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SEPTEMBER

THE MONTHLY NEWS ROUND-UP FROM SEPTEMBER



SEPTEMBER 2020 PRESS RELEASE HIGHLIGHTS



BIG TIME GAMING

Big Time Gaming to unveil new Megaquads™ mechanic this week

Big Time Gaming will reveal its Megaquads™ mechanic later this week along with the launch of its new slot title, Slot Vegas Megaquads.

Scheduled to go live exclusively with Flutter Entertainment brands via Scientific Games' OpenGaming ecosystem on Wednesday September 23, the Megaquads™ engine is said to promise 'quadruple the thrills' with four sets of reels running simultaneously.

Big Time Gaming CEO, Nik Robinson, added: "The Megaquads™ engine is the latest phase in our mission to reimagine the slot machine in exciting new ways..."

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STAKELOGIC

Stakelogic introduces Greenlogic partner program

Stakelogic has introduced a Greenlogic partner programme that offers development studios the capacity to distribute titles under the supplier's name, licenses and client contracts.

The collaboration would allow the joint creation of igaming titles, with subsequent distribution to more than 500 operators to follow. Stakelogic says that partners of the program would utilise the group's "dominant position in numerous key markets".

Greenlogic would see external game studios handle the responsibility for the...

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GREEN JADE GAMES

Green Jade Games' Gladius K.O

Green Jade Games has expanded its suite of Knock Out (KO) slot games with its second release in the series, Gladius K.O.

"Our KO suite of games are proving to be super popular with players especially in Germany, Netherlands and the UK," said Green Jade Games chief commercial officer Mark Taffler. "Each features our patented Skill Balance Pot, whereby if there is a win to be had and the player doesn't take it, it goes back into the game meaning more riches on offer for the next intrepid player.

"With a focus on entertainment and storytelling, Gladius will really push the boundaries of slot gaming, offering players the captivating experience they desire and operators next level retention powers."

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FSB / BETLION

FSB extends Betlion agreement

Sports betting platform provider FSB has added a four-year extension to its partnership with African operator BetLion.

This story featured in today's SBC News 90. To view the latest round-up, watch today's edition here. The partnership extension follows an initial two-year agreement between the duo, which reportedly 'generated tremendous growth for the operator'.

Commenting on the extension, David McDowell, CEO of FSB, said: "We are delighted to have extended our relationship with BetLion for another four years.

[READ THE FULL STORY](#)

1ACCOUNT / SLOTSCALENDAR

SlotsCalendar integrates 1account age verification tech

Player ID verification platform 1account has teamed-up with slots oriented affiliate SlotsCalendar to integrate its range of age verification technology.

As a result, SlotsCalendar can now provide an age verification process that guides players through the required steps in just a matter of clicks, which it is hoped will streamline on-boarding and increase conversions.

Ben Keirle, CEO of 1account, commented: 'We are thrilled to be partnering with SlotsCalendar and helping the team to re-monetise the UK market. This is yet another example that with the right age verification partner, it doesn't need...

[READ THE FULL STORY](#)

STAKELOGIC / HURRICANE GAMES

Hurricane Games joins Stakelogic programme

Developer Stakelogic has welcome the first studio partner to its Greenlogic Programme, Hurricane Games.

Greenlogic allows up-and-coming developers to create slots in collaboration with Stakelogic and then distribute them to the developer's 500-plus operators and eight aggregator partners.

Hurricane Games, a UK-based developer founded in 2018, will come up with game concepts, specifications, gameplay and assets, while Stakelogic will take care of more technical aspects.

These include game logic, certification, localisation, testing and distribution and integration.

[READ THE FULL STORY](#)



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SEPTEMBER 2020 PRESS RELEASE HIGHLIGHTS



1X2 NETWORK

1X2 Network appoints new sales director

1X2 Network, the developer of chart-topping online slots and table games, has strengthened its senior team with the appointment of Jack Brown as sales director as the business continues to grow its client base.

