



FOCUS ON

AUGUST

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



SHEBA



AUGUST 2020 PRESS RELEASE HIGHLIGHTS



FIRST LOOK GAMES / VIBRA GAMING

Vibra Gaming joins First Look Games

LatAm-focused game developer Vibra Gaming has joined the growing list of studios to partner with First Look Games in a bid to boost marketing activity around its portfolio of online slot and casino games.

As a First Look Games partner, Vibra Gaming gains direct access to hundreds of online casino affiliates for the first time and can share with them information and assets for its current portfolio of games and all future releases.

This includes game information sheets and marketing assets such as logos, images and videos of games being played. These are uploaded to the First...

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STAKELOGIC / IFORIUM

Stakelogic now available via Iforium's Gameflex platform

Blockbuster slots such as Flappers, The Expendables Megaways and Book of Cleopatra SuperStake can be accessed by operators powered by the market-leading platform

Stakelogic, the innovative and exciting online slot developer, has put pen to paper on a deal that will see its entire portfolio of games made available via Iforium's powerful Gameflex platform for the very first time.

The partnership provides Stakelogic with rapid distribution into additional regulated markets such as the UK, Spain and Romania, allowing the developer...

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EZUGI

Ezugi certification secures Lithuanian lift-off

Live dealer gaming provider Ezugi has realised the latest step in its global expansion strategy after securing game certification to go live in Lithuania.

Striving to grow its presence in regulated markets worldwide, Ezugi, which has formed a part of Evolution Gaming Group since January 2019, also becomes "the first live dealer to launch in Lithuania".

Assuring that its suite of titles will go live with several operators over the coming weeks, games certified for launch include live variations of blackjack, roulette and baccarat, with more titles and variants due to be approved shortly.

Ezugi states that it had targeted the jurisdiction due to the "tremendous..."

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AUTHENTIC GAMING

StarCasinò recruits Authentic's live roulette suite

Authentic Gaming has strengthened its presence in the Italian online casino market after undertaking an integration of its suite of titles with the Betsson Group's StarCasinò brand.

Under the deal, players at StarCasinò will be able to access games from the live roulette specialists flagship Arena Studio, including Blaze Roulette, Grand Roulette, 24/7 Roulette, and Auto Roulette.

Jonas Delin, CEO of Authentic Gaming, said of the partnership: "We are delighted to have partnered with Betsson to integrate our live roulette..."

[READ THE FULL STORY](#)

1X2 NETWORK / IRON DOG STUDIO

Iron Dog Studio takes players back to the dawn of Megaways

Iron Dog Studio is taking players back in time and to the dawn of Megaways with its latest blockbuster release that becomes the first Megaways slot to offer more than one million ways to win.

1 Million Megaways BC takes players on a journey back to the Ice Age where the beasts, and the slots, run wild. But if they can survive this harsh and rugged environment, they are rewarded with up to 1,058,841 ways to win.

In the base game, every winning tumble increases the global multiplier up to a maximum of x8. Four tumbles in a row will trigger the free spins bonus and...

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FSB

FSB selects Glenn Elliott as new COO

Sports betting platform provider FSB has confirmed that former SG Digital executive Glenn Elliott has joined the company's executive leadership team as new Chief Operating Officer (COO).

Elliott will be tasked with overseeing the company's account management team as well as managing FSB's five operational service divisions: Sports, Platform, Marketing, Retail and SaaS Hosting.

Commenting on his new role, Elliott said: "It is an honour to join the FSB team and to help drive the organisation forward through the next stage of its development. The business is in incredible shape and has a talented and highly motivated team dedicated to ensuring it achieves its full potential."

[READ THE FULL STORY](#)

AUGUST 2020 PRESS RELEASE HIGHLIGHTS



CONNECTIVE GAMES

Connective Games to power Dan Bilzerian's India-facing poker site

Connective Games has extended its partnership with popular Indian poker operator, Spartan Poker, to power a new poker brand launched to players in the country in conjunction with American actor and Instagram star, Dan Bilzerian.

