



FOCUS ON

THE MONTHLY NEWS ROUND-UP FROM GAME ON

MAY



MAY 2019 PRESS HIGHLIGHTS



PLAYSON / LEO VEGAS

LeoVegas deal an “astounding achievement” for Playson.

Malta-based casino software developer Playson has unveiled a content based agreement alongside LeoVegas, under the terms of which it's to provide a series of titles and promotional tools to the firm.

Customers at the online betting and gaming operator are to benefit from a number of games, such as Playson's flagship collection Timeless Fruit Slots, including Sevens & Fruits, 40 Joker Staxx and Super Burning Wins, be made available.

[READ THE FULL STORY](#)

BIG TIME GAMING

New Upcoming Slot Release By Big Time Gaming: Opal Fruits

Big Time Gaming's latest ground-breaking slot release, Opal Fruits, launches on 29th May and features a new highly innovative mechanic, Triple Reaction™.

Triple Reaction™ enables spins and reactions in three directions with two opposite directional horizontal reels, as well as six reels that spin down the center of the reel grid. The game enables the unexpected and combines the feel of Extra Chilli and Bonanza into a much less complex format with higher average symbol density.

[READ THE FULL STORY](#)

CASINOBEATS SUMMIT


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Delegates


75
Speakers


40
Exhibitors

17-20 SEPTEMBER 2019
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CAROUSEL GROUP / WIRAYA

Operator Carousel Group teams up with Wiraya.

Carousel Group is to deploy Wiraya's Mobile Customer Activation software for its new brands, SportsBetting.com and RaceBook.com, after the two companies agreed a deal.

Daniel Graetzer, founder and CEO at Carousel Group, said: "As a totally new brand, we are striving to deliver a superior customer-driven experience to markets all over the world. This means rapidly growing into new markets with a mobile-first approach."

[READ THE FULL STORY](#)

1X2 NETWORK / WINSTAR

1X2gaming and Iron Dog Studio partner with Winstar.

1X2 Network continues to grow its presence in regulated markets around the world, this time strengthening its position in the UK after partnering with popular online casino operator Winstar.

The integration will be undertaken by GAN, which signed a distribution deal with the developer in 2017, and will see players at Winstar gain access to slots and table games from 1X2 Network's 1X2gaming and Iron Dog Studio subsidiaries.

[READ THE FULL STORY](#)

GREEN JADE GAMES / RELAX GAMING

Relax Gaming adds Green Jade Games.

Relax Gaming has boosted its aggregated content in a strategic agreement with Green Jade Games.

The platform-to-platform collaboration will see Green Jade Games roll out titles including Hammer of Fortune, The Smash and Coin Flip Deluxe on the Relax Gaming platform and scale its distribution via Relax Gaming's 350+ integrated casino brands.

[READ THE FULL STORY](#)

STAKELOGIC / MR GREEN

Mr Green seals Stakelogic content deal.

Online slot developer Stakelogic is to provide its content to online casino and sportsbook operator Mr Green after the two signed a partnership deal.

Under the deal, Mr Green will offer players the developer's range of popular slot titles, including Book of Adventure, Book of Cleopatra and Hot Fruits Deluxe, and will also use Stakelogic's smart progressive jackpot system to take win potential to the next level.

[READ THE FULL STORY](#)





MAY 2019 PRESS HIGHLIGHTS



PLAYOJO

PlayOJO launches £10m "Thumbs Up OJO" ad campaign.

Online casino operator "pulls out all the stops" with new marketing drive.

Online casino operator PlayOJO has launched a new £10m advertising campaign across TV, radio and online media, aiming to establish itself as the UK's most recognised online casino brand by 2021. The ad campaign, known as "Thumbs Up OJO" is directed by Djawid Hakimyar, who previously directed adverts for brands including Mercedes and property company...

[READ THE FULL STORY](#)

CASINO GROUNDS / BIG TIME GAMING

Kim Hultman to stream first spins of BTG's Opal Fruits on LeoVegas.

When Big Time Gaming's latest slot, Opal Fruits, goes live exclusively with operator LeoVegas today, Kim Hultman – best known as Twitch streamer LetsGiveltASpin – will mark the launch by playing the first 100 spins.