Brown is an online gambling industry veteran and joins from game aggregator iForum where he held the role of head of commercial. He will be responsible for generating leads and securing new operator partner contracts for 1X2 Network's Iron Dog Studio and 1X2gaming brands.

Prior to his stint at iForum, Brown held commercial and technical roles at both operators and game developers, including Yggdrasil Gaming, NetEnt and BetVictor. He has been working in the industry for more than five years and has an unrivalled network of contacts.

[READ THE FULL STORY](#)

FSB

FSB teams up with Sports IQ for US sports trading services

FSB has teamed up with US sports trading services supplier Sports IQ as the platform provider boosts its US sports offering.

All current and future FSB sports betting clients will now benefit from Sports IQ's pre-match and in-play markets covering a wide selection of team and player props.

The comprehensive trading content is available for all the major US sports (NFL, NBA, MLB and NHL) as well as multiple markets on North American college action.

David McDowell, CEO at FSB, said: "Machine learning is something we're really passionate about at FSB so it's great to team up with Sports IQ. Using cutting edge-technology, they've managed to deliver some of the most engaging content for US sports and their innovative offering will allow us to further grow our strong US sports output."

Omer Dor, CEO of Sports IQ, said: "FSB is an impressive company and we are excited to partner with them as they look to expand their customer base within the regulated US market. We are also looking forward to seeing our US sports products live with FSB's impressive European client base, particularly with..."

[READ THE FULL STORY](#)

STAKELOGIC / TOUCHSTONE GAMES

Stakelogic welcomes Touchstone Games to Greenlogic programme

Casino content supplier Stakelogic has added a second slot studio to its Greenlogic partner programme this week, with UK firm Touchstone Games striving to take advantage of the group's international distribution network.

By joining the programme, Touchstone Games will create slots in partnership with Stakelogic. The former will concentrate on elements such as game concepts, specifications, gameplay and assets while Stakelogic will handle more technical aspects.

This includes game logic, certification, localisation, testing and distribution and integration with its over 500 operator and eight aggregator partners. Slots will launch under the Stakelogic brand with Touchstone Games mentioned as a development partner.

Julian Mudd, chief product officer at Touchstone Games, explained: "The Greenlogic programme provides Touchstone with a huge opportunity to work with one of the biggest names in slot development, Stakelogic, to create truly unique content that will also raise our profile among operators.

"We have already started work on Giant's Gold Megaways™ and believe it has all the hallmarks of a true blockbuster slot. The Stakelogic team has also been..."

[READ THE FULL STORY](#)

PLAYZIDO / BIG TIME GAMING

Playzido takes on Big Time's Megaways™ mechanic

B2B games platform Playzido has rolled-out an agreement with developer Big Time Gaming that will see the former licence the Sydney-based firm's patented Megaways™ game mechanic.

The agreement will allow any game supplier building their games onto the Playzido platform to utilise the Megaways™ mechanic, which it lauds as "the most revolutionary innovation in slot development in recent years".

Nik Robinson, CEO of Big Time Gaming, commented: "Megaways™ has become an integral part of any slot portfolio and the team at Playzido has shown a real passion for providing operators with world class content.

"I'm really excited to see the first game from Playzido, which I'm sure will combine their playful approach to games in order to create an awesome Megaways™ slot."

[READ THE FULL STORY](#)

1X2 NETWORK / COMEON GROUP

1X2 Network joins forces with ComeOn Group

1X2 Network has united with yet another big-name operator, adding the ComeOn Group to its growing roster of prestigious partner brands.

The partnership will see games from its 1X2gaming and Iron Dog Studio subsidiaries made available to players across ComeOn Group's portfolio of sites.

The first phase of the partnership has seen hugely popular titles such as Megaways™ Jack and Battle Maidens launch to players on sites including CherryCasino, SunMaker and SunnyPlayer for the first time.

1X2 Network with its 1X2gaming and Iron Dog Studio brands is one of the most in-demand game developers in the market following a run of hugely successful titles in recent months.

The developer combines striking visuals with authentic sound and smart math to deliver a fun and thrilling player experience like no other.