Blitzpoker uses Connective Game's cutting-edge online and mobile technology to deliver the best possible poker experience to players in India, offering a wide range of international poker variants including Texas Hold'Em and Omaha.

Players will also be able to take advantage of award-winning mobile poker play, including the option to switch seamlessly between portrait and landscape mode, fully optimised mobile display including thumb play and the ability to multi-table from mobile.

Connective Game's powerful technology provides a secure and stable...

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SKILLONNET

PlayOJO partners Pragmatic Play for UK online bingo launch

Online casino operator PlayOJO is set to enter the UK online bingo market with Pragmatic Play.

The launch of the new vertical marks PlayOJO's first move beyond online casino and will see the operator offer a wide range of bingo games from Pragmatic Play, including 90 ball, 80 ball and 75 ball variants, as well as the industry-first Bingo Blast game.

SkillonNet-powered PlayOJO aims to become one of the leading bingo operators in the United Kingdom, where 25 per cent of its players are already bingo customers, with a focus on 35-55 year-old females.

To celebrate the launch, PlayOJO is offering over £300,000 in guaranteed prizes every month, as well as progressive and community jackpot games with big-win potential. The new online bingo offering also features no wagering requirements, no maximum wins from bonuses and no withdrawal restrictions.

"PlayOJO's fun, quirky approach resonates with men and women, and makes us a natural home for bingo players," said Andrew Steddy, head of bingo at PlayOJO. "A significant proportion of our existing player base is already interested in bingo, so we're thrilled to be giving them more of what they want."

[READ THE FULL STORY](#)

STAKELOGIC

Volcano Deluxe Slot from Stakelogic

The Dutch casino game creators Stakelogic have announced this morning the release of their latest online slot game in the form of Volcano Deluxe, which they are hopeful that players will take to and its potential to 'erupt' with big wins, certainly if the marketing material to coincide with Volcano Deluxe is anything to go by.

Indeed, the press release for Volcano Deluxe states that: "Stakelogic's latest slot is about to erupt, giving players the chance to land explosive wins through fiery features including Random Wilds, Super Wilds that fill the whole reel, Cash Prizes and Free Spins."

With a reported RTP of 96%, Stakelogic also confirm that Volcano Deluxe, a 5x4 reel 20 payline slot, incorporates a free spins bonus round offering players a chance to grab a potential big win. Further, players have the opportunity to gamble any win hit while playing the slot.

In addition the volcano symbol is active during the base game, erupting at random, offering players one of the aforementioned 'Random Wilds, Super Wilds, Cash Prize or Volcano Spins'.

Speaking about the release of Volcano Deluxe, Stakelogic's Chief Executive...

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1ACCOUNT

Warren Greatrex Racing welcomes 1account backing

Player ID and verification platform provider 1account has signed a multi-year sponsorship agreement with horse trainer and team Warren Greatrex Racing.

The two-year deal will see the group's branding appear across all team garments including jockey silks, hat silks, horse blankets, team jackets and exercise sheets.

Furthermore, the 1account logo will be displayed around the Warren Greatrex Racing yard located in Berkshire, as well as on team horseboxes, yard vinyls and stable banners.

The partnership also includes website and social media co-branding, client entertainment collaborations at the stables and post-race interviews.

Racehorse trainer Greatrex explained: "We are delighted to welcome 1account..."

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1X2 NETWORK / SINGULAR

1X2 Network in igaming deal with Singular

1X2 Network has expanded its distribution network by integrating its full suite of games from its 1X2gaming and Iron Dog Studio subsidiaries with the casino and sports betting technology provider, Singular.

In addition to the developer's catalogue of popular slots and table games, the partnership also includes virtual sports titles from 1X2 Network's strategic partner, Leap Gaming, providing a major boost to the content Singular offers its operators.

