



FOCUS ON

MARCH

NEWS ROUND-UP FROM GAME ON



IRON DOG STUDIO

MARCH 2020 PRESS HIGHLIGHTS



FIRST LOOK GAMES

First Look Games launches accuracy management service for affiliates.

This service alerts affiliates of inaccuracies relating to key game metrics that might appear in any of the game reviews or content published on affiliate websites and social media for any games featured in First Look Games such as return to player percentages, number of pay lines and number of reels.

The Accuracy Management Service is free to use and available to all affiliates using First Look Games to review new and existing games. It has been designed to improve the user experience for casino players as they enjoy discovering new games via affiliates from the likes of Microgaming, Big Time Gaming and Swintt.

[READ THE FULL STORY](#)

STAKELOGIC

Stakelogic takes 'another big step' in Italian entry.

Stakelogic has taken "another big step" as it expands its geographical reach by entering the Italian market, enables players across the country to gain full access to its portfolio.

Operators can now offer players based in Italy Stakelogic's full catalogue of classic and modern video slots including titles such as Enchanted and Book of Adventure.

Stephan van den Oetelaar, CEO of Stakelogic, said: "Entering the Italian market is another big step for Stakelogic as we look to establish ourselves as the leading game developer in regulated markets. Our games have international appeal and will undoubtedly be a big hit with operators targeting Italy and players in the country."

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SOUND ON

IT'S TIME TO BE HEARD!

The brand new, fully branded, audio quote service from GameOn

GAMES INC.

Inside the world of game aggregation.

Jason O'Shea, commercial director at Games Inc says the content aggregation battle is fierce, but huge opportunities exist for aggregators, developers and operators.

Game aggregation is the absolute best way for small and exciting slot developers to increase the scale and scope of distribution, particularly among tier one operators.

Going head to head with large and established developers for operator attention...

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STAKELOGIC / BETSSON

Stakelogic slots launch across Betsson brands.

Developer behind chart-topping titles such as Book of Adventure and Black Gold Megaways™ partners with tier one operator.

Stakelogic, the innovative online slot developer, has partnered with Betsson Group to provide the tier one operator's casino brands with its full suite of video slot and classic slot games.

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GREEN JADE GAMES

Edenberg Design AB and Rednex Ltd has struck partnership agreement with GJG.

Edenberg Design AB together with Rednex Ltd, has reached an agreement with groundbreaking slots developer Green Jade Games, to produce an online slot game, "Cotton Eye Joe – Moonshine K.O."

"We see Green Jade as an upcoming, fresh inventive gaming company that really understands the Rednex brand. Of course, we are thrilled to have closed this..."

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SKILLONNET

SkillOnNet to launch Machine Learning Safer Gambling Tool.

SkillOnNet, the online casino platform provider, has partnered with data science specialist Neccton to roll out an innovative machine learning Safer Gambling tool that helps players avoid gambling related harms.

Called Mentor, the tool developed by Neccton in collaboration with behavioural scientists and psychologists, tracks player data, detects risk patterns, changes in...

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MARCH 2020 PRESS HIGHLIGHTS



AUTHENTIC GAMING / INTERWETTEN

Authentic Gaming enhances presence with Interwetten.

Authentic Gaming, the live roulette specialist, has strengthened its presence in the German and Austrian markets after it agreed a new partnership with European gaming operator Interwetten.

Under the terms of the deal, players at all Interwetten brands will have access to Authentic's full portfolio of live roulette titles, this includes broadcasts from its arena show, 24/7 Roulette, Grand Roulette and the Blaze Roulette.

Jonas Delin, CEO of Authentic Gaming, said: "Interwetten is a leading and hugely popular online gambling operator particularly in Germany and Austria. Authentic Gaming has already enjoyed success in both markets which we will build upon via our partnership with Interwetten.

"The operator is using live casino to strengthen its presence in these markets and we are thrilled to be providing it with our full suite of games in order to help drive additional growth.

"Our live roulette titles really do offer a unique player experience and we believe they..."

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CHAMPION SPORTS

Becky's Affiliated: How sports betting companies can navigate these turbulent times.

