbet and then other operator partners on their platform to better meet regulatory requirements in markets around the world.

BetConstruct joined forces with TruNarrative as part of efforts to better use data to understand and protect players. Being able to access multiple data providers across all the markets its operators target via a single platform and API makes TruNarrative an ideal partner in this regard.

David Webb, compliance manager at BetConstruct, said: "We work across such a large number of jurisdictions that it is vital for us to partner with someone that can provide access to multiple solutions that allow us to align with ever-changing regulatory environments.

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JANUARY 2020 EDITORIAL HIGHLIGHTS



RISQ

Industry predictions for 2020.

Consultant Ian Chuter and RISQ's Julian Borg-Barthet predict the big themes in online gaming over the next 12 months.

Ian Chuter, founder of Sports and Gaming Consultancy [caption] Ian Chuter, founder of Sports and Gaming consultancy Perception change 2020 looks to be another incredibly challenging year for operators and regulators in both land-based and digital markets.

Julian Borg-Barthet, Business Development Director at RISQ

Compliance top of the agenda - Regulatory fearmongering over the past 12 to 84 months has brought all the doomsayers to the media, screaming blue murder and the end of all great things. Spending the past eight years on the compliance side of the industry, it's brought start-ups and industry veterans to the table with opportunities as well as restrictions in terms of what can and cannot be done.

I've seen the industry try and regulate itself as well as companies trying their utmost to take advantage of new markets where the advantage of an isolated market can reap benefits to the right first movers.

Am I an optimist or delusional? It will bring plenty of opinion from all sides of the industry.

[READ THE FULL STORY](#)

1X2 NETWORK

Taking it to the next level.

Kevin Reid, Chief Commercial Office at 1X2 Network, writes about the provider's ambitious plans for the year ahead after securing its Malta Gaming Authority Licence.

Securing a licence from the Malta Gaming Authority is a big deal for any online gambling organisation, whether an operator or a provider.

After months of extensive auditing and investigating by the esteemed regulator, we are very proud to announce that 1X2 Network now counts itself among the list of prestigious providers to hold an MGA permit.

The Malta licence allows us to further deploy on our strategy of partnering with operators targeting highly regulated markets around the world. Our games are already certified in jurisdictions such as the UK, Gibraltar, Isle of Man, Sweden, Spain, Italy and Colombia. And now we can extend our reach even further. Our Malta permit comes off the back of a breakthrough year for 1X2 Network which saw us add some incredible titles to our growing portfolio of slots and casino games.

We also forged partnerships with more tier one operators and brands and entered markets such as Spain and Romania for the very first time. One of our most successful game launches was our first Megaways licensed title, Pirate Kingdom Megaways™, which launched exclusively with LeoVegas before hitting the wider market.

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FIRSTLOOKGAMES

LOKI WILD-TILES

2BY2 GAMING

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0.05 CHIP SIZE | 0.05 CHIP SIZE | \$1.50 BET | PAID REAL CREDITS \$5,985.00 | AUTO PLAY | \$7,965,985.00 CRR

LOKI WILD TILES!

Loki's magic will shape-shift your fortune to a greater luck. The more combinations you land, the greater the chance magic will be on your side!

Loki wild Feature

If 3 symbols match, the middle symbol is replaced by a wild symbol ("Loki")

Board Clear Bonus

If all the symbols of the entire matrix, including any Lokis, are removed in a game round, a big bonus is awarded.

Free Spin Bonus

If all symbols are removed from a column that has "BONUS" text in the background, the bonus game is launched.

Bonus Game has new game play, new graphics and new pays.

In the Bonus game, every group of 5 or more matching symbols is awarded its pay. There could be more than one paying group of symbols (as many as 5) on a single turn. It is possible for all 25 tiles to show a single symbol to award a big win.

5 or more Loki symbols re-trigger 5 additional turns A single bonus game is limited to a total of 50 turns.

Mega Free Spins

Highest Win for single spin 27,222 in coins.

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JANUARY 2020 EDITORIAL HIGHLIGHTS



RISQ / COMPETITIONLABS

Partner Focus: Competition Labs on Gamification in the new decade.

Beyond the holiday fling

“What goes on in Vegas, stays in Vegas” has become such a universal catchphrase that it belies a fundamental truth about most of our relationships with casinos and other companies in the entertainment business – we go, we spend, we leave. It’s a holiday fling leaving fond memories and the occasional tattoo.

Online gaming – with its immediacy and convenience – is a fundamentally different experience, narrower in its appeal focusing on just one entertainment aspect while missing the live shows, restaurants, and luxury boutiques of Integrated Resorts in Vegas, Macao and Monte Carlo. Meanwhile, resorts are envious of the in-pocket intimacy of online operators, even when they wear the same branding.

For customers, their relationship with entertainment sits very firmly in experience boxes – How do we get the experience and the connection to the next level?