The integration means that Singular's operator partners can provide their players with access to chart-topping titles such as Blood Queen, Pirate Kingdom Megaways and Battle Maidens for the very first time, plus virtual titles like Virtual Champions and Virtual Football Pro.

1X2 Network has earned a reputation for designing and developing hugely entertaining slot and table games that combine stunning visuals with smart math and innovative features to deliver a fun and thrilling player experience.

This makes it a perfect content partner for Singular, which has also earned a reputation for providing tier one operators with best in class online casino and online sportsbook products and services, including a game portfolio consisting...

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AUGUST 2020 PRESS RELEASES



LIVE 5

Sheba Slot

Top performing William Hill retail slot Sheba has been converted to the online environment by Live 5.

Live 5 has reworked top performing William Hill retail slot, Sheba, into an online game designed specifically for desktop and mobile players that will launch exclusively with William Hill online before hitting the wider market on 6 September.

Sheba is a simple, classic ten-line video slot that give players the chance to win royal treasure from the Queen of Sheba herself. They are helped in their quest for riches by three features; Expanding Wilds, Sticky Expanding Wild Free Spins and Super Spins.

Free Spins are triggered when you get 3, 4 or 5 Scatter Symbols with 10, 15 or 20 Free Spins awarded. Any Wilds that land will expand and stick in place for the duration of Free Spins. Every Scatter that lands will add 2 extra Free Spins.

Super Spins is a high stakes game mode in which four spins are played sequentially on four separate reel sets. If a Wild lands it will expand and transfer to the remaining reels and it will also have 2x Multiplier, which will increase by 1x on each transferred wild.

As a buy-in mode feature, Super Spins is subject to availability dependant on region.

Sheba benefits from the same cinematic production quality of other Live 5 slot games, which has seen the studio earn unrivalled reputation for designing and developing superior games. This includes striking graphics and authentic sound.

The integration with William Hill has been facilitated by SG Digital, which will...

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SENET

Renowned Gambling regulator joins Senet

Senet has today announced the appointment of Paul Newson as Head of Advisory Practice.

Specialising in gambling law, regulation, advisory services and compliance training, Senet is Australia's leading multidisciplinary advisory firm and a fitting home for Australia's most highly regarded gambling regulation thought leader.

"As previous CEO at Greyhound Racing NSW and Deputy Secretary responsible for liquor, gambling and racing in NSW, Paul brings unmatched regulatory knowledge and expertise to the Senet team," said Julian Hoskins, Senet's Principal of Gambling Law and Regulation Practice.

"No other firm offers the breadth of specialist services Senet does, and Paul's reputation for advancing regulatory policy and practice precedes him.

"Paul led the strategic positioning and direction of the NSW Responsible Gambling Fund which substantially enhanced its capacity to tackle gambling-related harm.

"And given his advocacy for innovation and sustainable industry development, he's a perfect fit for the work we do, and we're thrilled to welcome him to the team."

The latest high-profile executive to join Senet's powerhouse team, Mr Newson is set to provide the gambling sector with a unique and highly experienced skill set, joining a specialist team of advisors composed of Australian industry heavyweights.

Alexandra Hoskins, Principal of Senet's Compliance Academy, said the addition of Mr Newson would significantly enhance Senet's expertise across the sector.

"Paul is an extremely dynamic executive, so this is an exciting time for us at Senet. His regulatory pedigree is second to none, which is exactly what our clients need when presenting with incredibly complex issues requiring commercial, political and social considerations."

[READ THE FULL STORY](#)

STAKELOGIC

Stakelogic launches Fruits Gone Wild Supreme

Stakelogic is thrilled to announce the launch of its third game in the popular Fruits Gone Wild series, Fruits Gone Wild Supreme.

Following the success of Fruits Gone Wild and Fruits Gone Wild Deluxe, the slot developer has completely re-imagined the theme for the latest installation.

The classic slot boasts a brand-new design, giving it a sleek and modern look, which has been combined with features such as Free Spins, Random Wilds, Super Stake and Gamble.

