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JULY

THE MONTHLY NEWS ROUND-UP FROM **GAME ON**



BRANDED MEGAWAYS™ IRONDOG



JULY 2020 PRESS RELEASE HIGHLIGHTS



FSB

FSB teams up with Cricket.com to launch predictions game

FSB has signed a new agreement with Cricket.com to launch a new prediction-based game which will be made available across Cricket.com's website and mobile app.

It will allow cricket fans to test their knowledge of the game, as well as compete with their friends and other members to top private and public leader boards for virtual points.

Sam Lawrence, CTO of FSB, said: "We are delighted to be working with the Cricket.com team who are true visionaries. We will work together..."

[READ THE FULL STORY](#)

1X2 NETWORK

Iron Dog Studio announces Branded Megaways launch

Iron Dog Studio, a premium slots brand of the 1X2 Network, has announced the launch of Branded Megaways, a game that allows operators to bring Megaways games based on their company brands to market quickly and cost effectively.

Operators can customise their games via a range of backdrops, colourings and branded elements before adding their company logos and marks.

The result is their very own Megaways title, a slot that captures their brand identity and is instantly recognisable, whilst also being unique to the very casino it is played upon. This is achieved by using standard game elements such...

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LIVE 5

Live 5 takes slots suite live with BetVictor

Online casino content provider Live 5 has extended its global reach after taking its entire igaming portfolio live with online gambling firm BetVictor.

Undertaken via the SG Digital platform, a plethora of online slot games, such as Billy Gone Wild and Bjorn the Frostlord, are now available to players across BetVictor's online casino site.

Turlough Lally, director of e-gaming of BetVictor, said of the link-up: "It is widely accepted that BetVictor offers our customers the very best in igaming and betting, so being able to launch games from Live 5 maintains that philosophy."

Striving to continue its momentum throughout the year, Live 5 is continuing to advance in all verticals of their business and are now certified in the UK, Spain...

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INCENTIVE GAMES

Incentive Games Partners with NewPlay Group

Incentive Games has announced a new partnership with the UK-based NewPlay group.

NewPlay is an investment company specialised in providing mobile entertainment, gaming and media content services to customers in developing markets with a focus on East and West Africa.

As per the deal, Incentive will provide its virtual football wagering game to two of Newplay's operator brands in Kenya and Ghana, Playabet and Betyetu respectively.

[READ THE FULL STORY](#)

AUTHENTIC GAMING

Authentic Gaming strikes deal with Eastern European operator FavBet

FavBet, a leading online sportsbook operator in Eastern Europe, has bolstered its game offering with Authentic Gaming's full suite of quality live roulette titles.

Under the deal, FavBet players will now be able to access highly entertaining live roulette titles streamed from Authentic Gaming's modern ARENA Studio located in Malta.

This includes 24/7 Roulette, Grand Roulette and the provider's flagship Blaze Roulette variant, which is a classic roulette format delivered in a gameshow environment with a host instead of a dealer.

[READ THE FULL STORY](#)

STAKELOGIC

Stakelogic enters premium partnership with Microgaming

Stakelogic has announced the signing of a premium partnership deal that will see its full portfolio of premium slots launch on Microgaming's content aggregation platform.

The agreement will enable Stakelogic to significantly expand its global reach to provide high quality and innovative casino content to Microgaming customers, further solidifying Stakelogic's footprint in the industry and cementing its status as one of the fastest-growing casino slot developers in 2020.

Stakelogic's games will join a wealth of uniquely diverse and premium content available on Microgaming's platform, provided by the supplier's diverse roster of exclusive independent studios and content partners, which are able to access...

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JULY 2020 PRESS RELEASE HIGHLIGHTS



STAKELOGIC / WHITE HAT GAMING

Stakelogic Partners with White Hat Gaming

Slot game development studio Stakelogic has partnered with White Hat Gaming to integrate its full suite of video slot and classic slot games with the operator and platform provider.

Players at White Hat Gaming's popular brands including Casliando, Dream Vegas and Spinland will be able to access the developer's thrilling and hugely entertaining slot games for the first time.

"It's a thrilling prospect for Stakelogic to directly partner with White Hat Gaming to offer its brands our range of exciting slot games. With our recently acquired UK licence, the potential for this partnership is limitless," Stephan van den Oetelaar, CEO of Stakelogic, said.