Mark Robson, co-founder of Champion Sports talks to Calvin Ayre's, Becky Liggero Fontana about how the sports betting industry is being effected by current events.



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GAMEON

GameOn offers to help fledgling igaming businesses for free.

Times are uncertain, and whilst multi-million/billion Pound, Euro and Dollar businesses are worried about their future, with plenty of capital in reserve, smaller businesses, especially in the iGaming industry, might be really feeling the pinch due to potential cashflow issues.

Conferences and sales shows are cancelled, travel restrictions mean sales personnel can't visit potential clients, for the startup business this could really damage their pipeline and potential overall survival.

It may only be a small gesture, but if any fledgling igaming or gambling business, under 18 months old, has any news it wants/needs to distribute but is concerned about the costs, we will edit your release and distribute it to our list of gaming, b2b and industry press subscribers for free.

For further information and to find out how GameOn can assist with your marketing requirements now and in the future, contact Sarah or Andy to discuss how we can tell your story and make a difference to your business during this turbulent time.

www.gameon.im or www.linkedin.com/company/gameon-marketing

READ THE FULL STORY

FIRST LOOK GAMES / 4THEPLAYER.COM

4theplayer.com signs onto First Look Game.

4ThePlayer.com, the exciting new kid on the block in the iGaming market, is forging ahead with its recent growth strategy by joining the ranks on First Look Games, the industry renowned developer content resource service.

The partnership opens direct access to the entire 4ThePlayer games portfolio for the world-wide affiliate community, automatically boosting their marketing potential and building on a growing reputation with operators and players globally.

Essential game assets, information and data for titles such as 9K Yeti and 1 Left Alive will now be available via the innovative content platform, significantly expanding their online presence, player recognition and enabling a more efficient communication stream with hundreds of online casino affiliates and publishers, who continue to enjoy First Look Games for free.

As their straight-talking name suggests, 4ThePlayer operates with the singular mission of creating the best games and experiences for players, only using the best math profiles with big win potential and concise, engaging game mechanics.

READ THE FULL STORY

STAKELOGIC

Enter the fearsome realm of the Gods with Stakelogic.

Developer invites players to battle the Ancient Egyptian Gods in their latest slot release.

The ancient Gods of Egypt are rising again in Gods of Death™, the latest release from innovative design studio Stakelogic.

Spin ancient reels in the presence of the ominous Gods in this 10 line, 5x3 slot title, but fear not as the deities randomly conjure up their powers to change the reels and lead the player towards the magnificent treasures hidden inside the ancient tomb.

Intrepid raiders should be on the lookout for The Snake Queen landing on reel 3. She is wild and expands to cover the reel, creating even more ways to prevail and find the lost rewards.

Three or more Pharaoh scatter symbols in view awards free spins and opens the golden tomb, which can aid players in discovering untold riches.

Unearthing three Golden Mummies during the free spins round unlocks the gates to the treasure filled sanctum of the Egyptian Gods. Behold as the walking dead stride across the spinning reels, turning all reel's wild and unleashing huge win combinations.

READ THE FULL STORY

SKILLONNET / HIGH 5 GAMES

SkillOnNet portfolio gains High 5 Games lift.

Online casino platform provider SkillOnNet has added further content to the range of igaming portals powered by the firm after striking an agreement with High 5 Games.

Under the terms of the deal players at all online casino sites powered by SkillOnNet, such as PlayOJO, DrückGlück, Slingo and Lucky Vegas, will now be able to access the provider's full suite of games.

The partnership includes a variety of titles such as Triple Double Da Vinci Diamonds, Secrets of the Forest and Da Vinci Ways, plus soon to launch titles FoxFire and Beat the House.

Anthony Singer, chief executive officer of High 5 Games, said of the link-up: "We are thrilled to continue distributing our portfolio of games with SkillOnNet. With our partnership with Relax Gaming, we are looking forward to bringing some of our classic titles and exciting unique games to SkillOnNet for their players to really enjoy."

SkillOnNet offers its operator partners a portfolio of more than 3,000 slots, jackpot, table, instant win and live dealer titles, combined with localised payment options, customer support and responsible gambling and safe gaming tools.