Throughout the game, players collect Joker symbols, which act as Wilds, which are then added to a counter at the top of the game window.

On the 15th spin from the base game, or the 5th spin when the Free Spins feature is active, the words Random Wilds appear and the collected Wild Jokers are added to the reels while they are still spinning.

If the counter has two or more Wild Jokers, there is a chance Multiplier Wilds will appear instead and sees two of the Wild Jokers land on reels two and five with a Multiplier of either x2, x3 or x5.

Free Spins are triggered when three or more Scatter symbols land anywhere on the reels, awarding 15 Free Spins plus another five for every additional triggered Scatter symbol that lands.

During Free Spins, the triggering Wild Joker counter is set to five and not 15 as it is in the base game.

If that wasn't enough action to keep players on the edge of their seats, Fruits Gone Wild Supreme also comes hooked up to Stakelogic's innovative Super...

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1X2 NETWORK / BETWAY

1X2 Network and Betway join forces

1X2 Network has added Betway to its growing list of tier one operator partners, integrating its roster of slots and RNG games with the popular gambling brand.

The partnership will see games from the developer's 1X2gaming and Iron Dog Studio subsidiaries launch to Betway players in regulated markets for the very first time.

This includes chart-topping titles such as Pirate Kingdom Megaways, Megaways Jack and Battle Maidens as well as classic player favourites Blood Queen and Rainbow Wilds.

The deal also gives Betway the ability to gain access to additional content that is built on the 1X2 Network RGS.

1X2 Network has become one of the most in-demand developers in recent months with its titles rising to the top of operator game lobbies in regulated markets around the world.

Its titles appeal to all player types, from regular players seeking big win potential to more casual players seeking fun and entertainment.

Kevin Reid, COO at 1X2 Network, said: "Betway is one of the largest internationally recognised brands but one that resonates particularly well with our team.

"As sponsors of West Ham, Betway is engrained in our local community with our offices just down the road from the football club's East London training ground.

"Betway has become an established operator in regulated markets around the world and we are delighted to be able to offer our content to its players.

"Our games have proved time and again to engage players and deliver an unrivalled experience and we are delighted to be working with an operator with the stature of Betway."

Anthony Werkman, CEO at Betway, said: "We are always looking to strengthen our portfolio with quality content and in that regard 1X2 Network, with its Iron...

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AUGUST 2020 PRESS RELEASE HIGHLIGHTS



EZUGI / SLOTS.IO

Ezugi outlines Estonian ambition alongside Slots.io

Live dealer gaming provider Ezugi has made its first steps into the Estonian market after integrating its suite of titles with online casino brand Slots.io.

As a result of the agreement players at Slots.io will gain access to live blackjack, roulette and baccarat titles streamed from Ezugi's studios from around the world for the Estonian market.

Operated via an Estonia licence and with the option to Pay and Play for Estonia customers, as well as boasting a presence in a variety of other markets such as Germany and Canada, more games supplied by Ezugi for the Estonian market will soon follow.

Pang Goh, business development director at Ezugi, explained: "This is a great partnership for Ezugi, aligning our company and games with an Estonian operator that takes a similar approach to disrupting the market and delivering the best possible experience to players. This is also our first customer operating in the Estonian market, which is gathering pace and a really interesting proposition for us.

"Therefore it is great to see our live casino content line up alongside more than 2,000 other titles in what is an undoubtedly impressive game portfolio. Live casino is becoming increasingly popular in markets around the world and it's good to see Slots.io bolstering its proposition with our titles." Launched in 2019 and offering players more than 2,000 slots, table and live...

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SKILLONNET / EYECON

SkillOnNet integrates Eyecon titles into portfolio

SkillOnNet has strengthened its portfolio with the addition of Eyecon. The integration means that players at sites such as PlayOJO, Slots Magic, PlayJango, RoyalBet and MegaCasino can access slots such as Shaman's Dream and Temple of Iris.

