

FOCUS ON APRIL

THE MONTHLY NEWS ROUNDUP FROM GAME ON



APRIL 2020 PRESS HIGHLIGHTS



HEXOPAY

Hexopay strengthens senior management team.

Global payments company Hexopay has strengthened its senior management team with the appointment of James Fleming as Global Director of Payments.

Fleming is an online gambling industry veteran and payments expert with more than 17 years' experience in sales and management roles.

Bryan Blake, CEO of Hexopay, commented on the appointment: "I'm delighted to add a person of James's calibre and experience to the Hexopay family and wish him every success as we continue on this amazing journey."

[READ THE FULL STORY](#)

1X2 NETWORK / BETWARRIOR

BetWarrior to get Game Content from 1X2 Network.

1X2 Network has added mobile gambling brand BetWarrior to its growing list of operator partners, delivering games from its 1X2gaming and Iron Dog Studio subsidiaries. The partnership also provides BetWarrior with access to cutting-edge virtual sports titles from 1X2 Network's strategic partner, Leap Gaming.

BetWarrior is a major player in the LatAM market and the deal further strengthens 1X2 Network's presence in the thriving region. Following the integration, BetWarrior players can now play hugely popular titles such as Rainbow Wilds, Battle Maiden's™ and the developer's first Megaways™ slot, Pirate Kingdom Megaways™.

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SOUND ON

IT'S TIME TO BE HEARD!

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

CHAMPION SPORTS

Why it's time to embrace esports.

Champion Sports co-founder Mark Robson on why the North American betting market should be embracing esports.

The widespread cancellation of elite sporting events across the globe has led to some betting operators issuing grim profit warnings, while their customers scramble around searching for something left to bet on. But there's only so much Russian table tennis and Japanese baseball you can stomach.

[READ THE FULL STORY](#)

GREEN JADE GAMES / SALSA TECHNOLOGY

Salsa Technology strikes Green Jade Games deal.

Salsa Technology has boosted its Game Aggregation Platform (GAP) by striking a content deal with Green Jade Games.

Green Jade is an industry innovator and the brand behind games such as Hammer of Fortune, Spin Bet Station, and Coin Flip Deluxe. The company is also responsible for a strong portfolio of Arcade Skill titles which include Spoils of War, Candy Wall, and Jade Puzzle.

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1ACCOUNT

The changing face of age verification in online gambling.

UK online gaming operators and affiliates are now under higher levels of scrutiny than ever before to ensure underage gambling is eradicated from today's society.

Understandably, the UK Gambling Commission is taking a hard-line approach, setting in motion a number of new rules to ensure operators verify customer ages before the customers can actively participate in gaming on their sites or engage...

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1X2 NETWORK / BGO

BGO becomes the latest to deploy 1X2 Network titles.

Developer and content aggregator 1X2 Network has continued a recent flurry of activity with BGO becoming the latest online casino operator to deploy the firm's titles.

With integration undertaken via the Playtech POP platform, following a partnership inked a few months ago, players can now access games from the developer's Iron Dog Studio and 1X2gaming subsidiaries.

[READ THE FULL STORY](#)

APRIL 2020 PRESS HIGHLIGHTS



SKILLONNET / LORDPING

LordPing launches via SkillOnNet.

LordPing is a new online casino that has launched via the powerful SkillOnNet platform, delivering a market-leading experience to players.

LordPing is one of the few new online casinos that focuses on live dealer casino games from three major live casino providers: Pragmatic Live, Netent Live and Evolution.

Players can also access more than 2,000 slots, casino and table games from the SkillOnNet portfolio, including titles from providers such as Pragmatic Play, Blueprint, NetEnt, Big Time Gaming and Red Tiger.

LordPing also offers players welcome offers and on-going promotions plus localised payment options.

The new casino is marketed by Prime Gaming and will initially be made available via SkillOnNet's UK and Malta licences, with plans to launch in Sweden, Denmark and Spain at a later date.

Jerry Land, VP of B2B Solutions at SkillOnNet, said: "LordPing is new online casino with a royal touch, and we believe it will quickly come to rule over other casino brands."

[READ THE FULL STORY](#)

REELPLAY

ReelPlay releases slot after LeoVegas launch.