Hultman will be streaming the spins to his 22,500-plus Twitch followers from 10pm (CEST - 29/05/2019), becoming the first to try the game's innovative Triple Reaction mechanic.

[READ THE FULL STORY](#)

QUANTA

Quanta has First Jackpot Winner.

The Isle of Man's Quanta which is the world's first licensed blockchain lottery operator, has today announced their first jackpot winner, which was drawn on Friday last week.

Just 18 weeks after launching the Quanta Prize Draw, one lucky Isle of Man resident has scooped the £10,000 jackpot, marking an important milestone for Quanta as it continues its ground-breaking journey.

The winner, George P from Douglas, was ecstatic when he realised his good fortune when he checked his tickets after the 18th Draw on Friday 17th May. He said: "I couldn't believe it. I didn't know anything about cryptocurrency before signing up to play at Quanta, but the whole process was much easier than I expected."

[READ THE FULL STORY](#)

AUTHENTIC GAMING / VOLCANOBET

Authentic Gaming signs live casino deal in Montenegro with Volcanobet.

Authentic Gaming has agreed a deal to become the exclusive live casino provider for Montenegro-based land-based and online gaming operator Volcanobet.

Volcanobet will have access to Authentic Gaming's full suite of games including Authentic Roulette, Blaze Roulette and Casino Floor Roulette, as well as the supplier's Live ARENA games. The deal also includes customised roulette games that will be adapted to fit the Montenegrin market.

"We really enjoy creating solutions for niche and emerging markets which is why I'm delighted that we can demonstrate our full capabilities to Volcanobet, a company that has proven to be a real market leader," said Authentic Gaming CEO Jonas Delin.

[READ THE FULL STORY](#)



AUTHENTIC GAMING EXCLUSIVE ANNOUNCEMENT

Authentic Gaming, the live roulette specialist, has signed a deal to provide tier one operator Paf with its flagship products.

Under the deal, Paf will offer its players all games streamed from Authentic Gaming's state-of-the-art Arena Studio including its unique Blaze Roulette variant.

Put your SoundOn and hear more from Magdalena Podhorska-Okolow at Authentic Gaming.

SoundOn is the fully branded PR tool from GameOn Marketing.



SCIENTIFIC GAMES / BIG TIME GAMING

Scientific Games and Big Time Gaming strengthen partnership.

Scientific Games Corporation and Big Time Gaming (BTG) have partnered to combine the Megaways mechanic with the Company's growing portfolio of games content. Making full use of the mechanic, Scientific Games has launched Medusa Megaways, a title that extends on their Medusa series of games and integrates Megaways to enhance the player experience.

Megaways is a random reel modifier system that sees any given spin produce a different number of symbols across the reels, allowing players to experience endless possible game scenarios with every spin. The feature fuels player experience with randomly shifting symbol sets that allow for virtually endless payline combinations. The dynamic feature keeps players engaged with a fresh twist on traditional slot game reel arrays.

[READ THE FULL STORY](#)

1X2 NETWORK / PRAGMATIC SOLUTIONS

1x2 Network pens Pragmatic Solutions Deal

1X2 Network has partnered with Pragmatic Solutions in a deal that will see content from its 1X2gaming and Iron Dog Studio subsidiaries made available to operators powered by Pragmatic's state-of-the-art platform.

This includes popular slots from both brands such as Viking Wilds, Rainbow Wilds, I am the Law and Faerie Nights as well as the developer's unique table games including 3D Roulette.

1X2 Network has established itself as a major game developer in a short space of time by combining stunning graphics and illustrations with authentic sound and highly engaging and rewarding gameplay.

[READ THE FULL STORY](#)





MAY 2019 COMPLIANCE HIGHLIGHTS



RESPONSIBLE AFFILIATES IN GAMBLING

The launch of RAIG.

In compliance and responsibility news, this month saw the launch of RAIG – Responsible Affiliates In Gambling (<https://www.raig.org/>). Described as “an independent body set up to help raise standards in the sector, particularly in respect of responsible gambling”, RAIG “aims to foster wider initiatives in the UK affiliate marketing sector to promote social responsibility and help create a safer gambling environment for consumers.”

Chaired by Clive Hawkswood (former CEO of the Remote Gambling Association), other directors include Karl Pugh (Head of Business Development- Better Collective), Guy Harding (Head of Commercial – Oddschecker) and Cian Nugent (Digital Director – the Racing Post).

