



MAY 2020 PRESS HIGHLIGHTS



AMBER GAMING

SMP eGaming Rebrands as Amber Gaming.

SMP eGaming, the gaming division of SMP Partners Ltd, has rebranded as Amber Gaming. The company believes that the rebranding will help it carve out its own identity and forge ahead with its own plans for growth.

Amber Gaming will be spearheaded by a senior management team that includes managing director Ted Pepper and directors Jade Zorab, Matthew Robins and Karen Yates.

The products and services that will be offered by Amber Gaming are licensing consultancy, compliance 365, ISO and GDPR consultancy, risk and AML frameworks...

[READ THE FULL STORY](#)

CAROUSEL GROUP

Carousel Group orders recruitment drive by promoting Littin to Digital lead.

Carousel Group has confirmed the promotion of Josh Littin to the position of Director of Digital. He will be tasked with overseeing the firm's online growth and product development strategies.

Littin has served as Carousel's Head of Product since 2018, becoming a key stakeholder in the launch and strategic development of the firm's Sportsbetting.com and Racebook.com properties. Carousel confirmed that it will support Littin's promotion by engaging in a recruitment drive to expand its product development team with 'additional top talent'.

[READ THE FULL STORY](#)



IT'S TIME TO BE HEARD!

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

POSITIVELY DISTINCTIVE MEDIA

Majestic Bingo partners with Positively Distinctive Media for online revamp.

Popular land-based bingo operator to take its online offering to the next level with help from online Bingo specialists.

Experienced iGaming experts Positively Distinctive Media have teamed up with land-based bingo giant Majestic Bingo to take its online offering to the next level.

Under the partnership, Positively Distinctive Media will provide strategic guidance...

[READ THE FULL STORY](#)

LIVE 5

Live 5 have unveiled its latest slot title Bjorn the FrostLord.

Live 5 have unveiled its latest slot title Bjorn the FrostLord which has launched with tier one operator Sky.

This 5x4, 20 payline slot takes players to a frozen wasteland to battle with the FrostLord with the rewards for victory a potential 3500x the initial stake. The wild symbol in this title is the skull-shaped devil creature which substitutes for all visible paying symbols. If it appears partially in view, it will move to become fully in view.

[READ THE FULL STORY](#)

AUTHENTIC GAMING

Novibet integrates Authentic Gaming's live titles.

Live roulette specialists Authentic Gaming is to integrate its entire suite of studio and casino-floor based games with igaming and sports betting operator Novibet.

Through the partnership, the provider is aiming to grow its position in the live casino market in the UK as well as in Greece where it "continues to grow in popularity".

As a result of the link-up, Novibet players will gain access to roulette titles broadcast...

[READ THE FULL STORY](#)

NOLIMIT

Nolimit takes on the wild west once again with Deadwood xNudge.

The studio that brought the world an epic western experience, is back once again sporting a cowboy hat and boots. Nolimit City has grown in experience, learning that the rough west is a favourite theme amongst players. Ready to saddle up again with unlimited potential and an excellent mechanic, Nolimit is ready to present another gun-slinging game with the release of Deadwood xNudge.

[READ THE FULL STORY](#)



MAY 2020 PRESS HIGHLIGHTS



1X2 NETWORK / FIRST LOOK GAMES

1X2 Network and First Look Games extend partnership.

Developer and content aggregator 1X2 Network has deepened its relationship with First Look Games as it seeks the provision of the marketing platform's white-label client area.

The former is lauded as the first developer to recruit First Look's services, initially doing so to make use of the FLG Library to upload assets and information about its full suite of games, which can then be accessed by online gambling publishers and used to create content.

Since then, the entity has developed its product offering to include a white-label client area, which 1X2 Network will use to showcase games from its 1x2gaming and Iron Dog Studio subsidiaries to operators and affiliates.

Kevin Reid, chief commercial officer at 1X2 Network, said of the extension: "We have worked with First Look Games from day one and have already reaped the benefits of using the FLG Library to showcase our games to publishers and operators.

"The next logical step was to use the First Look Games white-label client area to make it even easier for operators and affiliates so see the incredible titles that we..."

READ THE FULL STORY

CAROUSEL GROUP

Carousel in Colorado entry via Johnny Nolon's Casino.

The Carousel Group has unveiled the receipt of licensing approval from the Colorado Division of Gaming to offer legal online sports wagering in the state, after the region legalised the activity at the start of this month.