ReelPlay, an independent game studio, has released slot game Giza Infinity Reels to Relax operators after a successful exclusive launch at LeoVegas.

Giza Infinity Reels is the follow up to El Dorado Infinity Reels which debuted ReelPlay's unique Infinity Reels mechanic in November 2019.

Devised at ReelPlay HQ, each Infinity Reels spin provides the chance to add an additional reel and respin with a progressive multiplier.

El Dorado Infinity Reels ranked highly in Casino Grounds' Slot of the Year 2019 players poll, where ReelPlay also came runner-up in the Game Provider of the Year category.

Giza Infinity Reels develops the concept further by offering a scaling multiplier in the free spins bonus game, as well as a second chance gamble feature at the conclusion of the bonus.

[READ THE FULL STORY](#)

LIVE 5

Live 5 – Hercules

Available exclusively through the SG Digital network and based on the legendary Greek demi-god, the 10 lines, 5x3 slot features a free spins game and incorporates a super spins big bet, all leading to a win potential of 1500x stake.

Able warriors are invited to assist Hercules in his battle against fearsome mythical foes such as Cerberus, the three headed dog on their way to seek the ancient riches. The ancient hero is wild during the base game and expands to cover the whole reel, increasing the prospect of pleasing the gods and reaping the rewards.

Collecting three Zeus scatter coins awards up to 20 free spins. During free spins, up to an additional 10 spins are retriggered when more coins are gathered from the reels. The power of Hercules is unleashed when wild symbols land in view, activating the wild meter which adds even more wilds to the reels.

"We are really flexing our muscles with this latest release and adding yet another exciting title to our rapidly expanding portfolio of high-quality content.

"Hercules is a real powerhouse in every sense, incorporating stunning graphics..."

[READ THE FULL STORY](#)

LIVE 5

New online slot from Live 5.

Live 5, a developer of fun and entertaining online slots, is taking players to the farm where they will be met by a whacky goat in its latest game launch, Billy Gone Wild.

The game is currently live on William Hill to play before going network-wide to operators in regulated markets around the world.

The 5x4 reel, 50 pay-line video slot is packed full of features, including wilds, free spins and respins that deliver plenty of big win potential if players can bring some sort of calm to the farm.

Mathew Parker, CPO at Live 5, said: "Billy Gone Wild is a fun-filled farmyard adventure with tremendous big win potential.

"We are thrilled to be launching it exclusively with William Hill and look forward to seeing it becoming a big hit with its discerning online casino players."

[READ THE FULL STORY](#)

1X2 NETWORK / GiG

1X2 Network - GiG Integration.

Gaming Innovation Group Inc. (GiG) has launched virtual sports betting with virtual sports specialist 1X2 Network, further extending its sportsbook solution and offering to operators.

By adding Virtual sports betting to their portfolio, GiG enables operators to offer their players the chance to engage on-demand and connect with their favourite sports virtually in the same way they would with live sports, increasing their betting options. GiG's new virtual portfolio includes instant horse racing, greyhound racing, trotting, Velodrome, speedway and football, as well as scheduled horse racing and tennis.

1X2 Network has been pioneering soft gaming content for over twenty years and is renowned for its high end, realistic gaming applications.

Chris Armes, Chief Information Officer "Partnering with 1X2 Network allows us to offer a quality virtual sports portfolio with realistic 3D games for some of the most popular on-demand sports betting games. This allows operators to increase their offering placing them at the forefront of sports betting."

[READ THE FULL STORY](#)

STAKELOGIC

Stakelogic reveals details of Portugal launch.

Stakelogic, the leading developer of popular slots such as Book of Adventure and Gods of Death, has expanded its global reach once again by successfully launching into the Portuguese market.

From today, operators targeting Portugal can now offer their players Stakelogic's range of classic and modern video slots, including titles such as Enchanted Quattro and Book of Adventure.

Stakelogic's games continue to push boundaries and include innovative features such as a smart progressive jackpot system that has already paid out more than €1 million to players since launching in 2019.

The company's ground-breaking Quattro system also allows players to play up to four games at the same time, increasing the maximum stake fourfold. This drives the time players spend on the game, thereby increasing wagering activity for the player as well as potential revenue for the operator.

Players can also enjoy games that have the innovative new Super Stake feature.