READ THE FULL STORY



MARCH 2020 PRESS HIGHLIGHTS



1X2 NETWORK

Dr Jekyll and Mr Hyde launches exclusively on Betfred - Released April 1st.

This latest slot release from 1X2 Network subsidiary, Iron Dog Studio is a visually striking 5x3 reel video slot that takes players to the heart of Robert Louis Stevenson's chilling classic, taunting players with the possibility of wins so big they could turn mad thanks to the game's experimental features.

Step into a world of gas lamps, deep grey fogbanks, gargoyles in the gutters, and a lurking gentleman ghoul in Dr. Jekyll & Mr. Hyde – the all-new five-reel game that revives the spirit of Robert Louis Stevenson's chilling classic in slot form.

Like the original story, Dr. Jekyll & Mr. Hyde follows a respectable scientist who struggles to control the effect of his chemical experiments, which turn him into the monstrous Mr. Hyde and send him out to stalk the vice-ridden cobblestone streets of Victorian London. By day, Dr. Jekyll debates turning himself in to the police; by night, as Mr. Hyde, he indulges his darkest impulses, and that duality feeds right into the gameplay of Dr. Jekyll & Mr. Hyde.

In the base game, symbols include a quill and ink, on which Dr. Jekyll writes his confessions, the cigars Mr. Hyde smokes as he stalks the night with a monocle and a maniacal grin, and a police constable's hat that demonstrates Jekyll's desire to give himself up and end the madness.

[READ THE FULL STORY](#)

GOLDEN ROCK STUDIO

GI Games Round-Up: Golden Rock Studios - Roulette x2

This week has seen new games released by the likes of Golden Rock Studios, Green Jade Games, FunFair Technologies, Evoplay Entertainment, Pragmatic Play, Blueprint Gaming and Yggdrasil.

Golden Rock Studios has released its latest table game, Roulette x2, which awards players with double pay-outs for free.

The feature works by giving players a dice roll after each winning round; if all four dice numbers match, the player's win is multiplied x2.

This gives the fast-paced game improved odds of 70-1, compared with standard roulette games which have odds of 35-1.

"Golden Rock Studios Roulette X2 has been built with pure gamblers in mind," said Golden Rock Studios CEO James Curwen. "It's exceptional UI and UX means you can place chips faster and smoother than any other roulette on the market with the added benefit of our USP dice feature that can award the customer double payouts for free every winning spin."

"This game has been developed with over 30 years of industry experience in table games both in land based and online, with better odds for the customer for the first..."

[READ THE FULL STORY](#)



FIRSTLOOKGAMES




SURVIVOR MEGAWAYS™ BY BIG TIME GAMING

Big Time Gaming introduces a unique twist on the ever popular Megaways™ mechanic with Survivor, we are doubling the excitement with the main reels split into two by the Dual Reaction™ Extra Reel. Creating one of the most sophisticated Megaways™ games in the slot marketplace.

Survivor leverages the excitement of the international Television franchise and one of the most successful Reality TV ever produced to enthrall the player.

Free Spin Feature

- 15 Free Spin awarded for 3 scatters, plus 5 more for each additional scatter
- Wild Multipliers carry over from the triggering base game spin
- Wild Multipliers are not reset until the feature is over
- Huge pay potential on multiplying Wild Multipliers!

Audience

- Designed as a unisex game with broad inter-generational appeal
- Easy to play with a simple learning curve to suit all player types
- Small bettors will love the minimum 20p (currency equivalent stake)

Technical Data

- Ways: 110,842
- Exposure- Base Game: x14,407
- Exposure- Maximum (Individual Spin): x44,960
- RTP: 96.47%
- Volatility: High
- Platform : HTML5

DOWNLOAD THE 'SURVIVOR MEGAWAYS™' MARKETING ASSETS OR FIND OUT MORE AT www.FIRSTLOOKGAMES.com





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MARCH 2020 EDITORIAL HIGHLIGHTS



FSB TECHNOLOGY

“Becky’s Affiliated” How FSB solves problems for US-facing sports betting operators.

FSB Technology (FSB), a sports betting and turnkey platform provider that has been growing and developing for 10 years now, prides itself on being the industry’s best, most modern and scalable sports book technology.