The Centennial State has become the 18th US region to legalise the activity, following analysts projections of \$6bn in bets and \$400m in gross operator revenue upon maturity.

Boasting approximately 40 casino properties, regulators made the activity legal on May 1, 2020, after votes approved the legalisation of sports betting in November of last year.

Carousel, a holding company operating in the regulated online gaming industry, is subsequently partnering with Cripple Creek's Johnny Nolon's Casino to debut its flagship www.SportsBetting.com brand in Colorado, which will serve as the web and mobile app portal for customers within state lines.

"Despite the ongoing and tragic global crisis, we couldn't be more confident and optimistic about the sports industry and we're very excited to be bringing our flagship brand to the American market," Carousel Group CEO Daniel Graetzer explained.

READ THE FULL STORY

POSITIVELY DISTINCTIVE MEDIA

Positively Distinctive Media Team Up With Bingo All Stars.

The Positively Distinctive Media team are at it again! This time, they've partnered with 1st UK Online Entertainment; the brains behind the unique concept that is Bingo All Stars!

You can expect to see Rustie Lee, Christopher Biggins, Linda Lusardi and Russell Grant over at Bingo All Stars to get the party started. The rumour is that this is just the start; there's plenty more lined up and ready to join in the fun!

Under the partnership, Positively Distinctive Media will provide strategic guidance and operational support to create a "never seen before" Bingo experience, powered by the award winning 888 Dragonfish software.

Kevin McGinnigle, Founder of Positively Distinctive Media, said: "This was a no-brainer for us. When I met with the All Stars team last year, we knew we going to build something Positively Distinctive.

Their vision, passion and determination to create something the online Bingo world hasn't seen before is exactly what we're all about. This coupled with their focus on developing a safe, fair, fun and entertaining experience for the Bingo community..."

READ THE FULL STORY

GREEN JADE GAMES

Block Strategy Jade Puzzle by Green Jade Games is Now Online.

Developer of arcades, slots and skill based games from Malta, Green Jade Games Ltd, has compiled a new hit title by adapting a popular block strategy game into a slot, Jade Puzzle.

The latest product requires players to use skill in order to win real money, while operators and retailers may provide customers a new gaming experience.

So far, the studio has developed several genre-defining skill-based slots, such as Spoils of War, Candy Wall and Hammer of Fortune, thus creating a new market and attracting different audiences.

Based on a block puzzle strategy game with an 8x8 grid, the Jade Puzzle video slot compels players to combine different skills and win real money up to 9,999x total stake.

Devotees will have to place at least three random series of shapes at a time and fit them into an 8x8 grid to score a win. By forming a vertical or horizontal contiguous line of 8 cells, a single prize is generated. This action will make the cells disappear from the screen and create more available space for new shapes to fall in.

READ THE FULL STORY

1X2 NETWORK

1X2 Network Describes the Benefits of Probability of Getting Your Money Back.

One of the most renowned iGaming specialists, 1X2 Network came up with an inventive standard to improve the quality of services delivered to players. Named Probability of Getting Your Money Back (or PMB, for short), the new solution allows operators to market content to players more ethically and profitably.

With the help of PMB, operators get the chance to find out more about the games than just high>low volatility. This puts them in a much better position to clearly identify which releases best meet the needs of each type of punter.

Kevin Reid, Chief Commercial Officer at the gigantic network, which covers 1X2gaming and Iron Dog Studio brands as well, pointed out:

"We believe our PMB standard has the potential to be a key reference point for operators standardizing what was a vague reference in volatility for many years now."

This inventive standardization represents the first step towards a scientific, data-driven future. With such an approach, clients could get personalized recommendations, where slot machines will be advertised automatically to them, based on their tastes, as a response to their specific preferences.

READ THE FULL STORY

1X2 NETWORK / LEAP GAMING

Leap Gaming adds slots to ongoing 1X2 Network deal.

Developer and content aggregator 1X2 Network is embarking on an extension of an "already successful partnership" with Leap Gaming after adding the firm's entire suite of slot titles to its 3PI game aggregation platform.

This builds upon a long standing cooperation between the two parties which sees the latter develop and distribute its virtual sports titles on 1X2 Network's remote game server.

Yariv Lissauer, CEO at Leap Gaming, said of the agreement: "1X2 Network has been an incredible partner to date and was the obvious choice for distributing our new slot games to operators.