[READ THE FULL STORY](#)

APRIL 2020 PRESS HIGHLIGHTS



INCENTIVE GAMES / SINGULAR

Singular boosts gaming offering with Incentive Games deal.

iGaming platform provider Singular has strengthened its games offering after agreeing to integrate Incentive Games' Paid-to-Play Virtual Sports products and its Free-to-Play Sports Tools for Acquisition and Retention (STAR).

Under the agreement, Incentive Games will supply its white-label, multi-sport, multi-league portfolio to Singular.

"We are thrilled to make Incentive Games accessible to our Tier 1 network of clients," said Robert Dowling, Chief Commercial Officer at Singular. "We believe that its suite of products and tools will not only enhance our strong dedication to high-quality gaming content but also boost revenue via increasing LTV of players."

John Gordon, Incentive Games CEO, added: "We are delighted to be partnered with Singular. Integrating our suite of games, which range from virtual sports to free-to-play acquisition games, will provide Singular with a new dimension when acquiring clients, whilst also offering our games to the company's existing suite of Tier 1 clients."

In November, Singular launched its '4th generation' proprietary sportsbook platform...

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BIG TIME GAMING

Big Time Gaming debuts new Survivor Megaways slot game.

Casino games developer Big Time Gaming has released its latest slot game Survivor, which features a twist on the supplier's popular Megaways mechanic.

Based on the hit TV reality show, Survivor has been launched exclusively with LeoVegas via the Relax Gaming platform, prior to being rolled out on SG Digital's platform in four weeks' time.

In the game, two tribes battle it out on a remote tropical island with contestants populating the reels, while the Megaways mechanic allows for 100,842 possible paylines. The slot also features the supplier's Dual Reaction mechanic, which splits the main reels in two.

"Survivor is easy to play with a simple learning curve to suit all player types, but its dynamic new features make it one of the most sophisticated games around," said Big Time Gaming CEO Nick Robinson. "Fans of the Megaways are in for a real treat and small bettors will love the minimum 20p stake."

Relax Gaming chief product officer Simon Hammon said: "The exclusivity..."

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GREEN JADE GAMES

Green Jade Games appoints former NetEnt exec as Chief Commercial Officer.

Green Jade Games has appointed former NetEnt executive Mark Taffler as its Chief Commercial Officer (CCO).

Taffler assumes his role at the casino supplier effective immediately and will be responsible for coaching casino partners, and driving awareness of Green Jade Games' slot titles.

The new CCO joins from NetEnt, where he was Head of Commercial, taking over the role in October 2019, after originally joining the supplier as Regional Business Manager in 2017.

He also has experience as a Retail Marketing Manager at Chelsea Football Club, back in the early 2000's.

Speaking on his appointment, Taffler said: "The online casino industry has started to enter a maturity. We've seen changes in regulation. What we haven't yet seen is a change in content. Green Jade do that."

The value proposition is completely different from anything else being offered in the market right now."

[READ THE FULL STORY](#)

REELPLAY

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FSB

The Remote Darts League officially launches home tournaments.

The recently formed Remote Darts League (RDL) has announced its tournaments will commence on Saturday 18, April, including the likes of Jim Williams and other professional World Darts Federation (WDF) players.

Similarly to the PDC Home Tour, 10 players will compete at home using remote technology with the top four players after 10 days competing in a knockout contest. Whilst the tournament provides some much needed entertainment, the league also boasts a £25,000 prize pool up for grabs.

Bookmakers and operators will also be able to provide markets throughout the competition, which after a couple days break, will create a new tournament from scratch. Thus providing punters with regular live-sport betting content.

"It's great to be able to offer some high-quality live sports content in these difficult times", notes Kevin Dale, Producer from host organisation Farawaysports.

"Bookmakers are keen to get their hands on some real content, whilst darts fans will be pleased to see many familiar faces at the oche – all hosted by our experienced Master of Ceremonies, Richard Ashdown."

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APRIL 2020 EDITORIAL HIGHLIGHTS



VIBRA GAMING

Becky's Affiliated: Gambling operators can succeed in the Latin American Market.

