



FOCUS ON

OCTOBER

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



OCTOBER 2020 PRESS RELEASE HIGHLIGHTS



1X2 NETWORK / DAZZLETAG GAMES

1X2 Network adds Dazzletag games

1X2 Network has welcomed Dazzletag Entertainment to its growing list of partners with the operator's popular brands now offering games from the developer's 1X2gaming and Iron Dog Studio subsidiaries to players.

The first slots to land in the lobbies of sites such as Bingocams, Casushi, FruitKings, PeachyGames and Play Sunny are Megaways Jack and 1 Million Megaways BC, the first Megaways title to offer more than one million ways to win, with two Branded Megaways slots following close behind.

The Branded Megaways slot will be for Dazzletag's Casushi and Bingocams...

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LIVE 5 / WILLIAM HILL

Live5 reworks William Hill igaming slot

Live5 has reworked another William Hill retail slot, Cleopatra Queen of the Desert, which is now available exclusively to the operator's online players before going network wide.

The 5x4 reel, 10-payline slot gives players the chance to win untold riches of their own through the game's two bonus features, wild stacks respins and free spins. With the former, any stack of four special symbols land at random, transforming into wilds and awarding respins.

The free spins bonus game is triggered when scatter symbols land on three...

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SKILLONNET / PRIME GAMING

Prime Gaming migrates iGaming brands from Aspire to SkillOnNet

Prime Gaming is deepening its partnership with online casino platform provider SkillOnNet after detailing a decision to migrate its roster of gambling brands to the firm from Aspire Global.

Making the decision after a ten-year Aspire link-up, the operator says that the decision comes as it strives to "offer players a superior experience" and deploy its ambitious growth plans.

As a result of the move, Prime Gaming says it's placing a focus on marketing and acquisition with a number of countries targeted in both the short and long term by the new network.

"Our migration to the SkillOnNet platform comes as we look to take the..."

[READ THE FULL STORY](#)

BETSSON

Betsson creates new online casino games

Tier one online gambling operator Betsson has created two new online casino arcade games with development partner Games Inc that it will launch across its roster of brands.

Shoot and Pop are part of the Crash Game series and work in the same way - players place a bet and then watch as a multiplier increases. The longer they wait, the greater the size of the multiplier that is applied to their win so long as they cash out before it busts.

In Shoot, players must predict when the ball is saved or scored. Once a bet...

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1X2 NETWORK / GOLDEN PALACE

1X2 integrates games with Golden Palace

1X2 Network has integrated games from its 1X2gaming and Iron Dog Studio subsidiaries with popular online casino brand Golden Palace, allowing the operator to strengthen its portfolio.

Following the integration, which has been facilitated by 1X2 Network's distribution partner, SG Digital, players at Golden Palace will be able to access blockbuster slots such as Pirate Kingdom Megaways and Battle Maidens, plus classic titles such as Neon Jungle and Blood Queen.

The partnership will also see Golden Palace launch a Branded Megaways...

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INCENTIVE GAMES / INTELLIGENT GAMING

Incentive and Intelligent Gaming to develop South Africa focused titles

Edinburgh headquartered Incentive Games has rolled-out a partnership with Intelligent Gaming to design and develop a portfolio of exclusive games targeting the South African market.

Developed to strike a chord with players that are not usually drawn to regular casino games, the pair assert an aim of helping operators drive additional revenues, especially in regions where there is limited live sport.

"We are thrilled to have entered this partnership with Intelligent Gaming and to be developing a portfolio of games for its operator partners serving players in the thriving South African market," John Gordon, CEO of Incentive Games, said of the firm's latest partnership.

[READ THE FULL STORY](#)





OCTOBER 2020 PRESS RELEASE HIGHLIGHTS



STAKELOGIC / NETBET CASINO

Stakelogic agrees NetBet Casino content integration

Online casino content supplier Stakelogic has rolled-out a content distribution partnership with igaming and sports betting operator NetBet Enterprises, as the latter also rolls-out its latest UK-based responsible gambling campaign.

Following hot on the heels of Stakelogic launching its Mega Super Stake mechanic, under the terms of the agreement NetBet Casino will take on all the developer's gaming content within the next month.

Gavin Wong, games content manager at NetBet, commented "We have a commitment to delivering a diverse and high-quality user experience, and this partnership firmly aligns with that commitment.

"We have witnessed Stakelogic grow from strength to strength and believe their games portfolio and other content will be a great addition to our offering."

[READ THE FULL STORY](#)

MICROGAMING

Microgaming documents German plans in embrace of regulatory regime

Microgaming has voiced its support for Germany's proposed online gaming regulations, and asserted commitment, "as a socially responsible business," to providing players with a solution designed to prepare them for the new regime.

Germany intends to implement an online slots licensing regime for commercial operators, introducing a raft of new measures designed to promote social responsibility and minimise gambling-related harm.

New directives include a five-second interval between reel spins, monthly deposit caps, and a maximum stake limit, while all online gaming products must be presented in the German language.

Leon Thomas, commercial director at Microgaming, commented: "As a socially responsible business, Microgaming broadly supports the regulatory changes in Germany, where we will be providing our customers with a solution that includes some of our most popular and successful titles – long before the new gambling laws coming into force next year."