With a unique expertise on live data and handling live data feeds, FSB is and has always been 100% focused on regulated markets and after receiving a 23 million GBP investment from Clairvest, considers themselves a one-of-a-kind solution for the regulated U.S. market.

“The Clairvest investment’s been fantastic for us”, revealed David McDowell, CEO and Co-Founder of FSB.

“I spent quite a bit of time in 2017, 2018, trying to raise growth capital trying to get the company to a scale which was attractive enough to bring in that growth capital and at the same time, Clairvest, which had a billion dollar private equity fund...

[READ THE FULL STORY](#)

CASINO GURU

Social responsibility and the modern affiliate site.

At a House of Lords Select Committee on the social and economic impact of the gambling industry last month, GVC CEO Kenny Alexander said he believed affiliates should be licensed and regulated by the UK Gambling Commission, just like operators.

The UK Gambling Commission has largely left affiliate marketers to go about their business undisturbed, but could that be about to change?

As the gambling industry comes under the harsh glare of the media spotlight in markets like the UK, so, increasingly, do affiliates. And in an era of tightening regulation, responsible gambling has never been more of a watchword for those who want to futureproof their business and the industry.

Currently, affiliate sites are required to abide by the advertising laws of any jurisdiction they engage with. In the UK and elsewhere, this includes not using misleading language – such as suggesting that gambling can lead to wealth and sexual attractiveness, for example.

But we are also answerable to the gambling companies we represent, and any transgression – particularly one that paints an affiliate partner in a bad light – is likely to lose us business.

This creates a form of loose self-regulation, where affiliates are required to conform to the standards of the gambling operators – a highly regulated industry – or face the consequences. But politicians are increasingly suggesting this does not go far enough.

Some in the industry believe that the licensing of affiliates would be a good thing. An unregulated market adds to a perception of untrustworthiness that we should be anxious to avoid, and it’s true that a lack of direct oversight on any industry is likely to make it attractive to companies with less than reputable practices.

Regulation would weed out the bad apples and help remove the perception that information provided by some affiliates is not to be trusted

[READ THE FULL STORY](#)

CASINO GURU

Capitalising on the affiliate opportunity.

Making a success of a new affiliate site with a limited budget in a crowded market is a tough proposition, but it’s not impossible, says Matej Novota, head of the Casino Guru online review team, who has been there and got the t-shirt.

Entering the world of affiliate sites with the intention of earning money may seem like a near-impossible task. To call the market saturated would be an understatement. However, as someone who has managed to do that very thing, I can give you the necessary advice to help you conquer this daunting task.

Let’s get straight into the meat of the subject. Your success is predicated on your skills, available resources and determination. Keep in mind there’s an indirect proportionality between skill and resources, where more resources can make up for lack of skill, and it works the other way around as well. But being determined is a must, in any case.

In my opinion, starting a multilingual, international, and data-oriented site like casino.guru within the current industry landscape would seem like a suicidal proposition. We achieved success only thanks to the skill and resources accumulated from our numerous programming projects. If you lack these, you are much better off starting out with a more narrowly focused site.

If you aim to get into the top 10 SERPs in any given niche, you must be better than your competitors, pure and simple. This is why it’s imperative that you choose your niche wisely. Though a David and Goliath scenario is not entirely impossible, it is not very likely either. So look for a niche which offers value, is not too overcrowded and where you can either be the best, or at least offer a unique take on the subject.

My advice is to start by looking at the following basic niches anyone can explore:

1. Subjects related to a smaller country, not world superpowers.
2. A smaller language group, offering content to an audience who may lack resources in their native language.

[READ THE FULL STORY](#)

LIVE 5

Casino games must be fun and competitive.

Ensuring complete differentiation from rivals has been pinpointed as a key component of igaming supplier Live 5’s development process, as the firm aims to drive further success following a deal with SG Digital last month.

The Staffordshire headquartered developer has been speaking to CasinoBeats, with Lloyd Butler, Live 5 CEO, anticipating further gamification developments to be a future trend in online casino as well as promising “a very big year” for the company.

CasinoBeats: Can you provide a little background on Live 5, how it came into existence and the team behind the studio?