Living with your customer

Pokémon Go created a worldwide sensation with people trekking around to catch augmented reality monsters to play in their online world – a great example an engaging gameful experience (exploring and interacting with the world around you). Gamification can sometimes be confused for gameplay, it’s not, but it can enable breaking out of our physical box to create a more holistic engagement experience.

Moving from fling to a stable relationship, we need to accept that a customer is more than just the time they spend with us. Part of the success of the resort experience is acknowledging that customer needs extend beyond the gaming floor. Taking this to the next level, we must marry data from the resort with their online interactions. By uniting the data and experiences from these two worlds, we can increase our customer interactions with our brand experiences.

READ THE FULL STORY

TRUNARRATIVE

The steps needed to protect players.

Adam Doyle, Head of Gaming at TruNarrative, talks through the basics of player protection and the Gambling Commission’s requirements for operators.

The Gambling Commission continues to take steps to better-protect players, recently taking the decision to ban operators from accepting credit card deposits. The ban will come into force from April and will undoubtedly cause headaches.

The most obvious issue is the impact it will have on the volume and value of deposits – credit cards are among the most popular deposit methods among UK players. Less obvious is the additional work and cost of having to KYC credit card depositors for a second time.

New players that used a credit card to sign up to and deposit on a gambling site for the first time would have already had their identity verified by the credit card company – credit card holders must be 18 years or older. This meant operators did not have to undertake their own KYC checks.

But with credit cards banned from April, operators will have to put these players through the entire KYC and ID verification process once again, an undertaking that could add 30% to operational costs over the coming months until complete.

Of course, this is just one area where operators are being forced by the Gambling Commission to take more responsibility for protecting players through their online gambling brands. In particular, they must do all they can to prevent problem gambling.

To help customers stay in control of their play, operators must provide them with tools such as deposit, loss, bet and session limits. They must also give them the option to cool-off or self-exclude for a period of months or even years.

These tools certainly help players stay in control but, in reality, do little to help those with serious gambling problems as they will not opt to use these tools in the first place. To protect these players, operators simply have to do more.

READ THE FULL STORY

CONNECTIVE GAMES

GI Friday Guest Columnist - Serge Mukhanov, CEO at Connective Games.

Mukhanov makes the case for poker still being relevant in gaming in 2020.

Online gaming operators have been mostly focused on building out their online casino and slot game portfolios for some time now. The best online casinos offer more than 2,000 slots games from all the main providers, with the number constantly rising as studios launch more and more titles.

But online gambling operators can no longer just focus on one product – in this case slots – and must offer all verticals if they are to enjoy mass market appeal.

For this reason, it is vital they also look to add table games to their game offerings, and in particular popular variants such as blackjack, roulette and absolutely, poker. Not only do table games have a large, highly-valuable player base in their own right, they also provide tremendous cross-sell potential between casino and sports betting.

For online casino operators that have focused mostly on slots, there is a huge opportunity to attract new player demographics through table games. These players will generate additional revenue when playing blackjack, roulette, poker and so on, but they can also be pushed over to casino games and sports betting too.

The Typical Online Poker Player

Poker in particular is a great table game when it comes to engaging a valuable player demographic that can be tremendously loyal, so long as they receive a good product and experience. The typical poker player is usually younger than the typical slots player, with an age range between 20 and 30-years-old.

They are often intellectual and enjoy the skill element of the game. This in turn makes them loyal to the poker room as they improve their skill over time and develop their strategy. (Page 21)

READ THE FULL STORY

MADLORD

LCB Exclusive Interview: MADLORD – SOUND FROM BEYOND.

The audio associated with slot games is as important as the graphics and features. For those players that mute the sound, you don’t know what you’re missing especially if the music has been provided by MADLORD! Who is MADLORD? They are inventors, creators and true artists. With over a decade in the industry, the musical compositions transport players directly into the theme of the game whether it’s an ancient or mythical time. The company works with game developers such as RABCAT and other notable partners.

No one explains it better than Jorge De Lellis, Founder, CEO and Audio Director. Without further ado, the interview.

Q: Let’s begin with the company history, the meaning behind the name and how you entered the iGaming sector.

A: The MADLORD® brand concept is inspired by madness and its profound role in shaping the human sphere. Every invention, concept or artistic creation that has formed our world was touched by a perceived madness. Yet, this ‘madness’ is the space from which ideas emerge. Ideas, that when first revealed, are misunderstood. Rejected. Ridiculed.

Think Tesla’s alternating current. Edison’s light bulb. Television. Cars. Airplanes. Spacecraft. Ideas that step outside convention. Initially, they are far beyond mortal comprehension. So much so, they are often discarded as insanity. Yet, somehow, they overcome. Somehow, their mark of genius changes the world, thanks to bold leaders that take on ridicule to achieve greatness. In search of a new world. To push the envelope. Challenge a paradigm. Disrupt the status-quo. Set a brave new direction. As Steve Jobs said: “The people who are crazy enough to think they can change the world are the ones who do.”