With the addition of Eyecon, SkillOnNet offers its operator partners more than 3,000 slot, table, jackpot, Slingo, instant win and live dealer titles.

Michael Golemba from SkillOnNet commented: "Eyecon is one of the most established slot developers in the industry and is responsible for some of the most popular games of all time.

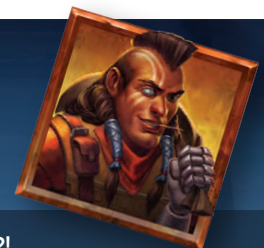
"They are a great addition to the SkillOnNet game portfolio and will add yet more variety and quality to the content we offer to our partners and their players."

Zvi Chazanov, Key Account Manager at Eyecon, said: "We are delighted to be launching our games with the award-winning platform, SkillOnNet, expanding our reach into new areas.

"We are thrilled to have the opportunity to share our strong portfolio of visually thrilling, high performing games with SkillOnNet's operators and their players. We believe this will be a long and successful partnership for Eyecon and our new friends at SkillOnNet."

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FIRSTLOOKGAMES



Win up to 50,000x Bet with Money Train 2!

This is one exhilarating train ride your players won't want to miss! Back with bigger win potential and base features that keep more than the reels rolling, with a 50,000x win up for grabs, Money Train 2 could offer the adventure of a lifetime.

3 or more scatters kick-start the adventure in the Money Cart Bonus Round, where players get the help of some of the best crooks in the business: the Collector, the Payer, and the Sniper! Persistent characters activate with each spin while the un-persistent run out of steam after a single activation - until the Necromancer turns up to bring them back to life!

3 spins gets players started in the Bonus Round, with the chance of winning more with every symbol that lands. Scatters with a value are added to their winnings, while the Payer adds her own value to the pot. The Sniper doubles the values and chips in his own. When a reel fills with symbols, another column is added, bringing even more win potential.

It's no wonder your players might be racing to the Buy feature, they can cut right to the chase and go straight to the Bonus Round. Are they ready for action?

- Columns:** 5X4
- RTP:** 96.40% (98.00% for feature buy)
- Payout Mechanic:** 40 fixed lines
- Volatility:** 5 out of 5
- Max win per line:** 20 x bet



RELA:::
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AUGUST 2020 EDITORIAL HIGHLIGHTS



LIVE 5

Striving to compete with the best

Lloyd Butler, CEO of Live5, talks about why launching in the UK market provides slot developers with the learning curve they need for successful international expansion.

The UK online casino market is often considered one of the most competitive in the world.

It is well established with a large number of online casino brands and game developers all fighting for their share of consumer attention and, more importantly, consumer spend.

Anyone looking to enter the fray must be prepared for this, but in many ways this is exactly why developers launch in the UK market before expanding elsewhere.

There is no better way to develop and improve than by competing with the best and by entering the UK market, developers know they must be at the top of their game from day one.

Below, I discuss why the UK is a key market for developers with international ambitions and what can be learned from a jurisdiction where operators and players have such high expectations.

The best expects the best

The challenge for any new studio is to get its games integrated with a big-name operator, but once that has been achieved the learning curve only gets steeper.

Tier one online gambling brands can be incredibly demanding when it comes to the games they launch to their players, especially if those games are bespoke and exclusive.

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CHAMPION SPORTS

Much needed breathing space

Mark Robson, co-founder of Champions Sports, says the global sports shut down has given technology providers the time they need to push ahead with development and innovation.

The past four months have undoubtedly been tough for the global gambling industry, with operators and suppliers facing unprecedented circumstances and challenges. But every cloud has a silver lining and the shutdown of sports events – and as a result, sports betting – has provided and unexpected opportunity for the sector to catch its breath.

As a B2B technology provider, this has proved particularly beneficial as it has allowed us to focus on product development and shifting up a gear to accelerate our product road map.

Instead of using resources to ensure our technology is stable and working to its full capabilities all of the time, we have been able to redeploy resources to development and innovation. As a result, we have been able to build and deploy features and tools now that would have taken many more months to bring to market.