Lloyd Butler: Live 5 came into existence because we genuinely believed we could compete with the big studios by developing unique and innovative content. The studio was formed in 2016 by a highly talented team with unrivalled industry experience in retail and online.

We have made huge progress in a short space of time due to our close working relationships with our partners, allowing us to deliver innovative content to operators that players enjoy.

Our games are omnichannel, which has helped us to further differentiate. The ability to provide retail and online content synchronised to an operator’s roadmap is only possible because of our multi-skilled team.

CB: What is the philosophy behind your games? What do they offer players that other games don’t?

LB: Innovation, player journey and potential are the driving forces behind our games. A clear vision and focused game development turn our concepts into games that players enjoy to play. We have and always will focus on quality over quantity, allowing us to deliver an enjoyable and rewarding experience to players. We also like to introduce new mechanics but via recognisable game play.

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SPOTLIGHT ON

STEWART DARKIN

THE MONTHLY NEWS ROUND-UP FROM GAME ON

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STEWART DARKIN, MD OF CASINOBEATS



How and when did you first get into the iGaming industry?

"I had been freelancing writing for a music and comedy ticket affiliate and my contract was up. I was looking for a journalism role around Manchester and InterGame were looking for an editor for their INTERGAMINGi magazine.

"I had zero knowledge of the sector and went in blind. That was October 2012. I got the job and edited the mag for the next five years or so before moving to SBC in January 2018 to launch CasinoBeats."

What does your day to day role as Managing Director of CasinoBeats entail?

"Work comes in various guises, I find. I have overview of the CasinoBeats brand, meaning the content on CasinoBeats.com and, recently, SlotBeats.com, as well as our events.

"Initially that was the single-track inaugural CasinoBeats Summit in September 2018, but since then we have launched CasinoBeats Malta, held a second Summit and, into 2020, are growing the event portfolio dramatically.

"None of that is possible without the support of the SBC tech, events, sales and marketing resources, as well as huge personal contributions from Craig Davies, Natalie Lees and, in Malta, Lorena Torregrosa, among others too numerous to mention. We're lucky to have them on the team."

What makes CasinoBeats so special?

"I don't know that we feel special, if I am honest. The proposition was, from the start, a simple one. We wanted to give the iGaming and casino sector an extremely fast news and content service that didn't have a paywall, wasn't full of its own importance and spoke in simple terms.

"We've always said that we want to create a room that everyone wants to be in. When you translate that content offer to the conference environment- and if you are loyal to your principles- then you generate thoughtful, fuss-free content that, we hope, reflects what the people in the industry care about. It seems simple to me, not special."

"We wanted to give the iGaming and casino sector an extremely fast news and content service that didn't have a paywall, wasn't full of its own importance and spoke in simple terms."



What's the biggest challenge of working from home?

"I have worked at home quite a lot during my career so I do not find distraction or poor discipline an issue at all. I guess the biggest challenge (and the cheesiest, sorry) is switching off.

"The laptop remains open on the office desk, LEDs blinking invitingly at all hours, and it's all too easy to just 'check your emails,' or whatever. It's a bad habit- and I'm working on kicking it."

What do you enjoy doing when you are not working?

"I have two boys, young teenagers, so I spend quite a lot of time ferrying them to various social and sporting commitments, and I do love to watch them play hockey. Walking the dogs- we have two, a young Labrador and an ageing Cocker Spaniel- is always a good use of time.

"I used to enjoy watching Tottenham Hotspur but we have been terrible of late. Following Spurs is something my family has done in one guise or another for approaching 100 years, so I guess I will keep throwing good money away to support them. It's the hope that kills you, you know."

What's your favourite quote or motto?

"Hmmm. This is a bit like asking what someone's favourite song is, it varies from day to day. That said, I am glad you asked. I suppose I am drawn to notions that cut through the noise and create clarity. My probable favourite is one I reach for when the to-do list seems overwhelming and when I feel I am being pulled in 11 directions at once, familiar to many I am sure.

"And it comes from the considerable canon of wisdom that is Mad Men's Don Draper. When faced with a productivity crisis, when it seems that the tasks laid out in front of you are simply too much and all is lost- and you might just cry or burst, or both- there is always a way out: 'Do the work!'"