"3PI offers fantastic distribution and allows us to quickly integrate our games with some of the biggest names in the industry."

Under the terms of the extended partnership, Leap Gaming will continue to develop its slot games on its own RGS but will distribute them to operators via 1X2 Network's 3PI.

These operators will now be able to gain access to titles such as Hercules Do or Die...

READ THE FULL STORY

SMP Egaming has rebranded.

We are now Amber Gaming.

ambergaming.com



SIMPLE POWERFUL SOLUTIONS
FOR GAMING COMPLIANCE.

MAY 2020 PRESS HIGHLIGHTS



INCENTIVE GAMES / EVERYMATRIX

Incentive Games Gets The Seal Of Approval From EveryMatrix.

Incentive Games, the Free-to-Play (FTP) and Paid-to-Play multi sports game developer has signed a significant partnership deal with B2B technology supplier, EveryMatrix. Incentive Games is set to be integrated into CasinoEngine, the number one casino integration and productivity platform and the largest casino content library in the industry.

The agreement sees the Paid-to-Play virtual sports games that are optimized for Opera Mini Extreme made available through the EveryMatrix platform. These games are popular in emerging markets where the cellular data cost are still a significant barrier for a lot of players. The virtual sports games also seem to speak to the type of players that usually are not drawn to regular casino games. Helping operators with additional revenue while there is a limited availability of live sports.

John Gordon, CEO of Incentive Games, said: "The opportunity to work alongside such a renowned iGaming technology provider as EveryMatrix is testament to the Incentive Games team and our outstanding products.

"The extraordinary situation in which we currently find ourselves has shown..."

[READ THE FULL STORY](#)

STAKELOGIC

RAMBO™ Slot from StakeLogic.

Malta based StakeLogic have announced the release of their RAMBO™ online slot which is based on the film franchise made famous by Sylvester Stallone. Not the first slot based on the Rambo films, StakeLogic's RAMBO™ slot promises to provide players with lots of action and value for their money.

A 5x3 reel- 20 pay-line video slot, RAMBO™ is complete with numerous explosive animations and video sequences from the films of the same name. The release of RAMBO™ follows hot on the heels of other StakeLogic titles such as The Expendables Megaways™ which came about as a result of StakeLogic's partnership with Skyrocket Entertainment.

Stephan van den Oetelaar, Chief Executive Officer of StakeLogic, commenting on the release of their latest title said: "RAMBO™ is one of the most explosive and action-packed slots on the market, combining a powerful film franchise with thrilling game play.

"We have gone to great lengths to deliver a cinematic slot experience, with incredible graphics and animations and booming sounds taking players right to heart of the battle.

[READ THE FULL STORY](#)

FANTASMA

Fantasma Games signs up Quickspin co-founder.

Mats Westerlund, the slots producer behind Starburst and Jack Hammer (both NetEnt) and Big Bad Wolf (Quickspin), has joined Stockholm-based games studio Fantasma Games.

Westerlund, who will become a partner, will have a pivotal role as adviser for game production at Fantasma. The first game under his supervision will be launched in spring 2021.

Commenting on the announcement, Fredrik Johansson, CEO and founder of Fantasma Games, said: "Mats Westerlund is one of the greatest game producers in the industry. We are thrilled that he has chosen Fantasma to continue his magnificent work."

Mats Westerlund said: "I couldn't be happier right now. My friends at Fantasma made me love the idea of working with games again. They are a group of passionate people with great management and culture. This is an excellent way for me to have fun as an adviser, and also produce a game or two with an exceptional team. I can't wait to get started!"

[READ THE FULL STORY](#)

1X2 NETWORK / GiG

GiG adds 1X2 Network's slots to ongoing agreement.

1X2 Network has extended its ongoing partnership with Malta headquartered Gaming Innovation Group to add its suite of slots and casino games to a previously commenced virtual sport integration.

Last month GiG detailed a collaboration with the game developer and content aggregator regarding the launch of virtual sports betting with the firm to further extend its sportsbook solution and offering to operators.

Ben Clemes, chief commercial officer at GiG, said of the deepened link-up: "We strive to provide the highest quality games that deliver the most compelling player experience and 1X2 Network is a great addition. We are happy to have integrated their slots games into our portfolio, allowing our partners to increase their offering of quality games to their players."

