



JUNE 2019 PRESS HIGHLIGHTS



BIG TIME GAMING / FANTASMA GAMES

Fantasma Games release Flower Fortunes Megaways™.

Fantasma Games, the Stockholm-based game studio, in collaboration with Big Time Gaming are excited to announce the launch of their newest title, Flower Fortunes-Megaways™.

Set in a mystical land in a hidden valley, Flower Fortunes leverages Big Time Gaming's random reel modifier system, allowing every spin to produce a different number of symbols across the reel.

Fantasma Games CEO, Fredrik Johansson says: "Flower Fortunes is something extraordinary- probably the slot with most win lines in the world! We are very excited to release Flower Fortunes, our first slot of many that will put Fantasma Games on the map. Our vision is to create slots beyond gambling- heavily inspired by gaming."

[READ THE FULL STORY](#)

SMP PARTNERS LTD.

SMP group completes MBO with regulatory approval.

Following the announcement of a management buyout (MBO) in February, SMP Group Limited has confirmed that it has secured all necessary regulatory approvals and completed the buyout. This involved approval from seven different financial services regulators across the world, including the Isle of Man Financial Services Authority.

The deal has been backed by Palatine Private Equity LLP, a UK mid-market private equity house, with additional debt funding from Apera Asset Management. It sees former Group Business Development Director, David Hudson, move into the role of Group CEO, supported by an executive board drawn from within the existing leadership team. The additions to the group board are Anne Baggesen, Ian Begley, Daniel Cadamy, and Ted Pepper, while Steve McGowan will remain as a Non-Executive Director and Stephen Turner continues as CEO of the Caribbean Region.

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CAROUSEL GROUP

Operator appoints Elisabetta Lerbini and Nikos Lagonikas.

Carousel Group is making a string of hires as it continues to assemble a team of the brightest minds and creative talents from across the industry.

The latest recruits to join the Madrid-based company include Elisabetta Lerbini and Nikos Lagonikas who become Affiliate and Acquisition Manager and CRM Manager respectively.

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PLAYOJO

PLAYOJO pulls TV Ad in Sweden.

PlayOJO, the hugely popular online casino brand on a SkillOnNet licence, has taken the unilateral decision to stop running TV adverts in Sweden between the hours of 4pm and 9pm in a bid to reduce potential exposure to underage players.

The decision to cease advertising during these hours comes as the debate about gambling advertising in Sweden continues to heat up, with this self-imposed move further establishing PlayOJO as the only truly fair online casino that prioritises responsible gambling and protecting players.

PlayOJO launched in the re-regulated Swedish market at the start of the year on SkillOnNet's licence and has since become one of the largest TV advertisers in the country.

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1X2 NETWORK / POCKET GAMES SOFT

1X2 Network adds PG SOFT™ to 3PI aggregation platform.

Developer and content aggregator 1X2 Network has further strengthened its 3PI game aggregation platform, after adding mobile slot developer Pocket Games Soft.

Lauding the Malta-based studio 's offerings as encapsulating "breath-taking graphics and highly engaging gameplay," the company joins the likes of GameArt, Habanero, Playson, Oryx Gaming and Gamomat on the 1X2 platform.

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NEPTUNE
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JUNE 2019 EDITORIAL HIGHLIGHTS



CONNECTIVE GAMES

Serge Mukhanov - One touch is all it takes.

Serge Mukhanov, CEO of Connective Games, says that the only way to unlock mobile poker growth is to make the game easier to play on smartphones.

To drive growth in online poker, operators must target the highly lucrative millennial demographic in order to add more players to their pools and boost revenues.

READ THE FULL STORY

PLANK GAMING

Liam Mulvaney – Swimming against the tide.

Liam Mulvaney, co-founder and CEO at Plank Gaming, says that the developer does not try to be innovative, rather it focuses on delivering the best player experience possible.

In the fiercely competitive world of online casino, game developers spend much of their time locked in battle with each other over who can be the most innovative.

READ THE FULL STORY

FIRSTLOOKGAMES



PROBABILITYJONES

Red Hot Win Spin!

Red Hot Win Spin is a fruity new five-reel online slot that combines the core appeal of a Ways to Win mechanism to squeeze the pips from its payable, with a respin feature and potentially unlimited free spins bonus game that adds extra zest from stacked Hot Symbols.

Those feiry fruits can keep the free spins coming whilst building your chances of entering the game's juicy Win Streak mode to guarantee a sequence of ten winning spins in-a-row.

GAME FEATURES

Win Spin Bonus Feature - A juicy free spins bonus that just keeps those free games coming so long as the player keeps landing wins with each spin's stacked Hot Symbol. Cycle through all ten Hot Symbols and all wins that follow get the benefit of a bigger win multiplier too!

Reels of Fire Respins Feature - Land one instance each of Red Hot Win Spin's two Bonus Scatter symbols in its base game and earn a single respin, with chances of a win boosted by Wilds being added to Reels 2 and 4.

Win Streak Feature - The ultimate free ride, awarding an extra ten free spins in the Win Spin Bonus game that are all guaranteed to land a win with every paying symbol taking the Hot Symbol seat in turn.

GAME DETAILS

Base Game Format: Casino slot with 5x3 reel set

Win Rules: 243 Ways to Win

RTP (Theoretical): 97.1%

Variance (Volatility): Medium-High

DOWNLOAD THE 'RED HOT WIN SPIN' MARKETING ASSETS OR FIND OUT MORE AT www.FIRSTLOOKGAMES.com

BIG TIME GAMING

Bonanza hits the Big Time in the Netherlands.