"Quality content is what allows our online casino brands and game aggregation...

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VIBRA

Vibra Gaming release desert themed slot

Vibra Gaming, the LatAm focussed game and platform development company, is taking players on a desert paradise adventure with its latest game release, Spin Island.

"This is an island that players want to be stranded on as no other deserted island provides such massive big-win potential," explained Ramiro Atucha, CEO at Vibra Gaming.

"This is delivered through adventurous and exciting gameplay, and a great selection of features including Respins, Wilds, Free Spins and Instant Wins.

"The action-packed gameplay is brought to life by striking graphics and animations, taking players to a far-away place where they can bag plenty of treasure before they are rescued.

"We believe the theme, math and mechanics behind Spin Island will ensure the game enjoys great success in our core LatAm markets as well as with players in other countries around the world."

Players arrive on the faraway island following a shipwreck and explore the white sandy beaches in search of treasure and big wins before rescuers arrive.

Reels one and five trigger a walking Wild that moves in opposite directions.

[READ THE FULL STORY](#)

LIVE 5 / REELPLAY

Live 5 Strikes Agreement with ReelPlay to Use Infinity Reels

Creators of digital gaming content from Staffordshire, UK perhaps better known as Live 5, have reached an exclusive agreement with a multi-channel provider ReelPlay, enabling it to apply the studio's trademarked Infinity Reels mechanic in a series of upcoming titles.

The technology behind this cutting-edge software solution sees each spin start with a traditional reel matrix, but with every winning combo, an additional reel is added along with an increasing multiplier. If this functionality adds to a winning streak or creates a new one, another reel is added and so on. This mode continues until there are no more wins, allowing the reel matrix to return to its original configuration.

Infinity Reels™ are not to be mistaken with NetEnt's Infini Reels™, although both companies recently agreed to conjoin their franchises and strengthen their position in the market.

Rise to Glory

According to the chief executive of Live 5, Lloyd Butler, the company's partnership with Reel Play will mark a significant moment in the studio's brief history. The arrangement will also help the developer to become one of top tier game providers in the following period and create a host of titles...

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1X2 NETWORK

1X2 Network recruits former Netent account manager Rory Kimber

1X2 Network has strengthened its senior management team with the appointment of former NetEnt and Red Tiger veteran Rory Kimber, who joins the developer as Head of Account Management.

From now on Kimber will be tasked with heading up the Account Management team at 1X2 Network and its subsidiaries 1X2gaming and Iron Dog Studio. He will take the lead on commercial projects affecting the providers extensive client base including the projects such as the innovative Branded Megaways™ product.

He will use his extensive knowledge and unrivalled experience to drive growth commercially, setting and deploying strategies for communicating with clients new and existing. Kimber will also build out the team by onboarding new talent.

[READ THE FULL STORY](#)

SILVER BACK GAMING / RELAX GAMING

Silverback Gaming Teams up with Relax Gaming

Are you ready to take a trip deep into the Central American jungle and visit a magical temple where treasures await? If the answer is positive, then the Aztec Luck slot is your starting point.

Presented by an up-and-coming software company Silverback Gaming, this colorful release is launched via the Relax Gaming Silver Bullet platform. With creativity, innovation, and focus as cores of the company's philosophy, the forward-thinking team is determined to deliver immersive and elegant solutions.

Commenting on the presentation, Raphael Di Guisto, Founder & CEO at Silverback Gaming declared:

"We are delighted to be launching Aztec Luck via the Relax Gaming Silver Bullet platform and look forward to seeing it appear in operator game lobbies from 15 July."

Rich Jungle Theme

Captivating visuals and authentic soundtrack instantly grab one's attention, but the list of qualities doesn't end with those.

The game is crowded with actionable features, which fit the overall atmosphere perfectly.

[READ THE FULL STORY](#)

AUTHENTIC GAMING / ASPIRE GLOBAL

Authentic Gaming Partners with Aspire Global

Authentic Gaming has partnered with online casino platform provider Aspire Global. Under the partnership, Authentic's suite of live roulette titles, including Authentic Roulette and Blaze Roulette, will be made available to players at the operator's roster of brands.

Aspire Global has also opted to take Authentic Gaming's Premium Tables package, meaning its players can sit down at real roulette tables located at some of the world's most prestigious casinos including Foxwoods Casino Resort and Royal Casino.