It's been ten years since I last interviewed Ramiro Atucha, Founder of Leander Games and COO at the time. Just over a year ago, Atucha left Leander Games and in January of 2020, emerged as the CEO of Vibra Gaming, a localized online platform and content provider for the Latin American market.



Atucha, a Buenos Aires native, began shifting his focus from the European regulated environment to the emerging LatAm market during his last years with Leander and identified an opportunity to "bridge the gap".

By gap, Atucha means helping land-based operators in LatAm add an online component to their brand and helping European online operators and operators in other regulated markets expand their offering to LatAm.

While there are several particularly "ripe" markets in LatAm, Brazil has captured the attention of the iGaming industry and Atucha has spent a lot of time zooming in...

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1ACCOUNT

Driving operators' verification processes.

Numerous challenges exist for online incumbents when it comes to player verification but how can these issues be overcome? And are these unique to gambling or spread across multiple industries?

Ben Keirle, CEO of 1account, provides of real-time technology platform that enables validation of KYC data, addresses this and makes a series of recommendations for operators.

CasinoBeats: What are the biggest challenges for online gambling brands when it comes to verifying players?

Ben Keirle: The sources of data used to validate customers. At present, around 80 per cent of customers are successfully verified through sources such as the electoral roll and credit searches. This is fine, but causes issues when players are not on electoral rolls or have not been resident in the country long enough to apply for credit cards.

Students are notoriously difficult to KYC, for example. A student is unlikely to be registered to vote, will be living at an address that is not their home address and if they do have a credit card, it will be registered to their parent's house and not their student accommodation.

The greatest challenge therefore is accessing additional data to effectively KYC the player, both in terms of responsible gambling and in ensuring operators maximise the ROI on advertising and CPA expenses.

CB: Are these challenges unique to online gambling? What have you learned from other markets that could be applied to gambling?

BK: The challenges are similar in all age-restricted verticals. In fact, we have learned that a large number of customers that need KYC checking and age verifying traverse several sectors. For example, those that purchase alcohol or vaping products...

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FSB

Dave McDowell: in the perfect position to drive growth internationally.

Dave McDowell, CEO of FSB, talks about the global betting provider's activity in the US market and its relationship with Clairvest, before summarizing it's US sportsbook offering and discussing both what has been learned so far and what improvements are needed.

SBCA: Following October's announcement regarding the Clairvest tie-up, what has FSB been up to in the US market?

DM: We hired our first business development team member in Q4 last year, so we now have a permanent presence in Las Vegas. We are also recruiting for a senior head of business development in North America to continue our investment into what we see as a key strategic market for FSB. While the sales team is a crucial first step, we will soon be adding operational staff to support the territory and we believe that this staffing strategy will be the key to establishing FSB as a leading technology and services provider in North America.

The partnership with Clairvest has been the catalyst and driving force behind our investment into the US market. We are starting by generating awareness about FSB and our best in class technology among US operators.

SBCA: How is the relationship with Clairvest going? Are things working out as planned?

DM: The partnership is going incredibly well. Clairvest and FSB have both quickly become comfortable with the working relationship and progress we have made in a short space of time. As with all partnerships, we have faced challenges that we have worked together to overcome and they have been a true partner in helping us to focus on strategy and the bigger picture. We are quickly transitioning away from being a white-label provider to working exclusively with enterprise customers.

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ESPORTSCONSTRUCT

Helping igaming achieve its esports ambitions.

Dramatic unforeseen change has been felt industry wide recently, and shows no sign of ceasing, with the place of igaming and esports in the betting and gaming paradigm nudged forward amid global sporting cancellations.

Dan Gibas, CCO of EsportsConstruct, picks up this conversation with CasinoBeats to speak about a lack of exploitation, helping igaming operators get into esports betting and the cross-sell potential.

CasinoBeats: Can you provide a little background on EsportsConstruct and your own personal experience in the esports industry?

Dan Gibas: Mathias Schmedeshagen, CEO of EsportsConstruct, has been building products and services in esports for the last ten years. It's Mathias's experience in building a huge esports community of millions that led him to founding EsportsConstruct and then the first product licensing partnership with 188BET out in Asia.

EsportsConstruct really evolved the esports betting product over the years through this partnership by iterating frequent updated releases in response to A/B testing and real world customer feedback and analytics. EsportsConstruct's product is a remix of what esports fans want and enjoy combined with sports betting – it's an environment gamers feel comfortable to bet in.

