



FOCUS ON SEPTEMBER

THE MONTHLY NEWS ROUNDUP



VAMPIRE HUNTERS

SEPTEMBER 2019 PRESS HIGHLIGHTS



SKILLONNET

'Ambitious' PlayKasino selects SkillOnNet power.

New UK-based online casino brand PlayKasino has opened its virtual doors for the first time, unveiling an agreement with SkillOnNet in the process.

Utilising the same technology that powers numerous igaming entities, including PlayOJO, the challenger brand plans "to take regulated European markets by storm" after launching via the SkillOnNet platform.

PlayKasino has been designed as a brand for all players, a viewpoint that it intends to apply to its range of games amid plans to introduce a vast array of slots and table games.

[READ THE FULL STORY](#)

PLAYOJO

Thumbs up for PlayOJO with Swedish responsible gambling campaign.

PlayOJO has launched a new major advertising campaign in Sweden, placing a significant focus upon responsible gambling and reinforcing measures outlined earlier in the year in a bid to curb exposure to underage individuals.

The online casino operator, powered by SkillOnNet, is proceeding with what it calls "a massive new TV, radio and digital advertising campaign," as strives to make players aware of the tools it offers to help them continue to play responsibly.

Bringing forward a key message of gambling responsibly and alerting users to the tools and support available to stay in control of their play.

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INSURANCE RISQ

£150,000,000+

Insurance backing for Sports Competitions, Betting on Lottery, Games, and Promotional Campaigns via the **iGaming Insurance Platform iGiP™** at www.RISQ.uk/InsuranceRISQ

1X2 NETWORK / GAMOMAT

1X2 Network bolsters 3PI with Gamomat content.

1X2 Network has added firepower to its 3PI game aggregation platform after uniting with game developer Gamomat.

Gamomat's games will line up alongside those from GameArt, Habanero, Playson and Oryx Gaming plus 1X2 Network's in-house studios, 1X2gaming and Iron Dog Studio.

The Germany-based online and land-based slot, casino and jackpot developer became the first to launch a first-person-shooter jackpot bonus round, Crazy Chicken Shooter.

[READ THE FULL STORY](#)

ALL-IN DIVERSITY PROJECT

All-In Diversity commences second annual survey.

The All-In Diversity Project is urging all gaming businesses to take part in its second annual survey, the result of which will be used to create its All-Index report.

Thus far, the group has seen a significant spike in interest year-on-year, with the number of companies that have volunteered to be involved having risen from 25 for the first survey to more than 50 for the second, with time to participate still remaining for those that have yet to.

[READ THE FULL STORY](#)

RISQ

RISQ onboards hedging and reinsurance expert Blerina Essen.

RISQ, the leading provider of liquidity, pricing and risk management to the global gaming industry, has strengthened its hedging and reinsurance team with the addition of Blerina Essen, the Managing Director of MyLotto24, who joins as a risk and strategy consultant.

Essen will be working with RISQ to improve the hedging and reinsurance structures.

[READ THE FULL STORY](#)

FIRST LOOK GAMES / FANTASMA GAMES

First Look Games welcomes Fantasma Games.

First Look Games has today announced that Fantasma Games, the Stockholm based games studio, has signed a deal to use First Look Games' platform which provides a direct link between game studios and affiliates to maximise exposure of their titles.

The partnership means that Fantasma Games can share up-to-date, accurate information and assets for its games.

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RAZOR SHARK

out on 03.09.2019

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SEPTEMBER 2019 PRESS HIGHLIGHTS



BIG TIME GAMING

Big Time Gaming readies launch of new slot Lil Devil.

Casino games provider Big Time Gaming (BTG) is set to roll out its latest slot Lil Devil with London-listed operator Flutter Entertainment.

Set against an apocalyptic background of a burning desert shack, Lil Devil is a new six-reel, 4,096 ways-to-win slot which features the supplier's new Heartstopper mode and a soundtrack provided by British rock band The Cult. Heartstopper acts as a side-game to the base game, rewarding engagement.

[READ THE FULL STORY](#)

HEXOPAY

Hexopay adds Partnership Agreement with Gigadat Solutions.

The global leading payment company Hexopay has added a Partnership agreement with Canada-based financial service provider company, Gigadat Solutions.