The operator will also have access to Authentic Gaming's Live Banners marketing tool to promote the provider's live dealer titles across its brands, as well as on affiliates and other media sites.

"We are delighted to be working with such an established and successful online casino operator. Aspire Global has quickly emerged as a power player in the industry and we share similar visions in delivering an exceptional player experience and superior game play.

"This is the perfect partnership and one that will deliver tremendous results and successes for both Authentic Gaming and Aspire Global," Magdalena Podhorska-Okolow, CCO of Authentic Gaming, said.

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JULY 2020 PRESS RELEASE HIGHLIGHTS



CHAMPION SPORTS

Champion Sports hires Dan Grigorescu

Champion Sports, the sports betting technology specialist, has bolstered its senior management team with the appointment of Dan Grigorescu.

The gaming industry veteran joins Champion Sports as business development and account manager and will be responsible for driving new client acquisition.

Grigorescu will also work closely with clients through the integration process and then once live, and will also be their account manager and first point of contact.

He joins Champion Sports from EveryMatrix where he was senior sales and account manager. Prior to that, Grigorescu was head of commercial at BetBrain.

“Our technology is among the best in the market and we are keen to introduce Champion Sports and our products and services to more operators in more markets than ever before.

“Dan is the perfect candidate to do this, using his years of industry experience and knowledge and natural talent for sales and account management.”

Dan Grigorescu, business development and account manager at Champion Sports, said: “What an honour it is to join the team at this incredibly exciting time for the business.

“Champion Sports offers its partners one of the most advanced sports betting platforms in the market and I am thrilled to be able to showcase it to operators around the world.

“Mark and the team have been more than welcoming despite the current situation regarding remote working and I am looking forward to working more closely with the wider team when the time is right.”

[READ THE FULL STORY](#)

LIVE 5 / LOTO-QUEBEC

Live 5 grows presence in Canadian market with Loto-Québec deal

Slot developer Live 5 has strengthened its presence in the Canadian market after securing a new deal with state lottery operator Loto-Québec.

As part of the agreement, which has been facilitated by SG Digital and its OpenGaming product, Live 5's Billy Gone Wild slot title will be made accessible to players in the region for the first time ever.

Lloyd Butler, CEO of Live 5, said: “We have ambitious global expansion plans as we move into the second half of the year and are delighted to have entered the Canadian market with Loto-Québec.

“Canada is an exciting and thriving market and we look forward to seeing Loto-Québec customers play their first spins on Billy Gone Wild.

“This is just the start of our plans for Canada and we look forward to launching with more operators over the coming months. We will also deliver more titles to Loto-Québec.”

Billy Gone Wild is the developer's adventurous farm themed slot where players are met by a 'whacky' goat before playing various features, including wilds, free spins and re-spins.

Live 5, which initially focused on the UK market, has its eyes set on expanding into new markets around the world.

Dylan Slaney, SVP Casino at SG Digital, added: “It's fantastic to see OpenGaming play such an important role in enhancing Loto-Quebec's online casino offering with the launch of Live 5's content.

“Our Open Gaming System continues to provide lotteries such as Loto-Québec with access to a platform rich in quality games, including Billy Gone Wild.

[READ THE FULL STORY](#)

STAKELOGIC / LEOVEGAS

Stakelogic Partners with LeoVegas

Online casino game developer Stakelogic has partnered with the tier-one online casino operator LeoVegas.

The deal will provide the operator and its players with access to the developer's slots portfolio.

The new partnership will see LeoVegas begin by rolling out Stakelogic's top-performing game, Book of Adventure Super Stake Edition.

Following this, LeoVegas will continue to release Stakelogic's full portfolio throughout their markets and its players will gain access to Stakelogic's in-demand features such as Quattro & Super Stake.

“Going live with LeoVegas, Stakelogic clearly has a louder ROAR than our closest competitors which is a testament to the calibre of our future partnerships,” Salvatore Marino, Sales Director at Stakelogic, said.

“We are delighted to have boosted our casino offering with the addition of Stakelogic's content. This is an important step for LeoVegas as we continue to strategically diversify our content portfolio.

“At LeoVegas Mobile Gaming Group, we strive to offer our players the latest and greatest gaming experience and by partnering with Stakelogic our customers will be able to enjoy a new range of exciting and engaging titles,” Johan Ekberg, Casino Operations Manager at LeoVegas, said.