[READ THE FULL STORY](#)

RIGHTLANDER

Meeting in the Middle.

How having a clear understanding of marketing plays into company compliance practices.

Ian Sims, founder of Rightlander, says that it is important that compliance officers understand the roles and requirements of marketers to ensure compliance while supporting the business.

The past year has seen an increasing number of operators shifting the responsibility of affiliate compliance away from marketeers and into a dedicated role or team where accountability is easier to track. It's a logical step because having someone solely responsible for ensuring compliance is far safer for the business than mixing it with a...

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RIGHTLANDER SCAN STATS - MAY 2019

Rightlander helps brands & affiliates stay compliant. Our site scanner & compliance alerts help many of the top operators and affiliates stay compliant across multiple regulated jurisdictions



ENGLISH LANGUAGE

NON-ENGLISH LANGUAGE

PAGES CHECKED

8,201,476

PAGES CHECKED

6,052,356

EXTERNAL LINKS ANALYSED

1,347,141

EXTERNAL LINKS ANALYSED

910,779

TOTAL PAGES CHECKED

9,548,617

TOTAL EXTERNAL LINKED ANALYSED

6,963,135



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MAY 2019 EDITORIAL HIGHLIGHTS



DIGITAL ISLE OF MAN

Tony Jones, eGaming Development Manager at Isle of Man Digital.

Jones talks through the tremendous upsides for software suppliers obtaining a license. With operators now being held accountable for their affiliates and the possibility of being responsible for the actions of third-party ad servers on the horizon, online gambling is facing ever-growing requirements for regulation and licensing. (GI Friday- Page 11)

[READ THE FULL STORY](#)

SKILLONNET

The pros and cons of pay-and-play casinos.

Michael Golemba, sales and marketing director at SkillOnNet, takes a closer look at pay-and-play casinos and what traditional operators can learn from their popularity.

Pay-and-play casinos have become hugely popular over the past 18 months as they allow players to deposit and wager without having to create an account.

[READ THE FULL STORY](#)



FIRSTLOOKGAMES

VEGAS HIGH ROLLER

All the excitement of the world famous Strip!

Are you ready to hit The Strip and win big? Then let us introduce you to Vegas High Roller, where you can shoot for the stars. With Free Spins and Cash Chip Spins, the base game will keep you entertained until you have the nerve to enter the High Roller Lounge, where only cash chips are in play and you can win up to 15,000 coins with Super Respins.

High Roller Free Spins
3 or more Scatter symbols will award High Roller Free Spins, with 7, 10 or 15 free spins up for grabs.

Chip Spin
An in-game modifier that can be triggered randomly at the start of any spin in the base game. During the Chip Spin, only cash chips are in play and any which land in view will be cashed in.

Cashier
This is a whole new level in the game, where each spin will cost 20x the standard bet. Only cash chips are in play and any landing in view will be collected and paid out by the Cashier.

Super Respins
Trigger Super Respins by activating all 15 spaces in the High Roller Lounge. Start with 3 respins which will reset every time a new chip lands - when the respins end, all chips in view will be awarded.

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DOWNLOAD THE 'VEGAS HIGHROLLER' MARKETING ASSETS OR FIND OUT MORE AT www.FIRSTLOOKGAMES.com

CAROUSEL GROUP

Who's Who - Edu Huarte.

This month Casino International met with Edu Huarte, Carousel Group's Chief Marketing Officer to find out about his career in gaming, life before the gaming industry, his opinions on the industry's current hot topics and his everyday likes from film, TV, music and food.

(Casino International- May 2019 Pg 79)

[READ THE FULL STORY](#)

QUANTA

The pros and cons of blockchain technologies.

Kostas Farris, CEO of blockchain lottery operator and platform provider, Quanta, talks honestly about the upsides and downsides of operators embracing the technology.

In recent months there have been sensationalist headlines about how blockchain is going to revolutionise the global online gambling industry, urging operators to embrace the technology without delay. (Casino International May 2019- Page 78)

[READ THE FULL STORY](#)



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FOCUS ON

THE MONTHLY NEWS ROUND-UP FROM GAME ON

BIG TIME GAMING



HITTING THE BIG TIME

Published in EGR Intel



Big Time Gaming CEO Nik Robinson tells EGR Intel about the firm's new Opal Fruits launch and how its innovative maths and mechanics has driven game play

It's an exciting time for Big Time Gaming (BTG) as the slots and games developer gets ready for the official launch of its latest release, Opal Fruits, on an exclusive agreement with SG Digital and with LeoVegas as its first operator launch partner.