Through the newly signed agreement, Gigadat, will enable Hexopay to offer ergonomic and efficient online banking payment solutions based on Interac®, the Canadian interbank platform, through Direct Contracts or Payment Facilitator Models. Hexopay is set to launch with Gigadat in Q3 2019

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FIRSTLOOKGAMES



AZTEC TEMPLE TREASURES

Let the Aztec God's Mighty Power help you to intensify your wealth! Collect all the riches with the aid of the Aztec God, QUETZALCOATL!!!

This game is based around the Powerful Aztec God Quetzalcoatl, the Feathered Serpent. The Aztec God may improve the spin by randomly adding 1 of 3 features:

Path of the Gods - The Aztec God will walk across the reels dropping WILDs on his path.

Heaven Ascension - The Aztec God will walk across the reels dropping WILDs on his path.

Mighty God - The Aztec God has the power to expanding the reels 5x3 to a 5x6, adding 30 additional paylines.

On occasion, multiple features can occur in a same single spin.

During Base Game, the Aztec God may award one of the three possible features with the possibility of adding additional feature(s). During the Free Spin Bonus, feature happens more frequently with the possibility of the Aztec God triggering a second or third feature in that same single free spin. Also, during free spins, God may award additional free spins randomly.

FREE SPIN BONUS

5, 4, 3 SCATTER Aztec Calendar symbols trigger bonus rounds. The bonus round will award 20, 15, 10 Free Spins respectively.

During Free Spins, the Aztec God will award features more often with increased possibility of adding a second or third feature:

- **Path of the Gods** – Adding Wilds to the reels
- **Heaven Ascension** – Turning an entire reel Wild
- **Mighty God** – Stretching the reels to 5X6 array, adding 30 additional paylines
- **Extra Spins** – 2 Extra free spins may be awarded randomly



DOWNLOAD THE 'AZTEC TEMPLE TREASURE' MARKETING ASSETS OR FIND OUT MORE AT www.FIRSTLOOKGAMES.com

RISQ

Amelco and RISQ team up to provide groundbreaking risk-free sports betting.

Industry first partnership to deliver revolutionary new sports betting solution.

Amelco, the leading sports betting software and trading services provider has teamed up with RISQ to offer a unique model to sportsbook platforms and their clients.

The first of its kind, the collaboration will see Amelco offer its clients the option a fixed percentage of sports betting turnover rather than the traditional gross gaming revenue-led deals where their clients are exposed to loss-making periods.

[READ THE FULL STORY](#)

1X2NETWORK / SUPERBET

1X2 Network enters Romania with Superbet.ro

1X2 Network has entered the Romanian market for the first time after striking a deal to provide Superbet.ro with a selection of its games.

Superbet.ro is the largest sportsbook operator in Romania and will offer content from 1X2 Network's 1X2gaming and Iron Dog Studio subsidiaries to its players.

1X2 Network has built a formidable reputation for delivering quality content that engages and entertains players in equal measure.

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FOCUS ON

COMPLIANCE

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



SEPTEMBER 2019 COMPLIANCE HIGHLIGHTS



RIGHTLANDER

What are the big trends in affiliate compliance monitoring?

What compliance issues do companies monitoring affiliate sites need to be aware of? Ian Sims, founder of affiliate compliance monitoring site Rightlander, gives his verdict to EGR Compliance.

After 18 months or so of intense scrutiny, the affiliate compliance landscape has started to become clearer in some territories while others are still causing some confusion to both operators and affiliates.

In this article, I'll explain how some of our clients are dealing with the issues and identify some affiliate monitoring trends in the...

[READ THE FULL STORY](#)

SMP / BABYLON GAMING

Babylon Gaming becomes first supplier to list on GSC game register.

Babylon Gaming has been granted a software suppliers licence from the Isle of Man Gambling Supervision Commission, becoming the first to list its gaming products on the GSC's new register in the process.

Launching on August 30, 2019, inclusion ensures that games and products covered by the licence can be integrated with IOM operators with no additional testing certification required.

The firm stresses that the improved convenience and speed at which licensed operators can integrate products is one particular highlight of the approval, which it hopes could facilitate enhanced cooperation on a global basis as it strives to broaden its igaming reach.