[READ THE FULL STORY](#)

INCENTIVE GAMES / BTOBET

Incentive Games agrees new partnership

Free-to-play and paid-to-play multi-sports game developer Incentive Games has partnered with BtoBet in an agreement that will provide the igaming platform provider with its content.

Through the agreement, paid-to-play virtual sports games will form an integral part of BtoBet's content portfolio across Europe, Africa and Latin America.

Incentive Games has built a strong reputation for developing games specifically for markets where cellular data costs are still a significant barrier for a lot of players. Games have also been optimised for Opera Mini Extreme.

In terms of appeal, they have been developed to strike a chord with players that are not usually drawn to regular casino games. As such, they help operators drive additional revenues especially in regions where there is limited live sport.

John Gordon, CEO of Incentive Games, said: “We are delighted to have partnered with BtoBet, an established platform provider with a very strong foothold especially in our core markets of Latin America, Africa and Europe.

“Our games have proved to be very powerful when it comes to acquisition and retention and we believe they will be just as popular with BtoBet's customers. We look forward to a long and successful relationship with our new partner.”

Sabrina Soldà, BtoBet's chief marketing officer, said: “We are pleased to have partnered with Incentive Games who are considered as specialists in the field of gamification.

“The aggregation of their content to our portfolio, particularly with through their F2P and P2P games, allow us to enable our partners to target a much broader audience by providing players with a format of game that appeals to them and works on the devices they use, notwithstanding the different market...”

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JULY 2020 PRESS RELEASE HIGHLIGHTS



1X2 NETWORK / MERIDIANBET

1X2 joins forces with Meridianbet

1X2 Network has added to its roster of operator partners after putting pen to paper on a deal to provide Meridianbet.com with its full suite of casino content.

Under the partnership, players at Meridianbet will gain access to games from 1X2 Network's subsidiary studios, 1X2gaming and Iron Dog Studio, adding variety and quality to its content offering.

This includes chart-topping slots such as Pirates Kingdom Megways and Battle Maidens, classics like Blood Queen and Rainbow Wilds as well as future hits like Megaways Jack.

1X2 Network is one of the most in-demand game developers right now following a run of successful slots that take entertainment and excitement to the next level.



[READ THE FULL STORY](#)

STAKELOGIC

Stakelogic relaunches blockbuster Book of Cleopatra slot

Stakelogic, the innovative online slot developer, has launched a new and updated version of its blockbuster Book of Cleopatra slot, which now comes hooked up to its Super Stake system.

Book of Cleopatra Super Stake edition might be based on the chart-topping slot of the same name but it offers a whole new player experience that includes free spins, retriggering free spins, the option to gamble free spins and, of course, Super Stake.

Free spins are triggered when three or more wild scatter symbols land anywhere on the reels. Players receive 10 free games which are played on special reels with expanding symbols for even more big win potential.

The ancient book opens and reveals which symbol will expand before the Free Spins start and the symbol will automatically expand to cover the entire reel or reels only if a winning combination can be created with that expanding symbol.

Free spins are retriggered if three or more wild scatter symbols land anywhere on the reels while the free spins bonus is active, with another 10 free spins awarded. Players also have the option to buy the free spins bonus in markets where such features are permitted.

If that wasn't enough action, players can also gamble the 10 free spins awarded when they trigger the free spins bonus. Players either win or lose five free spins each time they gamble until they have no more free spins left to gamble...

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FIRSTLOOKGAMES

Players salsa through a festival of Spanish celebrations in La Fiesta

3 scatters take them to a Free Spins party, with the last scatter determining which one. Once triggered they'll jump aboard the party bus that can offer them the chance to upgrade their option!

Falleras, La tomatina, Pamplona and San Joan represent the different Free Spins festivals, each with their own features and triggers. The rose/ Falleras round opens with a mini game that will determine the multiplier and number of starting spins, while the tomatina round brings 7 free spins along with flying Tomato Wilds that turn into Sticky Wilds when splattered on screen.

Pamplona Free Spins is triggered by the bull, bringing 6 Free Spins and Mega Stacks. Here, you can upgrade to the San Joan round that sees a Stallion Wild dancing across the screen, building up a progressive multiplier and respins as he goes.