The products coming of age was the ideal time to begin my direct involvement at the start of 2020. My objective has been to act as an advocate for the operators viewpoints in product design and then taking the product to a wider audience through a wider distribution network.

My experience in the past with operators in the esports industry gives me great enthusiasm for the future growth of the product vertical because it appeals...

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APRIL 2020 EDITORIAL HIGHLIGHTS



CHAMPION SPORTS

Why it's time to embrace esports.

Champion Sports co-founder Mark Robson on why the North American betting market should be embracing esports.

The widespread cancellation of elite sporting events across the globe has led to some betting operators issuing grim profit warnings, while their customers scramble around searching for something left to bet on.

But there's only so much Russian table tennis and Japanese baseball you can stomach. And while the sudden surge in interest in these fringe sports is likely to be temporary, we at Champion Sports see a trend that has some real potential staying power.

According to games market analyst NewZoo, the global esports audience is expected to hit nearly 500 million in 2020. These predictions were made before the disruption to sporting events, and we suggest these figures will need to be revised upwardly by a big margin.

One of the consequences of this crisis has been a huge surge in interest in competitive video gaming, and this is not merely because bettors have run out of things to bet on.

Physical athletes who are, like the rest of us, largely confined to their homes, are channelling their competitive instincts through esports. They are encouraged by sports leagues and bodies, eager to retain fan engagement during the coronavirus crisis.

Formula One led the way in quickly creating an online esports alternative after cancelling its races. Video-game versions of every race of the season are now being live-streamed across Twitch and YouTube, with real auto-racing stars controlling the consoles.

Wolves and West Ham took to FIFA 20 to slug it out after the Premier League was postponed. Meanwhile, more than one million total viewers tuned in to La Liga's charity FIFA 20 Challenge esports tournament on the weekend of March 20.

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LIVE SOLUTIONS

Simon Croft: Societal changes are driving live innovations.

Much has been said, written and is still to be debated during the following weeks and months, and maybe beyond, regarding the current climate of not just the industry but society on a global scale.

Narrowing that focus, cross-selling and virtuals have formed a central theme of many discussions, however CasinoBeats was recently invited to demo a further such timely introduction over two years in the making.

Live Solutions displays a product offering that is very much a hybrid between RNG table games and live casino, designed win engagement at the forefront of end goal ambitions.

Following a meticulous process in aiming to get the product offering to its current capabilities, presenters with the offering also all work remotely anywhere they like in the world and not from studios.

Simon Croft, CEO of Live Solutions, delves into the inner workings of the introduction, placing safer/responsible gambling at the core and ensuring social elements remain a crucial aspect moving forward.

CasinoBeats: Thanks for agreeing to speak to us, could you begin by talking our readers through the Live Solutions offering and its USP/s?

Simon Croft: Live Solutions in basic terms is a casino table games platform provider, offering live video streaming for online players across a variety of the most popular casino games. These include Blackjack, Roulette, Baccarat and Craps, plus the likes of Fan Tan, Dragon Tiger and Asian Baccarat for our Asia-facing operators, but our technology and gaming experience is far more reaching than that.

Our RNG casino table games feature state-of-the-art video chat, allowing all parties involved the very best interaction and recreating the excitement of a real-life...

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INCENTIVE GAMES

John Gordon: Incentive Games - Putting the Reality into Virtual.

John Gordon CEO and Co-Founder of betting innovation studio Incentive Games, details to SBC audiences that filling live sports void won't be as easy as bookmakers simply expanding their virtual sports inventories.

Reality bites as COVID-19's lockdown raises critical questions of bookmaker's product planning, delivery and all-round engagement capacities.

The landscape of gambling has been changed dramatically by the situation currently unfolding around the world. Operators everywhere are desperately seeking the holy grail which will revive their business during this period of uncertainty and fill the void which has been left by the global pause in live sporting events.

The obvious route, when reality sports ceases to accommodate their customer experience, is virtual reality, and this is where savvy operators can make changes now which will not only impact their short-term profitability but diversify their offering for years to come.