According to CEO Nik Robinson, the secret behind the firm's success is down to its innovative maths and mechanics. MegaWays, its most significant mechanic to date, is a random reel modifier system that sees any given spin produce a different number of symbols across the reels. This allows players to experience a totally different game with every spin. And Robinson believes this is the next evolutionary step in online slot games, having gone from three reels to five and now MegaWays.

Robinson explains the success behind its branded slots products and why there is a huge focus on quality over quantity when it comes to game development.

EGR Intel: How successful are your branded slots products?

Nik Robinson (NR): Our first branded slot, Who Wants To Be A Millionaire?, turned out to be an absolute phenomenon and is one of the most spun slot launches of all time. Who Wants To Be A Millionaire? has cemented a permanent position in the top 10 since launch. For us, with brands, it has to be the right fit as game production is a huge commitment. Opal Fruits may sound familiar, but it is not actually a branded product. Big Time Gaming is based in Australia where the world's finest opals are found. With the 'Opal' part explained, the 'Fruits' refers to traditional UK fruit machines of old, using classic pears, plums, melons and purple grapes. The rumours that the name might be related to a nostalgic confectionery brand are just hearsay.

EGR Intel: Can you tell us more about the Opal Fruits launch with SG Digital?

NR: With Opal Fruits, we've stripped out the complexity of MegaWays and we're introducing a new level of mathematical finesse, with a simple mechanic called Triple Reaction.

Triple Reaction creates an unblockable grid of reactions, the extra reels flow above and below the central reels in opposite directions allowing wilds to slip into play from any reaction. As with Bonanza, it's a four scatter trigger but, rather than the [G] [O] [L] [D] trigger of Bonanza, we now have the letters [F] [R] [E] [E] for the free spins, which also have an unlimited multiplier like Bonanza.

This new system paves the way to the (big win) stars and the incredible potential of reaching them. Opal Fruits is geared for low rollers with a minimum bet of 10p, which will make it the perfect onboarding game. The feature, as with Bonanza, is hard to trigger but it's a whole heap of fun getting there.

With the SG Digital exclusive, we have used authentic sounds from Defender and Robotron 2084, which are, in my humble opinion, two of the finest video games ever made. Both were built in the early 80s as coin-op video games by WMS, which is now owned by Scientific Games.

Opal Fruits uses samples from classic games. Digital nostalgia is a truly wonderful thing. I remember the day Defender arrived in the arcade; it was a total game changer and there were queues outside the arcade to get on the machine and I still play it almost 40 years later. The other sonics in the game are driven by Daft Punk-esque EDM which loops in perfect time and interacts with the engaging on-screen effects.

We will be launching Opal Fruits exclusively on the SG Digital network in May for six weeks and for the first two weeks exclusively with LeoVegas. We have a great launch planned with superstar slots streamer Kim Hultman (Let's Give It A Spin on Twitch) playing and broadcasting the first ever spin of the game to his 25,000+ followers. Once the two-week exclusivity period has finished with Leo-Vegas, Opal Fruits will remain exclusive to the SG Digital network for a further four weeks before being made available across our other distribution partners, including Microgaming and Relax.

EGR Intel: How do you make your games stand out from the competition?

NR: We study markets very closely, find the gaps and fill them with highly focused products, which in some instances create a borderless (in terms of regional appeal) marketplace for our titles. We don't jump into industry clichés and try to build clones of games that are already proven. We very often risk the barn for the occasional stray chicken which more often than not becomes a golden goose. With every game we manufacture, we strive to introduce some brand new, highly engaging mechanics.

The maths drives the gameplay and the gameplay drives the feel of the game. We lead the market in maths, which we complement with a gameplay feel that delivers a solid experience of anticipation and excitement to players. It's not just about how a slot looks, but how it feels to play it.