Under the terms of the new agreement titles from 1X2's 1X2gaming and Iron Dog Studio brands are included, both of which are said to have "a proven track record of designing and developing highly engaging slots, casino and table games".

[READ THE FULL STORY](#)



HABET ADDICTION HEALTHCARE / PINNACLE

Habet Addiction Healthcare announce partnership with Pinnacle Therapy.

Habet Addiction Healthcare who demonstrated their virtual immersive environment for the first time at ICE Totally Gaming this year, have announced Pinnacle Wellbeing Services as their first Founding Partner.

The Habet service is designed to support positive mental health using an interactive website and virtual immersive environment. Its application to the gaming industry is providing services to those exhibiting signs of compulsive gambling disorder. Gaming operators will have the opportunity to integrate Habet as part of their Responsible Gambling toolkit and refer customers directly to the service to access resources and support.

Habet CEO Dion Croom said, "We launched the Founding Partner's programme to engage a small number of key stakeholders in the final stages of designing our service before roll-out. Habet are a facilitator to positive mental health; it is crucial that we get the right inputs to achieve the world-class service we are aiming to deliver to our users next year. I am delighted that during this Mental Health Awareness Week we can announce that a company as high calibre as Pinnacle Wellbeing Services have agreed to work with us.

[READ THE FULL STORY](#)





THUMBELIEVABLE!

POWERED BY:  **SkillOnNet**
WWW.SKILLONNET.COM



play 
the fair casino

MAY 2020 PRESS HIGHLIGHTS



STAKELOGIC / GVC

GVC Holdings brands gain StakeLogic slots.

Online casino content developer StakeLogic has praised a “breakthrough” agreement that is to see the firm’s collection of video slots be integrated with the GVC Holdings roster of brands.

Under the terms deal players at bwin, PartyPoker, PartyCasino, Sportingbet, Ladbrokes and Coral will be able to access the developer’s slot games across desktop and mobile.

Ondulio Bacarese, director of commercial management at GVC, said: “From classic slots to games themed around huge entertainment franchises, StakeLogic provides a varied and quality portfolio of slots that make for a great addition to our current content offering.”

Titles included as part of the partnership are Book of Adventure, Book of Cleopatra, Gods of Death, Random 4 Runner deluxe, Simply Wild deluxe as well as branded slots such as, The Expendables Megaways and Rambo, with more set to follow.

Stephan van den Oetelaar, CEO of StakeLogic, commented: “Our slots are in high demand and we are delighted to have partnered with such an industry giant to make them available to its players. GVC operates some of the largest online casino and sports betting brands in the world and we are certain its players will be entertained and amazed by our games.

“From design and sound to gameplay and features, each slot has been developed to deliver big thrills and even bigger wins.”

Last week GVC became the latest firm to follow a number of industry counterparts in seeking compensation from Her Majesty’s Revenue & Customs owed from tax charges related to fixed-odds betting terminals. After William Hill followed the lead of Betfred and Rank Group earlier in the week, with the bookmaker potentially positioned to secure a multi-million pound tax rebate, GVC estimates that its own claim will result in a cash inflow to the group of approximately £200m.

[READ THE FULL STORY](#)

EZUGI / BLUERIBBON

Ezugi and BlueRibbon create Jackpot Roulette.

The live dealer specialists Ezugi who produce cutting edge, mobile and web live dealer gaming, have teamed up with BlueRibbon to deliver achievable and engaging jackpots on Ezugi’s latest game release, Jackpot Roulette.

BlueRibbon’s cutting-edge jackpot-based solutions, which are known for their outstanding marketing potential and player retention properties, will now be available to all operators through the most recent addition to the expanding Ezugi roulette games library.

Enabling opportunities to significantly boost customer engagement as a result of the progressive jackpots, which are hugely popular with players worldwide, the addition of the platform on Jackpot Roulette is sure to be an attractive proposition across the live dealer market.

Through the simple yet rich BlueRibbon back-office, the easily customisable, operator-specific jackpots can be comprehensively configured to suit every operators’ requirements. The private casino jackpots can be seeded by the operators to incentivise player participation from the beginning, with a percentage of the players wagering then contributing to the pot and increasing the overall prize value.

Ezugi’s customers will be able to structure Jackpots through a number of key scenario’s, such as time driven (hourly, daily, weekly, etc) or event driven drops, single and multi-level jackpots, local community or even achievement based awards, all designed to give maximum benefits to promotional campaign activities for the operator. Initially Ezugi will look to offer private jackpots for operators, however the company is also looking to expand this initiative by launching network wide jackpots later this year in a first of its kind Summer Promotion!