Discussing the new partnership, Kevin Reid, chief commercial officer at 1X2 Network, said: "ComeOn Group is a leading operator across Europe, and we are delighted to be rolling out our full suite of games across their brands including CherryCasino, SunMaker and SunnyPlayer brands.

[READ THE FULL STORY](#)

1X2 NETWORK / BETSSON

Branded Megaways debuts in Italy with Betsson's StarCasino.it

Iron Dog Studio, a subsidiary of 1X2 Network, is thrilled to be the first developer to launch a Megaways title exclusively branded to an operator in the established Italian market with operator partner Betsson and its StarCasino brand.

Branded Megaways™, an innovative concept from Iron Dog Studio, allows operators to create and launch their own Megaways slots that have been customised to capture the look, feel and identity of their brand.

Players at StarCasino will be the first in Italy to be able to play a Branded Megaways™ title, with the game encompassing the unique branding elements of the casino, including the popular StarCasino lady in gold suit who stands alongside the reels to welcome players to the game. This allows the Betsson-owned site to further established itself as a leader and firm player favourite in the market while also cementing Iron Dog Studio's position as a tier-one provider in another European market.

Branded Megaways™ has proved to be something of a phenomenon since launching in August, with 14 operators already live with games and with 21 more set to flick the switch this month alone. Branded Megaways slots are also generating incredible stats across all KPIs.

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VIBRA / FIRST LOOK GAMES

Vibra Gaming white labels First Look’s client area

Online casino slots developer Vibra Gaming has extended an ongoing partnership with First Look Games after adding a white-label agreement for the group’s client area.

As a result of the move, Latin America focused Vibra Gaming will now be able to use FLG’s brandable client area to showcase its entire portfolio of online slots and casino games to its existing and potential operator partners as well as affiliates.

“We are delighted to extend our already successful partnership with Vibra Gaming and for the studio to be able to leverage the power of our state-of-the-art client area to properly showcase its games,” stated Tom Galanis, founder of First Look Games

“Our white-label client area is intuitive and easy to use, allowing developers to...

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STAKELOGIC / JELLY

Jelly joins Stakelogic’s Greenlogic partner programme

Stakelogic has added a third studio to its Greenlogic development collaboration platform after Jelly followed in the footsteps of Hurricane Games and Touchstone Games.

As a result of the collaboration, Jelly will create slots in partnership with Stakelogic. The former will concentrate on elements such as game concepts, specifications, gameplay and assets while Stakelogic will handle more technical aspects.

This includes game logic, certification, localisation, testing and distribution and integration with its over 500 operator and eight aggregator partners. Slots will launch under the Stakelogic brand with Jelly mentioned as a development partner.

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STAKELOGIC / REFLEX GAMING

Reflex Gaming joins Stakelogic’s Greenlogic programme

UK-based omni-channel studio Reflex Gaming has become the latest firm to align with Stakelogic’s Greenlogic partner programme, gaining access to more than 500 operators and nine aggregators in the process.

By joining Greenlogic, Reflex Gaming will be able to create a series of slots in partnership with Stakelogic. The UK studio will take responsibility for aspects such as game concepts, maths, gameplay and assets while Stakelogic will cover more technical areas.

This includes game engines, certification, localisation, testing and, most importantly, distribution and integration with its operator and aggregator partners. Games will launch under the Stakelogic brand but with Reflex named as a development partner.

Stephan van den Oetelaar, CEO of Stakelogic, commented: “We are thrilled to...

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EZUGI / LEOVEGAS

Ezugi details Italian launch via LeoVegas partnership

Live casino specialists Ezugi has continued its quest for international expansion after launching with online operator LeoVegas on the Italian igaming market.

As a result of the collaboration, Ezugi is to take its portfolio of titles, which includes live blackjack, roulette and punto banco, to players via LeoVegas’ Italian portal.

The live dealer developer, which forms a part of the Evolution Gaming Group, boasts nine studios globally, including the new Indian themed facility which was launched in August.