There was a quiet revolution in the Netherlands this week when Big Time Gaming's hit slot Bonanza claimed top spot in online casino lobbies for the first time.

Reflecting on the news, Nik Robinson, CEO of Big Time Gaming, told CasinoBeats: "Bonanza is rapidly approaching its third anniversary. Since launch it has gained popularity month on month, with players around the world."

READ THE FULL STORY

RIGHTLANDER

Keeping the affiliate watchdogs from the door.

Ian Sims, co-founder of marketing compliance firm, Rightlander, explains the changing regulatory landscape for affiliates – and what firms can do to stay on the right side of the law.

Read the entire Q&A session online at iGaming Times.

READ THE FULL STORY



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JUNE 2019 EDITORIAL HIGHLIGHTS



BIG TIME GAMING / GAMING INTELLIGENCE

Megaways™ and the marketing of mechanics.

Big Time Gaming's Megaways™ is the first mechanic to be used as a brand. Gaming Intelligence finds out what makes it so good.

From global heavyweights such as Scientific Games and Novomatic, to relative newcomers Kalamba Games and Chance Interactive, via emerging heavyweights such as Blueprint Gaming and Red Tiger – all have licensed Big Time Gaming's Megaways™ mechanic. So have Fantasma Games, Iron Dog Studio, iSoftBet, Relax Gaming and Storm Gaming Technology. Others will follow.

[READ THE FULL STORY](#)

QUANTA

Talking innovation with Ray Davies, Chief Operating Officer at Quanta.

We (AYO News) talk blockchain innovation in lottery and gaming with Ray Davies, Chief Operating Officer at Quanta, the world's first fully licensed blockchain lottery.

Over the past six months we've been following the exciting developments at Isle of Man-based Quanta, the world's first fully licensed blockchain lottery.

So, when we got the opportunity to chat with Quanta's Chief Operating Officer, Ray Davies, we jumped at it.

[READ THE FULL STORY](#)

THE BIG DEBATE

This month EGR Intel asked: Is innovation key to building successful online casino games?



It's essential that we always take the time to look up and see the bigger picture. When you're an expert artist you can get lost in the detail, head down and painting, but sometimes when you look up you find your customers are buying Pollocks and you're still painting Constables. There will always be a market for the content created by the most talented in our industry as they have their audience and loyal player

base, but for new content creators, it isn't enough to throw their game in the ring and say "Hey, can I play here, too?".

The players are the ones we should be looking at how we improve their fulfilment, entertainment and enjoyment. A satiety level of critical game ingredients was reached a decade ago and outside of development in jackpots, gamification and instant access bonus rounds, the game hasn't changed.

Innovation is not only key, it is vital to the sustainment of our industry as customers vote with their digits, and when we lose the 'attention economy' competition to hyper-casual games, Netflix and ESport League coverage, we've failed our

customers. It is our duty and our responsibility to create the new genre and an entirely new gambling market because the traditional slots that we've grown up playing are irrelevant to young adults and aren't as fulfilling as hyper-casual games to an ageing population.

It is in our hands to control the destiny of our industry over the coming seven to 15 years by building a suite of games that are a brand-new type of gambling experience for the mass market. Games that appeal to the Fortnite generation, games that test the mental agility of the retiring population and games that turn a crap-shoot hunt for the 'right slot' into a quest for gambling mastery. ●



The first thing we need to do is think of innovation as two distinct paths. That which is revolutionary innovation and that which is evolutionary innovation.

Revolutionary innovation is that which happens rarely and usually flips a whole market/business on its head. Think smartphones and digital photography. Evolutionary innovation is that which happens throughout the life of said revolution, for example all changes,

improvements and new versions of that product.

In our opinion, such changes don't fall under innovation but are in fact natural progression of said products. With the above in mind, looking back at casino games and even simplifying it further into the way players gamble, not much has changed.

The function of a slot is exactly the same. Of course, there have been a myriad of improvements (some of them downright fantastic) coming both from the mechanical sense and also from the technological sense. A lot of these go hand in hand as once the technology improved so did the ability to create more complex features, richer artwork and so on and so forth.

But labelling all of these improvements as innovative is incorrect, in our opinion.

That being said, we believe that it is important to always improve on our games but doing so with the end player in mind. Building mechanics that will appeal to players rather than trying to force 'innovation' for the sake of it.

Creating quality, different and unique features is something we strive to do with every single game, but we do not label this as innovation but rather our way of making sure players get the best experience from playing our games.

This is a natural progression of sorts that uses player feedback to evolve into something better. So no, innovation is not key to building successful online slot games. ●



Published in EGR Intel- 26th June 2019

PLANK GAMING

A lot of developers become distracted by innovation.

Innovation in online casinos is a topic often visited by stakeholders, and one we delved into somewhat ourselves just last week during the CasinoBeats Malta event.

In the aftermath we spoke to Liam Mulvaney, co-founder and CEO of Plank Gaming, to gauge his opinion and that of his company when it comes to innovation in the sector.

Is innovation an over used term? How can player experience be continually enhanced? And what current trends should be taking priority? Mulvaney addresses all below.

[READ THE FULL STORY](#)

CONNECTIVE GAMES

Poker Software Supplier of the Year at EGR B2B Awards 2019.

The celebrations are in full swing at Connective Games after the powerful online poker and casino technology provider was named Poker Software Supplier of the Year at the prestigious EGR B2B Awards 2019.

Connective Games fought off stiff competition from the likes of Microgaming, Playtech and Dragonfish to take home the trophy, which was presented to chief executive officer Serge Mukhanov at the glamorous ceremony held at the Tower of London.

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