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the
pack

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[find out more](#)



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RIGHTLANDER SCAN STATS - SEPTEMBER 2019

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



SCANNED PAGES

BRANDS MONITORED

No. OF PAGES SCANNED IN THE UK

7 million

No. OF BRANDS MONITORED

124

NO. OF PAGES SCANED GLOBALLY

13 million

No. OF ALERTS SENT

1,620

TOTAL PAGES SCANNED

20 million

[FIND OUT MORE AT www.RIGHTLANDER.com](http://www.RIGHTLANDER.com)



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SEPTEMBER 2019 EDITORIAL HIGHLIGHTS



PLANK GAMING

An LCB Exclusive Interview with the Company's CEO, Liam Mulvaney.

Fairly new to the world of slot development, Plank Gaming is a provider on the rise. With a focus on slot games, the portfolio is a modest one, but they've got plans for a significant launch of an additional 7 titles this year and 10 more in 2020. The emphasis is placed on you (the player), which is what they consider the key to success.

Liam Mulvaney, CEO of Plank Gaming, filled us in on all the details from bespoke games, moving beyond slot development, market regulations and more.

A big thank you to Liam and we hope you enjoy the interview. Please feel free to leave us a comment below.

Q: There isn't much information readily available about the company, so please begin by telling us what you're about.

A: Plank Gaming is a rising star slot development studio based in Malta. Our USP is that we focus on the core aspects of an online slot – theme, design, math, mechanics, etc – to ensure that they are the absolute best they can be.

We go to great lengths to connect to and communicate with real slots players to learn about the latest trends and what they do and don't like to see in games. We then feed this information back to our team of developers to ensure the slots we launch are the slots players are looking for.

So while other developers focus on innovation and reinventing the reel (see what I did there!) we believe that focusing on the player and the key aspects of a slot is the best way to develop games that stand the test of time and players return to again and again and again.

[READ THE FULL STORY](#)

HUBB

Becky's Affiliated: How Hubb is nurturing the Isle of Man blockchain boom.

The Isle of Man Government are working hard to position themselves as one of the top blockchain business hubs in the world. The jurisdiction already plays host to a number of companies in the financial and iGaming industries, two industries that will benefit immensely from blockchain technology.

What also makes the Isle of Man so appealing to crypto and blockchain businesses is the ease of access to and the speed of the regulator. People want regulation in the blockchain space (a message constantly emphasized by Jimmy Nguyen of the Bitcoin Association) and blockchain regulation can be facilitated in the Isle of Man.

Jason Scales is the CEO of Hubb, Isle of Man's blockchain & tech incubator, a professional who launched his first tech business at twelve years of age. He was an early adopter into Bitcoin and has been involved with large scale crypto mining deployments until Hubb came into fruition roughly one year ago.



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IT'S TIME TO BE HEARD!

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

FANTASMA GAMES

Why developers should use video games as the blueprint for their slots.

Fredrik Johansson, the founder and CEO of Fantasma Games, says that mobile slots with a video game heart will be key to engaging players on a new level.

It has been found that online slot developers go to great lengths in order to build and launch games which see the player experience being taken to the next level; and its seen that today's players are demanding far more than just the ability to spin and win. They want to be engaged and entertained and immersed in a thrilling and exciting experience.

In order to do this, Fredrik believes that the best approach is to bring together the worlds of both online slots and video games, through combining both elements with innovative gamification features.

There are several reasons for this.

Video games are known to deliver a highly entertaining and immersive experience for players, which has been consistently achieved through missions and tasks that a player must complete.

In doing so, points are earned, levels are cleared, features are unlocked and rewards are received. These are the stepping stones which are taken to developing an attachment and a love for a game, because progression is made and a sense of achievement is felt.

Many of these game are also played on mobile, the channel of choice of a huge demographic of players.

In comparison, traditional slots do not offer this, players bet and spin and thats about it – this is something that the team at Fantasma Games are changing and improving.

[READ THE FULL STORY](#)

BIG TIME GAMING

Cutting through to the US player.

Nik Robinson is CEO at Big Time Gaming. He has been at the forefront of the industry since 1996 when he founded New Tech Media, which was sold to News Corp and subsequently merged with Orbis to become Openbet.