Paola Maia, country manager Italy at LeoVegas, commented: “We have great confidence in this collaboration, and we believe that LeoVegas is Ezugi’s natural partner for its expansion in the Italian regulated market.

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FIRSTLOOKGAMES



Hammer of Vulcan – Quickspin

Step into the volatile volcano that is out October release. Deeply buried under Mount Etna, on the east coast of Sicily, the God of Fire is creating weapons and jewellery for the Gods of Olympus.

When his mighty forge lights up, Etna comes to life and when his hammer strikes the mightt anvil, a concoction of molten steel, lava and gold will transform into a coverted artefact. Does it belong to the Gods, or are you perhaps worthy of such treasure? Find out if you are in the Vulcan’s grace.

Hammer Strike

When a Hammer Wild lands it activates the Hammer Strike feature, all symbols on the sae mreel, below the Wild will turn into Regular Wilds. Inside the Light the Forge! feature, each Hammer Strike also increases the multiplier by 1.

Light the Forge!

The Light the Forge! feature starts with a win mutliplier of 1. In Light the Forge! Free Spins all Hammer Wilds that lands increase the mutlipler by 1. Each Volcano Scatter award an extra Free Spin.

Strike Again!

If the last spin of the Light the Forge! Free Spins is not a win, the Strike Again! feature awards an extra Free Spin. Any Hammer Wilds landing still increases the multiplier by 1 but if there are no wins, the Strike Again! feature will activate again until you win. The Volcano Scatter can still land and extend the Free Spins session by adding more Free Spins.

DOWNLOAD THE ‘HAMMER OF VULCAN’ MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM



SEPTEMBER 2020 PRESS RELEASE HIGHLIGHTS



DIGITAL GAMING CORPORATION

Digital Gaming Corp's US offensive begins with BetMGM partnership

Content provider Digital Gaming Corporation has made its US debut after taking its suite of online slot titles live with BetMGM, the joint venture between MGM Resorts International and GVC Holdings.

The licensing agreement between DGC and BetMGM will see the provider's multi-channel content made available to all of the operator's brands.

Following a successful integration with DGC's remote gaming server, players at Borgata Casino, BetMGM and Party Casino can now access the group's range of online casino content, including titles such as 9 Masks of Fire and Ancient Fortunes: Zeus.

Matthew Sunderland, VP of gaming at BetMGM, stated: "We are thrilled to have strengthened our offering with DGC's world-class gaming content..."

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HEDGEHOG SECURITY

Hedgehog launches new cyber security service

Hedgehog Security has launched a new subscription service that ensures gambling operators, suppliers, regulators and affiliates are protected from cyber security threats.

Secure has been built with the business owner and not the IT manager in mind, providing a base level of cyber security protection without fuss so that business owners can focus on what they do best, which is running their business day to day.

There are two levels of protection available – Base and Plus Level – providing protection to the UK Government's Cyber Essentials and Cyber Essentials Plus requirements respectively. The former covers public facing services and the latter internal systems as well.

Secure runs on a 12 months subscription model and includes the following:

Secure Base Level

- Monthly vulnerability scanning of public facing systems
- Six-monthly vulnerability scanning of your internal systems
- 12 hours of engineering time to identify and fix vulnerabilities
- 12 hours of CISO time to perform audits and review processes
- UK Government Cyber Essentials certification audit on or after month four

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VIBRA

Popeye Slots Vibra Gaming

Vibra Gaming is calling on players to eat their spinach and flex their muscles before trying its first ever licensed game, Popeye Slots.

This 5x3, 25 payline slot has a very high volatility level with an RTP of 95 per cent as players use their spinach strength and fight to claim victory.

Popeye Slots is packed full of bonus features that includes Olive Wilds which land on reels two, three and four and expand to cover the entire reel height. Respins are also awarded.

The Bluto Wild only lands on reel three yet when it does it expands to cover additional positions and reels before granting a series of Respins and with the symbols becoming Sticky Wilds.

During the base game, when three or more Spinach symbols land on the reels the free spins round is triggered with between eight and 20 free spins awarded. These spins come hooked up to multipliers and the Olive Wild and Bluto Wild features can also land.