We spent a long time building a platform that would allow us to give our games the right gameplay. In the early days of the business we used Flash to build our games, but it was quite sluggish in terms of performance. It simply could not cope with the screen refresh required to move so many symbols around at speed, so we built our OMNI game platform from the ground up to host our first MegaWays game, Dragon Born.

We completed the platform four years ago but have not stopped development and the platform is continuously growing and improving.





HITTING THE BIG TIME



Every game that we have on the platform improves as hardware performance advances in terms of quality and speed. This, in turn, enhances the gameplay of our entire back catalogue.

EGR Intel: How is MegaWays the true evolution of slot machines?

NR: MegaWays is a system that allows an ultra-dynamic reel set. Mobile phones these days have incredible resolution but they're no bigger than your pocket. MegaWays enables the use of standard phone real estate to have a seemingly infinite possibility of outcomes. It does this by squashing reel symbols into more and more positions like a concertina allowing for unparalleled mathematical possibilities and hundreds of thousands of ways to win.

Now that we are licensing MegaWays to other developers, it is fast becoming a standard reel structure for slots.

EGR Intel: What is your product development cycle like?

NR: Quality is our singular mantra; quality of maths, quality of design and quality of gameplay. We focus on singular pieces of work over extended periods of time; some of our games have been in development for more than 18 months. That said, we know that nothing can be perfect but just sometimes, when the stars align, you can get damn close and personally I think our latest game Opal Fruits covers so many gaps that it could be another industry-leading game just like its big brother, Bonanza.

EGR Intel: How do you make sure your games are fresh and innovative?

NR: We always innovate and that makes sure our games are fresh. There are not enough hours in the day to cram together all the ideas we have into our release schedule, so we focus on singular breakthrough ideas and make them into masterpieces. A lot of our games have a direct relationship with Marmite. Some players love some of our games and other players hate our other games, but usually, the ones that hate the others love the others, which is what gives our games a broad range in terms of player appeal.

EGR Intel: Are you using technologies such as AR or VR in your game design?

NR: No and we have no plans to do so. Just looking at the investment Samsung has made into the Infinity Flex kind of shows that the market will be predominantly screen-based for at least five more years. If these technologies do present themselves as consumer-viable, our game IP will translate directly. After all, you don't entertain with technology, you entertain with great games and great games transcend any medium.

Technology for new formats is inherently more simplistic than the last and there's no major risks in being a late mover (as we were with our OMNI engine). It's about moving with purpose and when the opportunity presents itself.



EGR Intel: How popular are your games on social media, such as with the Twitch community?

NR: Big Time Gaming has ridden the wave of social media slotting and we have millions of hours of streamed footage across YouTube and Twitch. If there's one thing you can say about the slots channel on Twitch, it is that you'll always find a BTG game live on stream.

I've looked just now and there are five streams for Bonanza, three for Donuts and four for Who Wants To Be A Millionaire?. I guess we're still in vogue, but we never take this for granted and rest on our laurels. With every game release, we work hard to move the needle when it comes to visual entertainment. After all, we are competing with the rest of the internet and everything it has to offer.

EGR Intel: How are you working with affiliate Casino Grounds?

NR: We work at arms-length with Kim Hultman and all of the great streamers at Casino Grounds. They play BTG games because they find them exciting. Our relationship with Casino Grounds has blossomed over the years but was born out of serendipity. Kim wanted to play great slots and it just so happened that we launched Dragon Born at a key moment in time and he recognised it for the massive advance that it was.

EGR Intel: What are your ambitions for BTG in 2019?

NR: We're completing a full delivery of our portfolio into BCLC, Lotto Quebec and working with Bede Gaming to deliver our products into the Ontario Lottery and Gaming Corp, covering Canada from coast to coast. We're just about to go live in the US, which we have been driving forward with Scientific Games as an exclusive partner. It's a very exciting time for Big Time Gaming as we feel we are off ering something that the US market has never seen before.

As for the product roadmap, we have Opal Fruits launching in May and an extremely different MegaWays game penned for July on an exclusive arrangement with Casumo. We also have an exclusive music-licensed game with Paddy Power Betfair in September and we'll be rounding off the year with a new Who Wants To Be A Millionaire? branded slot. And finally, we have an exclusive partnership with Scientific Games to deliver a MegaWays game using arguably the most recognised brand in the world. The branded game in question will be built in-house here at BTG Sydney. So not a lot really!