Sportsbook operators are understandably reeling from the impact caused by the enforced shutdown of their main income stream, with a reported 93% average drop in the number of football bets offered by operators (Source: Online Gambling Quarterly Report) their core business source has discontinued until further notice.

To compensate for this lack of live sports, the trend for operators has been to look 'here, there and everywhere' for anything which may hold the key to customer acquisition and keeping the betting activity at a respectable level. Many believe that Virtual sports and Esports, which have seen a notable increase in activity with bets up by 61% since the beginning of the crisis (Source: Online Gambling Quarterly Report), have all the attributes to bridge the betting gap and drive the industry into a new and exciting future.

But operators need to thoroughly research the suitability of such products before...

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VIBRA GAMING

Vibra Gaming: understanding Latin American culture key to success.

Kickstarting a series of features on tailoring products for Latin America, G3 discusses the intricacies of creating games specifically for this emerging market with LatAm specialists, Vibra Gaming. Ramiro Atucha, CEO of Vibra Gaming, explains how the developer tailors its games specifically for a LatAm audience and the importance of market research in order to understand the cultural nuances between different regions.

What's Vibra Gaming's background in the online sector?

I believe we have a very interesting background in all our departments. There's a lot of industry know-how with some of us leading online gaming companies for many years before joining forces to become Vibra Gaming. I think our power comes from people who are passionate about what they do, diverse skills from past experiences, and the energy given by the opportunity of doing something interesting in the growing LatAm market.

Spieldev rebranded as Vibra Gaming at the beginning of this year. Could you outline the strategy behind the rebrand?

The rebrand to Vibra Gaming was due to an expansion that moved the company away from its original vision and inception. We believed a new name was needed in order to communicate this. Our goal is that the company and the brand will become the de-facto leader in the region.

Of all the markets, what was it about Latin America that was most attractive?

LatAm is fast becoming the biggest emerging market in our industry, which in itself is an attractive proposition. Our understanding of the various markets in Latin America, coupled with our experience over the last 10 years as well as an in-depth understanding of regulated European markets, really allows us to offer a differential to our partners, both present and future.

How has your experience of European markets informed Vibra Gaming's...

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APRIL 2020 PRESS HIGHLIGHTS



CHAMPION SPORTS

Time to deliver.

Mark Robson is co-founder of Champion Sports and chief executive of B2C brand King Gaming. With over two decades of gaming experience, Robson has seen many elements of the industry, including his regulatory experience from working as head of e-gaming at the Isle of Man Department of Economic Development.

The second quarter of 2020 will be studied by countless future generations of economics students who wish to understand how the global economy could crash pretty much overnight – and how the most forward-thinking businesses were able to withstand a once-in-a-lifetime headwind.

While operators across all sectors take stock of how lockdown and a predicted recession will impact their finances, the crash does also offer opportunities for businesses to ensure they are in a better place once the economic freeze has thawed.

That's the view of Mark Robson, a gaming executive with more than two decades' experience throughout the sector's ecosystem. Robson, who is the chief executive of B2C brand King Gaming and co-founder of gaming & sports betting platform 'Champion Sports', believes this spell of inactivity gives operators and suppliers the chance to enhance their products and improve their relationships with customers.

Having also spent time looking at the sector from a regulatory point of view...

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CONNECTIVE GAMES

Guest Interview: Serge Mukhanov, CEO of Connective Games

The Connective Games team discusses taking a punt on online poker this summer. It looks like a bleak summer for sports betting enthusiasts, with all major events being called off, but that doesn't mean players the world over aren't looking for gambling entertainment opportunities.

The show most certainly goes on for online poker, which has experienced a boom since the start of the coronavirus outbreak, as people with time on their hands search for alternative games.

Recent global poker figures indicated a five-year high, with more than 45,000 average concurrent players at the end of March – an astonishing 50% surge on the previous month.

Figures from Italy also indicated an initial rise following the country going into lockdown. Some 5,000 players were logged into tables at one time on the first Tuesday of the curfew, which is around double the regular traffic level.