Ramiro Atucha, CEO of Vibra Gaming, said: "I think fans of the comic and the cartoon are going to love Popeye Slots as it captures the look and feel of the story perfectly, creating a sense of nostalgia and recognition that will be hugely..."

[READ THE FULL STORY](#)

LIVE 5 / SISAL

Italian debut for Live 5 courtesy of Sisal partnership

Live 5 has made the latest step in its global expansion ambitions after entering the regulated Italian igaming market via an agreement with online casino operator Sisal.

The deal with Sisal has been facilitated by Live 5's distribution partner SG Digital, and will see players at the operator's brands be able access a variety of the developer's titles, including its Billy Gone Wild slot which the firm asserts has "topped the charts in markets around the world".

Lloyd Butler, CEO of Live 5, explained: "We are chuffed to say 'Ciao' to Italy by launching our games with one of the largest and most established gambling brands in the country, Sisal. We believe its players will love Billy Gone Wild and the thrilling experience it offers."

[READ THE FULL STORY](#)

STAKELOGIC

Stakelogic revamps its highly innovative Super Stake feature

Mega Super Stake lets players place a side bet with every spin, allowing them to multiply each bet x2.5 for even more big win potential

Stakelogic, the innovative and in-demand slot developer – has reworked its Super Stake feature so that it delivers even more excitement and even bigger wins.

Mega Super Stake allows players to place a side bet and enable an additional feature that delivers an insanely high payout once in every 35 spins or so.

With the standard Super Stake feature, the side bet allows players to double their bet but with Mega Super Stake their original bet is multiplied by x2.5 for not just big but mega win potential.

Both Super Stake and Mega Super Stake can be built into a single slot game.

Here is an example of how Mega Super Stake works:

The player stakes £1 and activates the Mega Super Stake feature, so a side bet of £1.50 is also placed. The player is now wagering on two games, the base game and the feature game.

When the Mega Super Stake feature is triggered, it will activate one...

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CHAMPION SPORTS

Champion Sports names Simon Noble as head of sportsbook product

Champion Sports, the platform behind some of the largest online sportsbooks in the world, has named Simon Noble as head of sportsbook product.

Noble is an online sports betting veteran having worked at industry giants including the Stars Group and Pinnacle during his 20-year career.

As head of sportsbook, Noble will be responsible for defining, articulating and executing the product vision to deliver best in class solutions that increase market share and drive growth.

Noble started his career in online gambling back in 1996 as a founding partner of Intertops, the first company to accept a bet online.

Since then, he has held product, marketing and management roles at Pinnacle Sports, Full Tilt Poker and The Workshop, bringing unrivalled knowledge and experience to Champion Sports.

Mark Robson, CEO of Champion Sports, said: "I am thrilled to welcome Simon to the team and for Champion Sports to leverage his incredible skills and unique understanding of the industry."

"These are challenging and uncertain times for sports betting operators and Simon's experience will prove vital in helping our partners adapt and capitalise."

[READ THE FULL STORY](#)

SEPTEMBER 2020 EDITORIAL HIGHLIGHTS



SENET

Paul Newson: Industry needs to seize the tech momentum

Last month Melbourne headquartered multidisciplinary advisory firm Senet, which specialises in gambling law, regulation, advisory services and compliance training, appointed Paul Newson as head of advisory practice.

In the new role Newson will be responsible for strategic planning, regulatory strategy and policy, independent reviews and investigations, product approvals, responsible gambling, risk management and compliance frameworks.

Following the appointment, CasinoBeats spoke to Newson regarding lessons to be learned from the current health crisis and a more diversified online future.

CasinoBeats: Why did you take up the offer from Senet? And what will your role entail?

Paul Newson: Senet has quickly established itself as Australia's leading gambling law, regulatory and compliance advisory and has built an enviable stable of Australian and international clients.

It's the perfect opportunity to transition from stewarding public policy and regulation across liquor, gambling and racing in NSW and leading the International Association of Gaming Regulators, into an advisory role focused on advancing efficient and effective regulatory policy and practice for the betterment of industry, stakeholders and public interest.