The new rules will officially come into effect in July 2021, after which the relevant licences can be issued. In the meantime, there will be a policy of transitional tolerance, whereby operators can engage with the market provided they...

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FIRST LOOK GAMES / 1ACCOUNT

First Look Games introduces Demo Game Server

First Look Games has teamed-up with player ID verification platform 1account to launch its Demo Games Server to allow developers to showcase free-to-play versions of their slots via affiliate websites.

Compliance with age verification requirements in regulated markets, such as the UK, is delivered by 1account. In the event of a successful age verification match, the user will be able to access the free-to-play game on the affiliate website, however, if a match is not made a video of the game is played instead.

The tool is currently available for the UK market where developers must adhere to LCCP Social Responsibility Code Provision 1.1.2, which states that free-to-play games cannot be accessed by children and those under the age of 18 years via affiliate websites.

Ben Keirle, CEO of 1account, explained: "Quick and effective identity and age verification is critical in this new era of compliance and we are thrilled to have been able to integrate our state-of-the-art technology into the FLG Demo Game Server.

"The DGS is a powerful platform for developers to showcase their games to players via affiliates, allowing them to play free versions of their games while..."

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CRUCIAL COMPLIANCE

Andy Masters selected as new Crucial Compliance COO

Responsible gaming and AML strategy specialist Crucial Compliance has hired Andy Masters who will assume the role of Chief Operating Officer.

In his new role, Masters will take responsibility for advancing the professional services and software development team by bringing together experts in their fields, in addition to driving Compliance Management solutions by building a suite of products to match the global ambitions of the company.

Celebrating his new role, Masters commented: "I am delighted to join the board of Crucial Compliance supporting the expansion of Crucial to deliver Compliance Automation and to build a world class iGaming team.

"RG and compliance is at our epicentre and should be at the heart of all customer interactions; the team at Crucial is being built around that central strategy..."

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BETSSON / BOOONGO

Booongo enters Betsson Group distribution link-up

Online casino slots developer Booongo has secured a distribution deal with online gaming and betting firm Betsson Group, which will receive a collection of the firm's content.

Under the terms of the partnership, Betsson's player base will be granted access to the provider's growing slot portfolio, featuring popular hits such as Dragon Pearls, Great Panda, and Aztec Sun.

Furthermore, the operator will also be able to make use of Booongo's range of proprietary in-game promotional tools, which have been designed to drive player engagement and retention across various markets.

"Booongo's impressive offering of both slot games and promotional tools is something that we are very eager to deliver to our players," stated Ciara Nic Liam, product director at Betsson Group.

"With a strong roadmap featuring thrilling content to go live in the coming months, we are very pleased with this agreement and look forward to it being a success."

This latest agreement comes as Booongo strives to continue growing its Latin...

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SKILLONNET

SkillOnNet launches online casino brand

SkillOnNet has announced the arrival of KnightSlots, a brand-new online casino brand launching via its award-winning platform to players in regulated markets around the world.

KnightSlots offers players a huge selection of online slots and casino games, as well as table games, live casino and instant win scratch cards from major developers like Big Time Gaming, NetEnt, Red Tiger, Pragmatic Play and many more.

The SkillOnNet platform also allows the operator to provide players with a wide range of payment options including Visa, Mastercard, PayPal, Skrill, Neteller, Pacificward and Trustly with instant deposits and some of the fastest withdrawals in the industry.

Players will also be able to enjoy a generous loyalty scheme, round the clock slots tournaments and reel races with incredible prizes plus dedicated customer support agents on hand 24/7 to ensure they have the best possible experience.

The deal confirms SkillOnNet's position as the leading online casino platform provider following a recent run of tier one brands migrating to its platform in order to replicate the success enjoyed by the provider's flagship online...

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MICROGAMING

Microgaming to deploy Megaways ‘in a number of upcoming slots’

Microgaming has unveiled an agreement with online casino games studio Big Time Gaming that will see the software provider deploy the Megaways mechanic across a number of impending igaming releases.

Microgaming will work alongside its network of independent game studios to integrate Megaways into suitable new titles set for its platform. The first game to receive the Megaways treatment is Shamrock Holmes, which is earmarked for network-wide release in January 2021.

John Coleman, CEO at Microgaming, commented: “Megaways has had huge success and we’re excited to be integrating the mechanic into some of our future games. Big Time Gaming are proven innovators, and we are delighted to extend our relationship with them and grow their presence on our platform.”

BTG launched Megaways in 2016 with the goal of ramping up player...

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STAKELOGIC / SPINTEC

Spintec Gaming becomes the latest Greenlogic sign-up

Spintec Gaming Technology has become the latest games studio to sign-up to Stakelogic’s Greenlogic partner programme, following in the footsteps of Hurricane Games, Touchstone Games, Jelly and Reflex Gaming in making the move.

By joining Greenlogic, Spintec will be able to create a series of slots in partnership with Stakelogic. The 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 Spintec...