Humans are unique. Each individual, at their very core, is extraordinary. One must only embrace it. Unleash your uniqueness. Embrace your otherworldly ideas. Your impossible dreams. Your own style. Your mad concepts.

READ THE FULL INTERVIEW



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THE MONTHLY NEWS ROUND-UP FROM GAME ON

GAMES INC.



GAMES INC. CASINOBEATS Q&A



Jason O'Shea: Utilising bespoke content to gain a competitive edge

Reaching a new phase of expansion was targeted by Lee Moore, co-founder of Games Inc, in the latter stages of 2019, as the online slots developer and aggregator drafted Jason O'Shea as commercial director.

Gaining responsibility for the recruitment of new game studios and the distribution of proprietary and studio partner content, O'Shea is seeking new strategic link-ups during a planned period of expansion as the company looks to increase its footprint and distribution.

Now a little over two months into the role, CasinoBeats caught up with O'Shea to discuss the direction of Games Inc through 2020, advantages of bespoke content and thoughts on the wider online casino sector.

CasinoBeats: Jason, congratulations on your appointment to commercial director of Games Inc. What attracted you to the role?

O'Shea: Prior to joining Games Inc, I had been working with Lee Moore on another project and we just clicked. We had a great rapport and worked well together so stayed in touch. Lee then asked if I would be interested in joining Games Inc as commercial director and I jumped at the opportunity.

Games Inc is a very humble business that has achieved extraordinary things but has been very much under the radar. Now is the time to start making more noise about Games Inc and I believe the business is incredibly well positioned for growth.

CB: What direction is Games Inc taking and how will you use your experience to grow the business?

OS: For the past few years we have been making bespoke slots for tier 1, launching around 60 titles. We plan to continue developing custom slots but will also take what we have learned from this process to launch our own IP games to the wider market. We are also in the process of partnering with some of the largest distributors so that we can quickly launch our games to operators in markets all around the world.

We will be announcing more details around these partnerships in the coming weeks and months. Finally, we will continue to add exciting new game studios to our platform joining the likes of Plank Gaming and Jade Rabbit. Of course, I will also be using my experience and contacts to make sure our games are landing in more operator portfolios than ever before.



JASON O'SHEA - GAMES INC.

CB: What is the biggest challenge for Games Inc and how is the team working to overcome it? What is the biggest opportunity?

OS: The challenge for Games Inc is the same as for most companies in the sector and that is to deliver a top-quality product and service with the resources available while still driving growth. It comes down to not over promising and making sure we deliver.

We have a great foundation to work from but want to make sure we grow sustainably to ensure success in the long term. To do that, we see a huge opportunity when it comes to monetising the proven games we have already created.

We have also developed a simple integration layer that can be used for other RGS providers to plug in their platform, allowing the developer to take advantage of our Reach platforms distribution further building our portfolio of games for operators.

CB: You focus on creating bespoke games for operators. What is the advantage of bespoke games and why should operators offer them?

OS: Bespoke games allow operators to stand out from the crowd and offer their players something unique and tailored to their likes and dislikes. They also provide an opportunity for operators to own games and perhaps pay lower royalty fees over time.

Players are savvy and discerning and today consider more than just bonuses when it comes to choosing where to play and whether to continue playing at that brand. Content is a key factor in this, and offering bespoke slots and table games gives operators a competitive edge.

CB: What do operators need to consider when creating bespoke games? Can they be tailored to meet the needs of their players? How?

OS: Operators have huge volumes of player data which they need to use when creating a bespoke game as this helps determine things like theme, design, volatility, features and so on. They also need to think about budget and working with the right developer partner.

If they get the latter wrong, then they run the risk of not being able to turn their vision and brief for the game into a reality. By working with the right partner, they can avoid technology issues, unexpected costs, delays to delivery and so on.

CB: What are your thoughts on the wider online casino sector? The market seems to be slowing down, certainly in the UK – why is this?

OS: I think the wider industry is going through a period of change due to more stringent regulation and this, in turn, is requiring all stakeholders to change their mindset about which markets to operate in.

Moving forwards, operators and suppliers would be wise to anticipate regulation and run their businesses accordingly. I think regulation also brings opportunities for operators and suppliers to focus on niche markets, delivering a truly localised product and experience to players.

CB: What can operators, and game developers, do to ensure players continue to play online casino and not other entertainment options?

OS: I think online casino will always appeal to certain people as no other entertainment option provides the thrill and excitement of potentially winning big. That said, games need to be more engaging and the use of gamification is certainly a step in the right direction.

So long as developers continue to create compelling games – within the parameters of regulatory frameworks – then consumers will continue to play casino and slots games at scale.

SEE THE FULL INTERVIEW ON CASINOBEATS