I see the role as principally helping clients advance their strategy and achieve optimal outcomes within their competitive and regulatory framework. I think a key aspect is assisting clients navigate sometimes complex government and regulatory interactions, frame and articulate cogent policy and strategy...

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CHAMPION SPORTS

Setting the scene for success in the US

Luke Campbell of Champion Sports says getting to grips with the unique characteristics of the US player base is one of the vital steps in cracking the market.

While it's fair to say any entry into a new market requires developing an understanding of certain nuances in terms of that market's customers, nowhere is this truer than in the fledgling US sports betting market.

Due to the longstanding prohibition on sports betting prior to the repeal of PASPA, it's a market where many punters are inexperienced not only in terms of online betting, but betting generally. Yet they are simultaneously highly knowledgeable when it comes to the data that typically goes hand in hand with bookmaking.

"You could argue on one side that for at least a couple of generations now that they haven't had any kind of online sports betting, but to say that the customer base isn't sophisticated does players a bit of a disservice," says Luke Campbell, operations director and co-founder at Champion Sports. "If you look at the sports and the analysis that happens in the US, it really is much more in-depth than any of the European equivalent sports."

It is, of course, widely recognised that US punters favour different sports to their European counterparts, with the popularity of the National Football League (NFL), baseball and basketball far outweighing that of football, the go-to game for bettors on the other side of the pond.

What's perhaps less acknowledged, according to Campbell, is how this translates to US customers' approach to sports. "For example, there is a bigger focus on stats - at a very deep level and on a player level - that you don't really see on the more traditional sports such as soccer," he explains.

He says this means operators looking to move into the States from Europe may need to adapt their offerings significantly. "There will be a lot more focus on prop bets: who will score first, who will score the first touchdown, who will be the MVP of the match and so forth.

[READ THE FULL STORY](#)

LIVE 5

Roger Withers: Content must be on trend and innovative

From outlining exactly why the UK market provides slot developers with the learning curve they need, to growing in Canada alongside Loto-Québec, it has been a busy period of late for Live5.

This is true, of course, for many organisations that occupy a space in the igaming ecosystem, amid the current health crisis and ever-changing player preferences and localisation demands etc.

However, how has the industry evolved over the years? What has been the most significant development? And where do we go from here?

CasinoBeats spoke to Roger Withers, chairperson at Live5, who boasts a successful track record across numerous organisations, such as Playtech, Sportech, Inspired Entertainment and SafeCharge, to get the answers.

CasinoBeats: How would you assess the current position of Live 5? What have the main challenges been during the first few years of business?

Roger Withers: Live 5 has built a reputation for innovative content which is much in demand with the tech-savvy player of today. We have seen our product taken by many new tier one operators including those in new regions for us, such as Canada and Italy.

Our main challenge has been recruiting the quality people we need but I am pleased to say we now have a great team of enthusiastic and talented developers, testers, artists and mathematicians.

Of course, our ever more complex products do require more research time and actually playing content from other providers and in other markets.

[READ THE FULL STORY](#)

HEDGEHOG SECURITY

Peter Bassill, CEO of Hedgehog Security spoke to GI Friday

Bassill discusses the latest cyber security threats, including an example where a gaming operator was completely compromised Gaming as an industry has always been and remains at the forefront in the fight for leading information and cyber security practises.

Online gaming also represents a step-change in the adoption of technology practises enhancing the user experience. But this all comes with a cost.

Over the years, the gaming industry has learnt a lot from other high-risk sectors such as finance and banking. Threats have not stayed the same, though, and constant evolution of security remains paramount. As information and cyber security has improved over the years, attackers' methods have evolved. Some of the attack evolutions are new, never before seen attacks. And some of these are reimagined cyber attacks from an older time.

In today's climate, where a significant number of businesses have moved staff to a remote working model, the threats have moved from targeting the core offices to targeting home networks. It is a matter of simplicity. Why attack a hardened business when there is a weak and squishy link?