With sports now slowly returning, this means our operator partners can resume play armed with a new arsenal of products to offer to their players. The past few months have also allowed us, and I would imagine our rivals, too, to put their disaster recovery (DR) policies and procedures to the test in the real world for the first time.

Most organisations don't want to test their DR plans in normal circumstances over fears they will disrupt the product and service they are providing and, indeed, because they might not work.

The pandemic took this choice away, forcing organisations to deploy their DR processes in order to ensure it was business as usual or as best as it could be, at least. For us, our DR plan worked like a charm, including product and service delivery, resourcing, employee availability, remote working and so on.

[READ THE FULL STORY](#)

GREEN JADE GAMES

GI Friday Guest Columnist: Ben McDonagh - CEO, Green Jade Games

McDonagh from Green Jade says arcade skill games are a must-have addition to any mobile game lobby if operators are to truly leverage the power of smartphone and tablet play.

Mobile is now the dominant channel of play and online gambling operators understand the need to offer the best possible experience to players accessing their sites from smartphones and tablets.

This includes mobile-optimised designs and layouts that ensure players are not required to scroll and swipe excessively, and cutting-edge platforms that deliver a seamless experience.

Similarly, acquisition and retention strategies must be built around mobile, ensuring operators communicate with players via the channels and devices where their attention can be found.

As part of this, operators need to stock their mobile game lobbies with the same quality and volume of content as made available to those playing on desktop.

It is simply not good enough to offer 1,500+ slots, casino, table, live dealer and instant win games on desktop but just 500 or so to those playing from smartphone and tablet.

But mobile gaming is not just an issue of quantity. Operators must stock their lobbies with games that have been developed with mobile play in mind from the get-go.

Mobile players deserve to be given the best possible experience, but this is also because the mobile player demographic is broader... (Pg 11 - GI Friday)

[READ THE FULL STORY](#)

FSB

Mark Wilson: How FSB is meeting the recreational cricket punter's demands

On the eve of England's final test match against Pakistan, FSB Head of Trading Mark Wilson gave SBC News valuable insight on the rise of cricket algorithms and how he and FSB had to quickly adapt their cricket strategy during lockdown.

SBC: International cricket made a return earlier this summer with the Test series. Can cricket step-up to the crease in offering a popular market for punters?

MW: Absolutely. Cricket has always been a very popular sport to bet on in the UK and in the Indian Subcontinent cricket is the most popular sport.

The advent of lots of T20 tournaments such as the IPL and the Big Bash has seen betting turnover soar in recent years. Like in other sports the demand has been for more quickfire in-play markets such as run bands, next dismissal etc, and the increase in this type of market has kept the recreational punter engaged throughout the course of a match.

SBC: In terms of betting volumes, how has engagement with the sport compared to pre- lockdown figures? And what can sportsbooks do to retain those customers that wouldn't otherwise have engaged with the sport?

MW: Like with other sports post lockdown, the return of International cricket saw a real upsurge in turnover with punters being starved of top class action for several months. Both Test series have been really popular with matches being in the balance throughout.

The first test between England and Pakistan was very good from a turnover perspective with England coming back from a precarious position on the 4th day.

With regards to keeping new fans of the sport engaged, here at FSB our marketing teams have continued to keep serving these players with relevant content and messaging even when the general sports betting focus...

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INCENTIVE GAMES

INTERGAMINGi talks to in-the-know suppliers about the particular challenges they face in realising the great potential across the continent

The penetration of mobile phones in Africa has increased hugely in recent years. One report from the Global System for Mobile Communication in 2019 stated that sub-Saharan Africa hosted close to 750 million SIM connections - representing three-quarters of its entire population.

In tandem with the onward march of handheld technology goes the opportunity for gaming on the move - albeit, for those targeting the nascent market, once that contains significant challenges, with the aforementioned region having the least affordable data globally.