This new venture between Ezugi and BlueRibbon, whose jackpot solutions are already used globally by a number of tier one content and iGaming providers, strengthens both companies market position and emphasises their desire to offer the best gaming...

[READ THE FULL STORY](#)

SPINOMENAL

‘Delighted’ Spinomenal lauds MGA licence approval.

Game developer Spinomenal is striving to extend its reach across a multitude of regulated markets after securing approval from the Malta Gaming Authority.

The online slot and casino game producer has lauded the receipt of the “prestigious” licence, facilitating wider long-term aims of achieving an enhanced global boost.

Headquartered in Malta-based offices, the company asserts that it “is using its presence on the island and its MGA permit to continue to strike partnerships with operators in Malta and beyond”.

The approval ensures that “more players than ever before” will be able to access Spinomenal’s full suite of games, including Demi Gods 3, Majestic King & Egyptian Rebirth 2.

The Spinomenal content portfolio currently stands at 165 slot, table and instant win games, with up to three new titles added every month.

The developer’s proprietary titles can be directly integrated via the Spinomenal Aggregation Platform, alongside an additional 3,000 games from third-party providers.

Nir Ronen, director of business at Spinomenal, said of the approval: “We are delighted to have secured a licence from the Malta Gaming Authority, one of the most trusted regulators in the industry.

“Our MGA licence will allow us to enter additional regulated markets for the first time, expanding our geographical reach and engaging with new operators and players.

“Our titles offer a thrilling and entertaining player experience, and act as a powerful differentiator for operators looking to provide their players with exciting yet quality online casino games.”

[READ THE FULL STORY](#)

FIRST LOOK GAMES / CASINOMEISTER

First Look Games content now available at Casinomeister.

The innovative and award winning First Look Games whose mission is to connect casino game creators with publishing partners, have teamed up with the forum here at Casinomeister. By doing so they have made available their entire library of casino game content and marketing assets via a widget within the Webmasters Corner of the forum.

Accessible to forum participants who are members of the ‘Webby’ and ‘Webmeister’ groups, when viewing the Webmasters Corner the First Look Games widget is now available, The First Look Games widget allows webmasters access to the entire portfolio of content from the casino game studios who are working with First Look Games.

Established in 2018, First Look Games provides publishers with the latest up to date information on all games features in their portfolio, including screenshots, marketing assets and need to know information such as a particular games RTP.

Speaking about First Look Games being afforded space in the Webmasters Corner, Casinomeister’s owner Bryan Bailey commented: “I believe that First Look Games will be instrumental in providing affiliate webmasters up-to-date crucial information about popular games and new releases. This data, to include RTPs and other game specific information, will not only make the webmaster’s site more informative, but it will enhance the user experience of the player.”

While Co-Founder of First Look Games, Tom Galanis stated: “We’re really excited to bring affiliates the ability to download game information and marketing assets from the latest and greatest casino game titles offered by our wide range of game developer partners whilst browsing the Casinomeister forum. Those new to First Look Games can also register directly through the widget, which we feel fits in really well with the great new Webmaster’s Corner on the forum.”

If you are a webmaster working in the iGaming space and already a member of the forum here on Casinomeister, but not yet a member of the ‘Webby’ or ‘Webmeister’ group, apply to to join now.

[READ THE FULL STORY](#)

MAY 2020 EDITORIAL HIGHLIGHTS



FSB

The origins of the Remote Darts League: From concept to creation.

Dave McDowell, CEO at FSB Technology, writes for Insider Sport to discuss the creation of the Remote Darts League (RDL).

On March 13 2020, I was at the pub near our office having celebratory pints with the trading team. Just a few days later, almost all top-flight sports would be suspended and our entire staff was working remotely. Little did we know that we would soon find ourselves hoping that Belarus football wouldn't disappear too.

I have done a lot of risk mitigation planning through the years with FSB, mainly focussing on suppliers, servers and security. In all these years I never once considered planning for a time that live sports would disappear.

Once the most immediate content changes could be delivered, we quickly moved into trying to determine what would happen if there were no sports until the fall. What we did next was not only innovative, it also touched every stage of the sports and sports betting value chain.