SO WHAT ARE THE CURRENT THREAT VECTORS?

There are several new avenues we have seen recently. These include attacks against home IoT devices such as android-based TVs, console games systems and the like. Attacking computers like these are significantly easier than attacking corporate devices. If a criminal can gain access to the home network, often they can persist there for an extended period. The attacker then has more time to break into the corporate device or use the network connection to access corporate systems.

In addition to the home network attacks, there is an increase in phishing emails and malware delivery by the mobile device. The attacker has been targeting the user with great success to date, and there is no sign that this is slowing down.

AN EXAMPLE

In a recent attack simulation, we were able to achieve... (GI Friday - Pg26)

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CHAMPION SPORTS

Understanding the opportunity in Asia

Words by Luke Campbell, Head of Sportsbook Operations at Champion Sports, on Asia as a land of potential

The Asian market presents a uniquely large opportunity for online sportsbook operators of all shapes and sizes, but in order to succeed operators must get their proposition exactly right from day one.

Asia markets are simultaneously electrifying and unforgiving, coupled with very high customer expectation. If the customer feels that their needs are not met, they will simply go elsewhere and are less likely to return than in other more traditional markets.

This means that operators entering the region must do so with a highly sophisticated product and service offering that has been customised and localised for each market.

That is easier said than done, but by understanding the quirks of the market and focusing on a number of principal points, operators can leverage the huge potential on the table.

Below, I take a closer look at the challenges Asia presents for operators seeking to enter the market for the first time and how they can be overcome to ensure they launch with a product that succeeds.

No second chances:

Asia is different to other markets in that customers do not often give operators a second chance. If they don't like the product or service they receive, they often just walk away.

In most cases they will not raise an issue with customer support or make a complaint, they will simply close their account and sign up and wager somewhere else.

Customers in Asian markets are (rightly) demanding and expect to receive a similar experience to what is offered from other entertainment options such as esports and video and mobile gaming.

Asia as a region has a large number of gamers and esports followers, and online sportsbooks can and should learn a lot from the customer experience being offered across this sector.

These learnings should be used to ensure their proposition is not just simply on par with what is being offered in other sectors, but actually sets the standard for those sectors to follow.

This applies to all areas, from design and technology to customer service, payments and marketing.

These are the four key areas operators must get right:

- 1) Customer UI – if the sportsbook is not sleek and intuitive it will not resonate with Asian players accustomed to seamless UIs offered with other entertainment options.
- 2) Modern technology stack – operators need to be able to customise and localise their products and services and this requires a cutting-edge, modular platform.
- 3) Marketing and branding – know how to connect with your customers on an emotional level and tap into their love of sports and betting.
- 4) Pricing Strategy – key markets should certainly be priced competitively but a race to the bottom should be avoided at all costs as customers understand quality.

Getting it right from the get-go:

The only way to ensure that operators enter the Asia market with the best possible product and service offering from day one is to thoroughly research the countries they are entering.

Like the rest of the global online gambling sector, regions should ideally be broken down into individual countries due to the hugely different...

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PLAYOJO

Watch this space! PlayOJO plots a path to bingo success

Last month PlayOJO unveiled plans to expand beyond its traditional online staples of slots, table and casino games for the first time after detailing plans to take on the UK's bingo scene in collaboration with Pragmatic Play.

Citing research which highlighted that a significant percentage of the group's players already play bingo online, PlayOJO said that the opportunity provided itself to "significantly increase its share of wallet".

"There were three key factors that led us to launching bingo, firstly we knew around 25 per cent of existing OJO players played bingo elsewhere so there was an obvious share of wallet and retention opportunity, explains Andrew Steddy, head of bingo at PlayOJO, on the opportunities identified in the bingo sector.

"Secondly, bingo opens up day part marketing opportunities and the ability to reach a new audience and demographic, and lastly we felt that the OJO brand values of fairness and transparency would resonate as well with UK bingo customers as they have with casino players."