Still, with a young, savvy and sports-mad population across a hugely varied continent, there is a common thirst for engaging offerings even given the understandable restrictions compared to markets where data is far more affordable.

Spyros Stavropoulos, commercial director of omni-channel content solutions leader Vermantia, said that while there is a discrepancy between the varying sub-regions in Africa, it is worth acknowledging that the market across sub-Saharan Africa is making up ground at breakneck speed.

"The opportunities are vast, but its challenges are persistent," he said. "We aim to provide operators in the region with access to the best in terms of both content and technology, offering them tailored solutions to ensure what they offer meets the betting needs of their local market.

"We are already live with our Ultimate Live Greyhound Channel in Nigeria, a country that can already be considered as a developed market. We're broadcasting our bespoke greyhound channel with more than 40,000 races annually from the UK and Australia across several operators.

"Alongside that, we built the industry's first African satellite TV channel dedicated to virtual games that can really take off in the region. The scalable, localised and cost-effective solution enables operators to share a daily schedule of virtual games. Having been launched for betting shops in Uganda, Kenya, Nigeria, Ghana, a second bespoke channel dedicated to virtual races has followed."

For Fantasy Sport Interactive (FSI), it's South Africa that has proven to be a very good fit as a market for selling its fantasy sportsbook concept, as CEO **Dennis Tsalikis** explained.

"At ICE London 2019, where we made the world premiere of our original fantasy sportsbook concept, FSI's Fixed-Odds-Fantasy, we had the pleasure to meet the team of Betting Entertainment Technologies (BET)," said Tsalikis. "BET is the leading igaming and betting software provider in South Africa and its experienced team immediately realised the potential of Fixed-Odds-Fantasy as a unique fantasy betting offering for the African market.

"They proceeded to promote our team-based Fantasy Odds product to be integrated and offered by South Africa's most popular betting operator, Hollywoodbets. Hollywoodbets is a top-tier operator in South Africa with strong retail presence and a gaming website with world-wide reach. The company offers local and international horse racing betting, an extensive range of sports betting from soccer, rugby, cricket and golf to American sports, as well as several international 'lucky numbers' lotteries.

"FSI provides an innovative fantasy sports betting offering for Hollywoodbet's audience, which combines the gaming and team management aspect of fantasy sports with standard sportsbook, using FSI's exclusive fantasy odds feed. Hollywoodbets has launched our offering for the English Premier League, under the product name Fantasy League Betting, doing an amazing work on the branding, audience education and marketing front. The FSI team is in constant contact with Hollywoodbets' people, providing support and of course the fantasy odds for every gameweek.

"Overall, we are thrilled to have the opportunity to introduce fantasy sports and performance wagering to the emerging but thriving African market through this collaboration. Our constructive partnership with BET and Hollywoodbets...

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CHAMPION SPORTS

Luke Campbell, Champion Sports: Modular thinking most play the lead role in sportsbook migrations

At one point or another all betting operators face critical questions on their platform structures and operational set-ups facing the daunting task of changing technology supplier. Luke Campbell, Head of Sportsbook Operations at Champion Sports, states that modular technologies are the best solution to ensure a smooth and seamless migration...

If you ask senior executives at an online gambling operator of any shape or size about migrating their platform, you will see beads of sweat break out across their foreheads and a look of terror appear across their faces just at the thought of it.

They are right to feel this way; platform migrations can be hugely problematic, incredibly time consuming and see costs spiral out of control. Just this week I read of an operator in the US that is expecting to take an entire year to move across to its newly purchased platform.

The fear is very much real. However, with operators needing to use state of the art platform and technologies to provide players with the online gambling experience they have come to expect, migrations are an inevitability if they are to remain competitive.

Before discussing the ways that operators can ensure a smooth and seamless technology migration, it is worth taking a quick look at why migrations cause such headaches for operators, and why they take so long to undertake and complete.