FSB responded to the lack of sports by creating the Remote Darts League, where professional darts players can compete against one another without ever leaving their own homes. In about two weeks, FSB built all of the required technology to run in-play betting for the tournament and we had our product streamed and traded on hundreds of betting sites around the world.

The first thing we needed to do was to find out if it would be possible to produce the event with everyone from the players to the producers working remotely. The broadcast video feed would need to merge three different video feed sources in real time, two players and a commentator, and merge it with a live scoreboard. After a short period of time we found a production studio who agreed to help us professionally produce the live events.

We knew PDC tour players would be under exclusive contract as a condition of their tour card but we knew a few players who competed at BDO events. These players confirmed that they did not have the same restrictions and could participate in our tournament.

The next big piece of the puzzle was to produce a probability model for running the odds in real time. We regularly trade darts games, but we normally take the events and recommended odds from our data feed supplier rather than producing odds using our own statistical model. We then gave the project to our quant team and within 24 hours they were obsessed with checkout possibilities, average dart values and frequency of 180s. The traders then got involved and recommended that we produce odds for the match winner, individual leg winners, various handicap markets, 180 markets and correct scores.

Back to the event management side of the project and here we felt it was important that the tournament would be managed independently from FSB. So we hired an independent consultant, Kevin Dale, to oversee the production side of the project and gave him a lawyer and introduced him to a few of the players and the production studio.

[READ THE FULL STORY](#)

AMBER GAMING



[WATCH THE FULL INTERVIEW](#)

LIVE 5

Lloyd Butler - CEO, Live 5

Butler believes there are upsides to be capitalised upon in these unprecedented times. The COVID-19 pandemic has caused no end of challenges for the global gaming industry, with the land-based sector hit particularly hard.

The biggest change has undoubtedly been the need to work remotely, separating teams, turning processes and procedures on their head and impacting business development.

But where there are challenges there are opportunities, and by embracing the situation and adapting to new ways of working, upsides can be found.

Below, I discuss some of the key challenges we have faced, as well as the opportunities we have been able to unlock since working from home.

THE CHALLENGES

As a games developer, we are usually very active when it comes to face-to-face meetings and showcasing our products to operators in person.

Naturally, COVID-19 has prevented us from doing this, and will likely prevent us from doing so for some time, so we have been forced to find new ways of engaging with partners current and new.

This also applies to our own internal communications. Remote working makes you realise how much you take general office chat and conversations for granted.

Like many other businesses, we have turned to communication technologies to overcome these challenges, though they are not without their difficulties.

In particular, I miss being able to clearly read the facial expressions and body language of the people I am talking to – something I believe really helps build a personal connection with someone.

THE OPPORTUNITIES

Those that were quick to switch to remote working will have realised there are opportunities to be had – not least proving that disaster recovery plans and processes work as they should.

It also allows for a little more breathing space to think and explore new ideas without interruption; at home, calls are planned and colleagues don't approach for a quick chat.

This has allowed us to focus on developing new systems and tools we can deploy as soon as we hit the ground running on the other side of the pandemic.

What's more, some of the online tools we have had to use to communicate have identified new areas of efficiencies and helped streamline areas of the business.

For example, we have adopted a much more structured timetable for our internal meetings. Coupled with centralised online resources, this has improved information sharing across the business.

Another upside to having a little more time on our hands has been that we have...

[READ THE FULL STORY](#)

CHAMPION SPORTS

Respect Your Customer.

Mark Robson, CEO of Champions Sports, says that online gambling brands need to always look after customers but particularly in difficult times.

Respect your customer – this is the most important factor when it comes to running a successful online gambling brand. If you don't RYC just as well as you KYC, you could fail.

With competition among online gambling brands so fierce, operators must offer their players the best possible experience across all areas, but particularly customer support. Customer support agents are best placed to engage with players, open a line of communication with them and use this as part of a multi-faceted approach to deliver a personalised experience.

This is critical when it comes to customer retention and ensuring the players an operator has acquired remain loyal to the brand and don't decide to play...

[READ THE FULL STORY](#)



MAY 2020 EDITORIAL HIGHLIGHTS



VIBRA GAMING

Localisation: The Key to Success in LatAm.

If operators and suppliers are to make it in LatAm, it's essential they understand the culture and history of every market they enter, says Ramiro Atucha.

When approaching the LatAm market, operators and suppliers need to consider the level of diversity across the region and how it will impact the products and services they offer.