Guaranteeing over £300,000 in prizes every month, as well as progressive and community jackpot games with big-win potential, the launch also sees the firm target a new player demographic, specifically 35-55 year-old females.

Picking up on the initial points highlighted, Steddy delved a little further to look into the specific opportunities presented by the UK's bingo scene, and what PlayOJO is proposing to do differently than what is already on offer.

"We're fully aware that the UK bingo market is highly competitive, a lot of great operators, and great products many of whom have been established for 10+ years and making an impact in this market will be a real challenge," he says.

"That said, we feel the core brand pillars of PlayOJO of no wagering requirements, money back on every bet, no complicated terms and conditions, no minimum withdrawals together as a complete package are unique in the market and a very strong proposition."

Adding on how this move represents a natural progression for the group, and if we can expect the PlayOJO ethos to be manifested within the bingo offer: "Absolutely. The core RTBs I've just mentioned create a really strong proposition for our bingo audience, but for bingo were taking this further with an attractive welcome offer of 50 free tickets and 10 free spins, an enhanced OJO+ money back offering of 10 per cent on every bingo ticket you buy and also we've launched an exclusive bingo room called Equaliser, where all players play with the same amount of tickets so everyone has the same chance to win. Plus there will be plenty of promotions and bingo games all designed to reinforce our fun and fair ethos."

Furthermore, the debut of PlayOJO Bingo will be supported by a seven figure UK marketing campaign across digital and ATL, featuring a TV campaign from advertising agency McCann.

The extensive campaign is said to be "very important" to complement the debut of PlayOJO Bingo, "particularly during a launch phase and in light of the competition I mentioned earlier," Steddy continues

"Even though PlayOJO has consistently been one of the top spenders on TV and radio for the last 3 years, and established itself as one of the top gaming brands, bingo will be fully supported in its own right by a substantial 7 figure ATL budget, as well as significant paid search, display and social campaigns.

"We held a 'Drive In' bingo launch event in Manchester last week for OJO players hosted by TOWIE's very own Gemma Collins and also featured Mr Motivator and performances from East17. The event was a great success and earned a lot of coverage across all the major national tabloids.

"And finally, we've just launched a rather unique social campaign featuring a series of face painted characters announcing the launch of PlayOJO bingo in their own very amusing styles and this has generated a lot of positive engagement."

After outlining the PlayOJO Bingo strategy in some detail, Steddy concludes...

[READ THE FULL STORY](#)



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

After I left my role as news editor of The Lawyer magazine, I was looking around for freelance work and a journo friend of mine said: "You should speak to my brother. He runs a website devoted to the online gaming industry and it's dominated by regulation. You know lawyers..."

So I spoke to Gaming Intelligence managing editor Bobby Mamudi and the timing was right. After writing a few features, he said he wanted to launch a magazine. "I can do that," I said. And Gaming Intelligence Quarterly (GIQ) was born.

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

Features editor. I write and commission all the non-news features for the website and am editor of GIQ magazine.

What are the biggest challenges you face in your role?

Getting decent pictures. How do you illustrate another article about gaming regulations?

What makes the publication so special?

We are the only gaming industry publication that does not take cash for awards and enhanced coverage. We independently judge and analyse the industry in a way our competitors do not. We also write more intelligently and have better designers. If that sounds arrogant, it's not meant to be. We're just old and we have learned some things along the way. But we'd love some youth too. So if you write intelligently, drop me your CV.

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

Narcos, Maradona in Mexico and Fargo. Cos they're good.

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

Sitopia - How Food Can Save the World by Carolyn Steel. Because food is our biggest common denominator. And the world certainly needs saving.

What's your favourite quote or motto?

I don't really have one but... be nice.

GameOn sponsors the RICC charity golf day.

Earlier this month GameOn took part in a charity golf day held at Alcaidesa Links Golf Course, just outside of Gibraltar.

This is the second year we have been involved with the event, which raises money for **Research Into Childhood Cancer**.

Organised by The Sancus Group, this year's event was obviously restricted by Covid regulations, but still managed to raise in excess of **£12,000** for a very worthwhile cause.