We've also spiced up the party with some random features, activating each special symbol's respective Free Spins feature at any point throughout the game.

So, start pouring those Sangrias, it's Fiesta time!

RELA:::
G A M I N G

Game Facts:

Layout: 5 x 4

Lines: 40 Fixed Lines

Hit Freq: 21.88%

RTP: 96.19% (96.55% feature buy)

Volatility: 4 out of 5 (depending on how the gambling feature is utilised)

[DOWNLOAD THE 'LA FIESTA' MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM](#)



JULY 2020 EDITORIAL HIGHLIGHTS



LIVE 5

Living up to blockbuster expectations

Lloyd Butler, CEO at Live 5, the studio behind Hercules, Billy Gone Wild, Bjorn the Frost Lord and Roco Loco underlines the importance of streaming & playing slots in order to push the boundaries of game development.

Hi Lloyd! We appreciate that you've given us the opportunity to chat with you. Would you please introduce yourself and Live 5 to our readers?

Lloyd Butler, CEO, shareholder and founder of Live 5. I have 30 years industry experience ranging from software system development to Commercial Director. Live 5 are one of the UK's leading independent designers and creators of digital content. I am very lucky to be supported at Live 5 by a world class team who come together to create high quality games for some of the world's leading gaming operators including SG, GVC, SKY and William Hill.

What's the core vision at Live 5?

Working for Live 5 is tremendous fun and we have built the business to be one that we would want to work for ourselves.

To do this, we offer our employees ultimate flexibility – there are no fixed working hours each day which gives employees the perfect work/ life balance, so long as they hit targets and do the work required to the best of their abilities. We have a team of 28 and everyone has been handpicked for their skills and talents, as well as their passion for and love of gaming and gambling. This makes for a creative, thriving, and productive environment where team members can strike the best work/life balance possible.

You've been in the industry since 2015 and released a total of 17 games...

[READ THE FULL INTERVIEW](#)

1X2 NETWORK

A dive into the maths behind 1X2 Network's new standard

In May 1X2 Network, the company behind 1X2Gaming and Iron Dog Studios, unveiled its new 'revolutionary' standard, designed to help operators market games to players more ethically and profitably.

The Probability of Getting Your Money Back, or PMB for short, identifies a 3D footprint of a game and, combined with mathematical equations, determines the odds of the player achieving a specific return after a set spin amount.

CasinoBeats spoke to Gray Wagner, mathematician at 1X2 Network, who took us through the math behind the new standard, how the data is collected and processed, how it's used to tailor to specific players and future enhancements.

CasinoBeats: Could you expand a bit in regards to the maths behind the new standard?

Gray Wagner: The algorithm takes in two bits of information, the player's bankroll and how much they wish to walk away with (for example: start £200, walk away: £600).

It then calculates the likelihood of this event, given the mathematics of a game. For example: given you start with £200, you might have a 15 per cent chance of winning three times your bankroll.

This gives us three numbers: Bankroll, Money Back Factor and Probability of Success.

We can run this algorithm for many different bankrolls, and many different money back factors, which we can then plot on a 3D graph.

The math behind an online slot game should be seen as a 3D blueprint and PMB allows operators to better understand this blueprint than was possible with other standards and metrics such as return to player and volatility.

This is important because different players seek different experiences from a slot game, from session time to the return on their stake. In the past, RTP and volatility have been used to match games to players, but these standards...

[READ THE FULL INTERVIEW](#)

SKILLONNET

EGR The Big Debate: Jerry Land – VP B2B Solutions, SkillOnNet

This month we ask: Is the trajectory of poker just a false start as live sport resumes?

With live poker rooms shuttered and the World Series of Poker cancelled, there's no denying that online poker has experienced a resurgence during lockdown.

Certainly, lockdown has created ripe conditions for an economic poker bubble – furloughed masses with too much free time on their hands, desperate to fill the void created by the wholesale cancellation of global elite sports.

Poker games, especially tournaments, take a long time to play, which makes them ideal for lockdown. And this has been a very perfect storm for online poker, a true black swan event – an extraordinary set of circumstances, which we hope will never be repeated.

Now people need to get back to work. The world's economy needs to get moving again, not the poker economy. When gamblers aren't at work, they will be watching and betting on sport. People simply won't have the time on their hands to play and study poker. Sadly, they may not have the money either. As the world moves into a possible post-pandemic depression, extra cash for online poker might start to prove elusive.