By contrast, sports betting has endured a miserable time with all the world's major events having been cancelled or postponed. The Premier League and NBA are both suspended, while tennis' French Open and golf Masters will be delayed until autumn; this year's Wimbledon and many Formula 1 races will not take place at all. (Pg. 11)

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FIRSTLOOKGAMES



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Absolootly Mad



ABSLOOTLY MAD - MEGA MOOLAH BY MICROGAMING/TRIPLE EDGE STUDIOS

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RTP: 92.02%

VOLATILITY: Medium

MIN/ MAX BET: Min- 0.20 / Max- 50.00




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BECKY LIGGERO FONTANA, INDUSTRY REPORTER

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

In early 2005 I was looking for a job in the Boston area and I came across an ad in the Boston Globe for an Account Manager of an online website, which turned out to be Michael Corfman's online.casinocity.com, one of the industry's most popular affiliate sites. After two interviews, I got the job and was put in charge of Online Casino City's relationships with iGaming affiliate programs- I am still close with a number of the affiliate managers I worked with, way back then!

Shortly after my start date, Michael decided I would make a good addition to the Casino City trade show team, so he began to send me around the world to represent the company at events such as GiGSE in Montreal, CAC Amsterdam, CAC Vegas, G2E and more. I am forever grateful that Michael took a chance with me and introduced me to this incredible industry, which has changed my life for the better in so many ways.

What does your day to day role as an industry reporter for CalvinAyre.com entail?

Depends on what day you ask! Ha ha! Seriously though, pre-pandemic, a good amount of my time was spent on the road, jet-setting from one industry event to another to conduct in-person interviews and create daily coverage content, but obviously times have changed...

These days as we navigate the pandemic, my role has remained pretty much the same, minus the travel. I am so thankful for this, as I know the vast majority of people in this world cannot say the same.

I spend a good percentage of my day digitally interacting with industry professionals to keep on top of the latest, prepare for interviews, field various requests for CalvinAyre.com exposure and more. I'm in close touch with all of the conference organizers, especially now with the emergence of digital events and helping them to spread the word. I also keep in close touch with our production team every day, to assist them with the editing of my interviews from a content and broll perspective.

When an event takes place- at the moment they will be digital-only, of course- I will spend the day listening to sessions and conducting Skype Video interviews with key speakers and other attendees, one after the next.

What makes the publication so special?

Oh how I love CalvinAyre.com! I was actually a part of the team even before the site was launched over ten years ago, so I've literally lived through every single moment of CalvinAyre.com's existence.

What makes this site so special is its founder- Calvin Ayre. His vision has always propelled the style of content we produce, factual, timely and well-researched, but with that "edgy" feel that truly makes us stand out.

In fact, we're approaching the 10-year anniversary of our legendary Prague launch party, an incredibly fun trip down memory lane for those who were there to celebrate with us! While we're unable to throw another party of that caliber now due to coronavirus, I'm sure we'll have something fun to share with you digitally in May...



BECKY LIGGERO FONTANA

We know that you love your fitness, can you give us your three favourite running tracks that you love to listen to when out exercising?

Oh yes, I do! I'm sure many of you have seen me running in the AM or working out in the hotel gym during industry events in the past, sometimes I run by people who are on their way home from the previous night's party- haha!

Three of my favorite running tracks are You've Got the Love by The Source Ft. Candy Station (the song that closes out the series finale of Sex and the City, my favorite show on EARTH!), Tom Petty's Free Fallin' and Here Comes the Sun by the Beatles.

Do you have a favourite book or podcast that you'd recommend anyone to listen to?

I'm not reading as much as I used to because I dedicate my free time to studying Italian these days, but, I do have some oldies but goodies that I'm happy to share:

The Secret is a must read, especially during this tragic time of coronavirus- this book teaches us the incredible power of positive thinking.

Fit for Life by Harvey and Marilyn Diamond is a nutrition book from the 80s that inspired me to eat raw fruit in the morning on an empty stomach. Fit for Life 2 inspired me to stop watching the news because it is so negative and therefore brings on a negative mindset.

For all the single ladies out there, The Game by Neil Strauss is an interesting read that helps you see single life from a male perspective. Who knows, it may help you navigate the dating world with a little more clarity, once it opens up again!?

What's your favourite quote or motto?

"You only go around once in life".

This is a quote I nabbed from a personality test that I took while I was with Casino City, thanks to an initiative driven by Michael's wife Sylvia. My result was an "ESFP" and this quote was the headline from the ESFP description. I could not agree more!