This relates not only to cultural and language differences but also in terms of gambling culture, player preferences and market maturation. Many consumers in LatAm markets have had very little access to any sort of gambling for a long time – gambling was banned in Brazil from 2000-2010, for example – while others have had limited access via land-based outlets.

Operators planning to launch online casino games, then, will need to think about the types of gambling products players have had at their disposal in the past. If they don't bridge this gap correctly there will be a void between what players expect and what operators are offering.

In countries where only land-based casinos have been permitted, online operators need to consider how they will build trust among players wagering online for the first time.

This means that platforms and games must follow the highest responsible gambling standards as well as carefully considering player acquisition and retention, the rates of which will likely align with the building of reputation and trust.

Operators cannot expect the same rates of deposits and withdrawals as in mature markets – early on, players will be discovering how to make a deposit and how to withdraw any winnings.

It is also important to enter new LatAm markets with an open mind and to not be afraid of providing players with new content.

[READ THE FULL STORY](#)

FSB

Retail Technology Champions.

During the ICE show in London, FSB Technology showcased its latest retail sports betting solution to the international market. This technology is set to propel the solutions provider into the global gaming marketplace.

FSB Technology's David McDowell spoke to G3 about the company's latest products, market aspirations and how the injection of funds from Clairvest will change the FSB's trajectory in 2020.

FSB revealed its latest retail sports betting solutions at ICE London earlier this year. Could you tell us more about FSB's touchscreen EPOS and self-service technology?

We have spent the past 12 years building out our industry leading, scalable sports betting platform which has so far been aimed at the thriving online gambling sector. The time is now right for us to transition to a full omni-channel offering, and we launched our touchscreen and EPOS self-service technologies at ICE London.

Our retail technologies will open the door for us to work with more casino, sports betting and lottery operators, especially those that want to tie together their land-based and online betting products and services. Retail still accounts for around 90% of the market, and FSB is now in a position to assist operators in bridging the gap between retail and online.

Last year, Clairvest Group invested £23million for a stake in FSB. How will the investment capital from Clairvest Group benefit FSB's growth strategy?

In terms of working capital, we received between £5million and £10million, allowing us to invest in and scale up our management and business development teams, as well as invest further into retail betting products and business intelligence systems.

FSB has historically been focused on our home market in the UK, but following the investment we have been able to build an international business development team which will allow us to strengthen our position as a leading technology...

[READ THE FULL STORY](#)

AMBER GAMING

Remote working is no reason for safer gambling standards to slip.

Amber Gaming director Jade Zorab insists online gambling firms must continue to improve compliance standards during challenging times.

The current crisis has forced online gambling organisations to undertake significant changes to where and how they work, with many being forced to roll out remote working for the very first time. This has impacted processes and procedures across all areas, with employees having to adapt quickly to ensure it is business as usual where possible.

This is certainly the case when it comes to business-critical areas such as compliance, responsible gambling and ensuring players are properly protected at all times.

Remote working is not an excuse for allowing standards to slip when it comes to safe gaming and compliance – if anything, it should make organisations dedicate even more time and resources to it.

The UK Gambling Commission has made it clear that this is a time for operators to reassess how they approach marketing, bonusing and safe gaming and not to see it as an opportunity to target players.

This is to make sure that players are sufficiently protected at a time when the country is locked down and economic uncertainty – for both the individual and the country – looms large.

But this presents significant challenges for operators, especially with the fractured and dispersed nature of employees and teams working from home. Ordinarily, meetings would be held and individual conversations had, while educational courses and training would take place in person with an expert.

This simply cannot be done at present, and perhaps for the foreseeable future. But with education and training key to ensuring compliance, a solution must be found.

[READ THE FULL STORY](#)

AMBER GAMING

Jade Zorab: Setting the tone and culture from the top is critical.

Following a rebrand of its gaming division being undertaken earlier this month SMP Partners expressed great confidence and ambition in moving forward with Amber Gaming, a stand-alone brand that will continue to work with online gambling firms around the world.

Formerly known under the SMP eGaming moniker, the move was lauded as presenting the division with "an incredible opportunity to carve out its own identity and forge ahead with its own plans for growth".

CasinoBeats has speaking to Jade Zorab, director at Amber Gaming, to delve into the finer details of the rebrand, the development of compliance requirements and challenges of new market entry.