Because let's be straight about this. Online poker costs money to play, unless you happen to be among the 1% of players who are long-term winners at the game. Most new online poker players during lockdown will soon realise this and quit their expensive new hobby.

As brick-and-mortar poker rooms reopen, live poker players who turned to...

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EZUGI

Gaming Intelligence Spain: Erick Mendez, Ezugi

Colombia is showing signs of opening up the live casino market, a clear target for Ezugi. How does Ezugi view this market?

Ezugi was one of the first suppliers to focus on the LATAM market. For several years now, we have been closely monitoring the regulatory changes in the region and have been working together with regulators to establish a proper live dealer framework based on our past experiences and know-how in markets such as New Jersey.

In Colombia specifically, we have successfully agreed a number of strategic partnerships that will allow us to be first to market with a live dealer studio in the country, providing localised content and dealers via a dedicated studio in the country.

Beside the localised studio we have our retail and OTT (Over the Table) solutions ready to support land-based groups who wish to diversify their product offering and introduce a digital proposition for the first time.

Which other LATAM markets are you interested in?

The only fully regulated market in the region is Mexico, and together with Colombia it has been our main focus. We are now following regulatory changes in Argentina/Paraguay, Chile and Peru as we expect these to become regulated markets within the next two years. Brazil is of course a target, but we believe sports will be regulated before casino. If and when Brazil does open up to casino and live dealer, we plan to be first to market.

What approach will you take to entering these markets?

We will take the same careful, strategic approach that we apply to every market we enter. Being first to market is key as we have done in the past. Our usual approach is to partner with leading local landbased groups who understand the cultural and regulated landscape of the region. Lastly it's cooperating with local regulators to identify the best legal framework.

Once the framework is established having all of our games certified is a must...

[READ THE FULL STORY](#)

GUEST COLUMNIST



MARC WOOD
SALES & MARKETING
DIRECTOR, 1ACCOUNT

Wood discusses why it's so important for the industry to find a way for affiliates to offer free-to-play games

Online casino affiliates are facing tough and challenging times, especially in markets such as the UK, where rules and regulatory requirements continue to tighten.

While this is generally a good thing – as in most cases it ensures players are marketed to responsibly and are properly protected when gambling online – it's causing additional headaches for publishers.

This was certainly the case when the Gambling Commission imposed requirements for operators and affiliates to age verify players before allowing them to access free-to-play games.

This was enacted under LCCP Social Responsibility Code Provision 1.1.2, which states free-to-play games cannot be accessed by children and those under 18.

The rule led to the majority of operators removing free games entirely, and also requesting their affiliate partners, who used free-to-play games to acquire players, to do exactly the same.

This had a significant negative impact on affiliates that use free-to-play games to engage players and drive them to their operator partners, both in terms of traffic and revenue.

This is certainly the case for affiliates that focus heavily on review content, as a free version of the game would often be included in the review.

Affiliates working to a CPA model have equally been hit hard; they need to use cost-effective marketing tools that drive user acquisition without significant investment, and free games provide this.

Of course, affiliates can still offer free games so long as they age verify players before allowing them to access such games.

Some have tried to do this with basic age verification tools such as asking site visitors to enter their date of birth. But these simply don't meet the stringent requirements set forth by the Gambling Commission.

An underage player can easily enter a date of birth that would make them appear 18-years-old and then access the free-to-play games offered on the affiliate site.

Meanwhile, for visitors over the age of 18, being forced to input their date of birth when they land on the site can make for a negative user experience and lead to an increase in visitors bouncing.

[READ THE FULL STORY](#)

1X2 NETWORK

1X2 Network answers slotbeats questions on PMB

Kevin Reid/Chief Commercial Officer/1X2 Network

Could you expand a bit in regards to the maths behind the new standard?
The math behind an online slot game should be seen as a 3D blueprint and PMB allows operators to better understand this blueprint than was possible with other standards and metrics such as return to player and volatility.

PMB allows operators and players to understand the probabilities of hitting certain targets by certain points in the game. For example, the probability of a player hitting x10 their stake within 100 spins, 250 spins, 500 spins and so on.