In light of Big Time Gaming's recent launch in the New Jersey igaming market, iGaming Business spoke to Nik Robinson, CEO at BTG, to discuss the slots landscape in the US market.

BTG has launched in the market with its games going live on Golden Nugget's online casino via Scientific Games' Open Gaming System (OGS), representing an expansion of a partnership that has seen the developer's titles become some of the best performing on the platform.

While key learnings from Europe and other markets can be shared across to the US, the fact remains that the market there must be considered independently, and strategies should consider the unique factors to the region. This, Robinson explains, is a lesson that he has incorporated into the company's strategy. "As we enter any new market, we know that slow and steady wins the race. Indeed the US market is nascent, players seem to be bound to games they feel most familiar with."

As a result of this, he says, some strictly online brands are struggling to cut through in the US: "Players will be looking out for land-based staples such as Cleopatra and 88 Fortunes and may not give an established European provider a second look. "From our standpoint the land-based slots are apples and the lion's share of European market slots are oranges; roughly the same shape but with a different flavour."

As a result of this, he says, some strictly online brands are struggling to cut through...

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REDUCING THE RISQ IN AFRICA



JULIAN BORG-BARTHET - DIRECTOR OF BUSINESS DEVELOPMENT, RISQ

Borg-Barthet examines Africa's different sports betting markets ahead of ICE Africa

Africa is the fastest-growing gambling market in the world and ICE Africa promises to bring the opportunities and challenges associated with the market into sharp focus.

Of course, as the speakers lined up for ICE will emphasise, a continent composed of 54 countries, each with its own diversity of ethnicities, cultures and languages, cannot be considered one market at all.

Operators must be mindful of cultural differences and betting behaviours across the continent and must ensure their solutions are flexible and fit for purpose. Teaming up with a local partner is probably a good idea too.

The good news is there is one thing that unites bettors across Africa – a fanatical love of football. A 2014 study found Nigeria was the most football-engaged nation in the world, with an incredible 83% of the population of all ages declaring an interest in the sport.

But Africa's gambling explosion has been driven largely by its youthful population; 60% are under 27, football crazy and highly engaged. Meanwhile, the adoption of smartphones and tablets has afforded largely bankless populations access to ewallets, such as Kenya's wildly popular M-Pesa, which means they can load money onto their phones to make deposits and withdrawals.

Many governments are open to regulation and the investment it brings. Around 30 countries have either online or land-based legislation in the pipeline, which suggests opportunities for operators are only going to grow in a continent with a population predicted to double by 2050.

Of course, there are challenges. Regulation is relatively new in the biggest markets like South Africa, Nigeria and Kenya, which means it can be volatile. The Kenyan government's decision in July to suspend the licenses of 27 betting operators – including market leader SportPesa – over a row about taxes is a case in point.

“The good news is there is one thing that unites bettors across Africa – a fanatical love of football. A 2014 study found Nigeria was the most football-engaged nation in the world, with an incredible 83% of the population of all ages declaring an interest in the sport”



Julian Borg-Barthet

Connectivity and broadband speeds are also an issue – although one that is only likely to improve with time – and mobile coverage is uneven; it can be good in some regions and non-existent in others.

Thirty-one per cent of the African population has access to the internet, while mobile device penetration is around 40%. Kenya is currently the best-connected African country, with almost 90% using the internet and around 83% owning a mobile device.

Again, Africa's internet users are only expected to grow over the next few years. In 2018, just over 47% of Nigerians had internet access, but the figure is predicted to jump to 84.5% by 2023.

Nevertheless, weaker mobile coverage means the kind of in-play betting so popular in Europe is often not possible.

Thus, pre-match betting is much bigger in Africa, as are betting-on-lottery products and jackpot-based sports predictors.

The key message RISQ will be taking to ICE Africa is that sports predictors offer just the right kind of low cost-of-entry competitions favoured by African bettors.

They cater to the widespread love of football, but do not require constant connectivity.

Meanwhile, insurance-backed competitions can be easily added to a traditional sportsbook product as a low-cost acquisition tool, while offering eye-catching prizes which can bring extra PR value for an operator if it hits.

We believe the key to winning the engagement of such a huge and richly diverse continent is through a simple, low-cost solution with mass appeal.

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