The "just make it work" ethos

The vast majority of tier one operators are running on archaic platforms that are monolithic, built without flexibility and have been endlessly patched in what I call the "just make it work" ethos that has been necessary due to the rapid technical advancement the sector has experienced.

I've got to say, if I had a penny for each phrase like this used on a call, I'd certainly be in the running to buy a famous English Premier League club with my small change!

Over the years, operators have had to add new features and functionality and the only way to do this quickly and efficiently has been to effectively bolt on and bodge platforms. But this can only be done for so long before more drastic action is required.

Because technical debt is endemic in the betting industry, existing systems cannot be easily migrated to new, modern platforms without incurring massive on-going costs and the additional expenditure required to replicate it.

Bite the bullet

The majority of operators are aware that at some point they will have to "bite the bullet" and undertake a platform migration. And while this is always a big project, there are ways to make the process seamless and smooth, deliver it on time and to budget.

This, of course, comes down to the technology you are migrating to and the approach of the platform partner you are working with. This is why we champion platforms that utilise modular components as the best way to go.

Why? Because by creating a technology stack that uses "dockerised" containers, everything can be redeployed which means zero downtime and a switch over that can be undertaken in the blink of an eye - literally. Let me explain by way of example.

Imagine if you have a system where you need to be able to switch over a particular special offer management module for the start of the new football season.

In older systems, this process can be troublesome, involve many developers, time and endless (and pointless) calls to figure out how to do it. You'd most likely need to start this work about a year beforehand.

In our modular system, we have one overall set of business rules, and our containerised and modular design pattern means that we could simply and...

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SPOTLIGHT ON

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

JAMES SLATTERY

BUSINESS DEVELOPMENT MANAGER @ G3



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

My interest in the gaming industry stems from my father, (John Slattery, G3 Director) whose been working in the sector for almost 30 years. My chance to experience the industry first-hand came after graduating from Salford University in 2011. Helping out on the G3 booth during my first ICE event was a career course correction for me.

I spoke to so many industry veterans at the show who described gaming as something that sinks its teeth into you and never lets go. And I remember spending an hour discussing all aspects of the industry in an amazing conversation with one caller to the booth.

It was only when he left that I was told it was Len Ainsworth, the founder of Aristocrat and AGT. The fact that someone like that took the time to ask me about my aspirations and shared his own, was remarkable. From there the bug bit me hard and I joined G3 in 2012 with the remit to expand the iGaming side of the magazine.

What is your job title and what does your day to day responsibilities at G3 include?

As a Business Development Manager, I'm responsible for sales/advertising across all our titles, including; G3 Magazine, G3Newswire.com, G3Newsletter and G3 Apps. I help identify new business opportunities to add to G3's ever growing portfolio.

I'm also charged with representing G3 across our social channels, compiling campaigns, creating content and enhancing our online presence. A major part of my role is working with exhibition and conference organisers to cover industry events and arrange our media partnerships.

I look forward to the prospect of travelling to international conferences again soon, but for now I'm busy organising our digital events coverage.

What are the biggest challenges you face in your role?

The gaming magazine sector is intensely competitive, which means that you need a great product, a great team and great offer, both for the readers and our advertisers, in order to compete effectively in this industry. We relish that challenge at G3.

What makes the publication so special?

G3 was established in 2002 as a global media channel supplying news, market research, expert opinions and data to the international gaming community. What's special is that we cover all aspects of gaming across every market.

We report on sports betting in Colombia, land-based casinos in South Africa, street gaming in Austria, lotteries in New Zealand and online Live Casino on any device you can mention. You get a truly cosmopolitan view reading G3.

We have a great team with a wealth of industry experience and a roster of amazing clients - that's what's special.

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

If I had to narrow down to three I would say Game of Thrones, The Stranger and Ballers.

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

I really enjoy listening to 'That Peter Crouch Podcast', as I'm football mad and love listening to stories that give you an insight into the lives of players and, of course, I love the banter.

What's your favourite quote or motto?

The most important thing is to enjoy your life - to be happy - it's all that matters.