This is important because different players seek different experiences from a slot game, from session time to the return on their stake. In the past, RTP and volatility have been used to match games to players, but these standards are too generic.

This is because they don't take into account factors such as a player's bank roll, the amount they wager per spin, etc. This actually has a huge impact on whether a game will deliver the wins and returns a player is seeking within the number of spins their bank roll and bet size will allow.

PMB allows operators to understand more about the game and armed with that information more accurately recommend slots to players based on their preferences and expectations.

Can you explain a bit more about your data collection process? Where does it come from?

The data we use for PMB comes from the millions of simulations that we run on...

[READ THE FULL INTERVIEW](#)

CONNECTIVE GAMES

EGR The Big Debate: Serge Mukhanov - CEO, Connective Games

Will the poker boom continue once live sports returns? Yes, but at a slower rate of growth.

I think the global sports blackout has reminded players just how fun, entertaining and rewarding online poker can be, while also introducing a whole new category of player to the game.

Average cash game traffic peaked during lockdown at 55,000 – up from around 30,000 in February 2020 – and while a natural drop off has occurred in the past few weeks, I expect we will continue to see 10%-15% growth for 2020. But this will require action from operators, and they are going to have to work hard to retain players especially as live sports action – and therefore sports betting – slowly returns.

So how can they do this? The first thing they must do is offer a world-class player experience from the moment a customer signs up to their online poker room.

This includes seamless registration, a range of payment options, a great choice of games, decent liquidity and of course generous bonuses and promotions.

Much of this will come down to the technology powering the poker room, which needs to be state-of-the-art yet stable with the option to personalise and localise key features.

To truly localise a product, the operator must get to know their players and data is the best way of really understanding your customer and their preferences.

From this, and so long as the technology allows, operators can tailor their products with localised games, unique tournaments and bespoke features. This also feeds into marketing and retention, and once again a personalised and tailored approach is an absolute must.

If online poker operators are able to achieve this, while continuing to innovate and improve the player experience, then I truly believe the growth enjoyed in recent months can continue, just not at the same scale we saw during lockdown.

In my opinion, poker is now very much back in the game.

[READ THE FULL STORY](#)



SPOTLIGHT ON

THE MONTHLY NEWS ROUND-UP FROM **GAME ON**

ROGER GROS

GLOBAL GAMING BUSINESS MAGAZINE

Global Gaming Business Magazine

GGB



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

I first became aware of iGaming in the early 2000s when I went to ICE and began to see an increasing number of exhibitors in that field. We began to cover it almost immediately so when it came to the U.S. we were able to report on it with accuracy and credibility. Then in 2013 when iGaming was legalized in New Jersey, we became one of the first licensed affiliates for our iGamingPlayer.com website.

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

As publisher, I oversee the entire business, but in reality my COO, Becky Kingman-Gros, handles all the business side, while I can concentrate on editorial and content. With our various titles, monthly GGB magazine, weekly GGB News and now with the onset of the pandemic our GGB News Special Reports, we strive to keep our readers up to date on all issues the gaming industry encounters. In addition, we were the first gaming organization to produce a podcast. The GGB Podcast is now in its 15th year and we've interviewed all the movers and shakers in the business over the past few years.

What are the biggest challenges you face in your role?

Unfortunately due to the pandemic, most of my challenges are financial. Like most companies in the gaming industry we're grappling with problems brought on by the pandemic. Along with my editors, we determine what we cover and how we do it. With travel limited, face-to-face interviews are difficult so we make do with Zoom and conference calls.

What makes the publication so special?

The experience of our staff is second to none in the industry. We recently counted up the years of experience in the gaming industry and among our half a dozen staffers, we have almost 190 years in the industry. That kind of institutional knowledge isn't easily accessed so we believe that our experience gives us a unique viewpoint on anything we report.

What are your three favourite Netflix / TV shows to watch and why?

Don't really have a lot of time to watch TV and when I do it's usually sports. But I was a huge fan of the Wire, the HBO show. I spent a lot of time in the DC/Baltimore area in my youth and they captured the grit and feel of the street. Also recently binged Netflix's Narcos and really liked that. Had a lot of the Wire kind of feel to it.

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

I love Malcolm Gladwell's podcast, Revisionist History. As a history buff, I really like Gladwell's unique viewpoint on history and his different takes on it.

What's your favourite quote or motto?

Man plans, God laughs....

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