CasinoBeats: Tell us more about the rebrand to Amber Gaming?

Jade Zorab: We are really excited about our rebrand. SMP eGaming has established a fantastic niche within the gaming industry over the last ten years, however in order for the company to evolve, a change of name, look, style and feel was required that encapsulated better, who and what we are. Launching into the market as Amber Gaming, provides us with an opportunity to accelerate forward with full autonomy and proceed with our exciting plans for growth.

CB: Is the team behind Amber Gaming the same as the team behind SMP eGaming?

JZ: Yes, the team remains exactly the same. Ted Pepper is Amber Gaming's managing director and is supported by his fellow directors Matthew Robins, Karen Yates and myself. We are also supported by a fantastic team of experts that have a wealth of specialist knowledge and that work closely with clients around the world in multiple jurisdictions.

CB: How has Amber Gaming built on the products and services offered by SMP eGaming?

[READ THE FULL STORY](#)





SPOTLIGHT ON

THE MONTHLY NEWS ROUND-UP FROM GAME ON

JACK BROWN

BUSINESS DEVELOPMENT EXECUTIVE FOR iGB

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

I first started working in iGaming last year, starting at iGaming Business on the 12th August 2019. I previously worked in cinema/film marketing and advertising and was looking for a new challenge.

I stumbled across iGaming Business and like most from outside the industry, didn't realise quite how vast of an industry it was! I've fully settled in now and can honestly say, it's an interesting and very fun industry to be part of - quite the challenge, however everyone is super friendly and the role is very rewarding!

What is your job title and what does your day to day responsibilities at iGaming Business include?

Business Development Executive. My day to day responsibilities include reaching out to clients and businesses in the industry to see if we can assist in helping them to market themselves and help build their brand awareness in iGaming. Problem solving and helping to provide clients with a solution to their business objectives and requirements is a huge part of my role. I endeavour to help them in anyway I can by providing as much information and insight as possible.

I enjoy assisting and consulting clients on the best way to advertise themselves based on their objectives and love delivering results for them.

What makes the publication so special?

The team that I work with, help make everything possible. From the amazing editorial pieces iGB write to the amazing front cover art pieces.

We work incredibly hard every month to ensure that we help our clients reach a global audience in an impactful and creative way.

Whilst we've been on lockdown what have been your three favourite Netflix shows to watch and why?

The Last Dance - Incredible Sports documentary about Michael Jordan and the Chicago Bulls - you don't need to be a fan of basketball to get into it.

Schitts Creek - Very funny Canadian comedy by Eugene and Daniel Levy.

And, After Life - Very dark comedy by Ricky Gervais - Very funny in places and a little bit sad as well.

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

My favourite book of all time is Band Of Brothers by Stephen Ambrose. It's about the first American Paratroopers during WW2.

It was also adapted into one of my all time favourite TV shows of the same name. Great story of team work, bad leaders and overcoming the odds.

What's your favourite quote or motto?

"Be kind, work hard and respect everyone"- Everyone's on the same journey, it doesn't hurt to help people.



FIRSTLOOKGAMES

STAR CLUSTERS MEGA CLUSTERS™



STAR CLUSTER MEGA CLUSTERS™ - BIG TIME GAMING

Big Time Gaming introduces yet another brand new gaming genre with Megaclusters™, like Megaways™, Megaclusters™ is a brand new way to play, allowing for greater entertainment and deeper player engagement.

Megaclusters™ extends the format of cluster/reaction style games creating new ways to win out of winning clusters, in the base game extending the game play from 4x4 to 8x8 to an impressive 16x16 ways in the free spins allowing for 256 symbols to be present on the screen at any time.

The cluster/reaction genre has been around since the early 2000's from the creation of Chain Reactors back in 2004. Since then cluster games have come and gone but not many stay the course and if they have done they are rarely seen as top 10 material.

Big Time Gaming has reinvented the genre for the 2020's and Star Clusters is the first of a series of games using the MegaClusters™ format.

Free Spin Feature

- 2 Free Spin awarded for 5 Reactions, plus 1 more for each additional reaction
- Wild Multipliers carry over from the triggering base game spins
- Wild Multipliers are not reset until the feature is over
- Huge pay potential on multiplying Wild Multipliers!

DOWNLOAD THE 'STAR CLUSTER' MARKETING ASSETS OR FIND OUT MORE AT www.FIRSTLOOKGAMES.com