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SILVERBACK GAMING

Silverback strikes gold with Mystery Stacks

Innovative gaming provider light it up with classic fruit machine slot

Silverback Gaming are back with a brand-new game – the magnificent Mystery Stacks; a fresh, funky, fruity slot that packs plenty of punch and juicy jackpot joy.

Following the debut success of Aztec Luck, Mystery Stacks is the second game made available via the Relax Gaming Silver Bullet platform. The gaming provider’s latest innovation is a 3x5 reel slot in the style of a classic fruit machine, surrounded by bright lights and set to a psychedelic soundtrack.

Cherries, berries, oranges and lemons are among the fruits plucked to fill these reluctant reels, with a bunch of iconic bars and bells boosting the cashpot. This game has all the hallmarks of a classic but comes with a modern twist – and while the smooth and seamless gameplay might be no-frills, it’s all thrills when you hit the play button.

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STAKELOGIC / OPTIBET

Stakelogic enters Estonian market via Optibet link-up

Stakelogic has launched in the Baltics and entered the Estonia market as the online casino content developer rolls-out a partnership with igaming and sports betting operator Optibet.

Optibet, the flagship brand of Entertainment Laboratories which was founded in 2005, entered the Estonian market in 2014 and lauds the agreement as a chance to “further establish itself as a leader” in the region.

Chris Davis, chief product officer at Optibet, noted: “Integrating Stakelogic’s suite of games is a major coup for Optibet as its slots are in high demand among players in the country right now. To be the first to offer them marks us out as a true leader in the market.”

Under the terms of the deal, players at Optibet in Estonia can now access...

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FIRSTLOOKGAMES

The Phantom - Vibra
Live an incredible adventure with the masked hero and win all prizes!
This dynamic and captivating slot is inspired on the adventures of the famous comic character. A game filled with features, bonuses and an awesome jackpot ready to be won!

Horse Wild
This Phantom’s friend is a stacked Wild that appears in different positions and grants many prizes!!!

Skull Money Re-Spin
Each symbol has a money prize, 6 or more trigger the bonus with 3 re-spins. Every time a symbol appears, it grants 3 more re-spins. The bonus ends when all re-spins are used and the winnings are added up, or if all 15 positions are matched with Skulls the player wins the jackpot!

Free Spins
3 symbols will trigger 5 free spins. Reels 2, 3 and 4 become a great 3x3 symbol giving many chances to win! 3 additional Wolf symbols activate 3 new free spins.

Game Details:
RTP: 95%
Paylines: 25 fixed
Volatility: 3/5
Max Win: 1100 x bet
Hit Ratio: 34.98%

[DOWNLOAD THE 'THE PHANTOM' MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM](http://WWW.FIRSTLOOKGAMES.COM)

OCTOBER 2020 PRESS RELEASE HIGHLIGHTS



BIG TIME GAMING / SCIENTIFIC GAMES

Scientific Games builds on Big Time Gaming alliance with new content deal

Scientific Games Corporation has reached an agreement with Big Time Gaming (BTG) that will allow the company to exclusively distribute the slot developer's content across regulated markets worldwide including the US and Canada.

In a statement, SG said that this latest deal builds on the existing close partnership between the two companies and highlights the power of the OpenGaming ecosystem through its scale, reliability and feature-rich player engagement tools.

It also gives the company the widest range of BTG content to build additional market share across North America, Europe and the UK.

Content will include games featuring the developer's massively popular...

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EZUGI

Ezugi captures the spirit of India with 32 Cards

Players look to identify the winning hand from four hands in live casino developer's latest fast-paced title.

Live casino specialist Ezugi, part of the Evolution Gaming Group, is keeping players on the edge of their seats with its latest game launch, 32 Cards.

Fast-paced and thrilling, 32 Cards captures the spirit of the Indian sub-continent. It has been developed with that market in mind but also has international appeal.

The format of the game is simple, making it ideal for those playing on smartphones and tablets while also providing a quality desktop experience.

The game is played with a deck of 32 cards containing numerical values from 6 to 13. The objective is to identify the winning hand from the four starting hands.

The player can bet on each of the four hands which have a starting value as follows:

- Hand one – 8 points
- Hand two – 9 points
- Hand three – 10 points
- Hand four – 11 points

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STAKELOGIC / GAMEART

GameArt joins Stakelogic partner platform

GameArt has become the latest studio to partner with Stakelogic and take advantage of its Greenlogic programme. GameArt will now have access to over 500 operators worldwide through the Stakelogic developer's partner platform, boosting GameArt's global presence and introducing their content to new markets.

The Greenlogic programme, using its latest innovation, 'The Enriched Wrapper', allows studios to add their slot content to Stakelogic's portfolio, meaning they can concentrate fully on the game development process with the operator integration carried out by the Stakelogic team.

Stephen van den Oetelaar, CEO of Stakelogic, said: "Our Greenlogic partner program has been an unparalleled success to date, and this is only emphasised by GameArt becoming the latest studio to sign on."

"It is our aim at Stakelogic to provide the very best gaming content available, either through our own talented in-house studio or via the impressive capabilities of independent studios who may be finding it hard to gain a foothold in such a competitive market place, or choose to fully focus on game development."

"GameArt is a stellar signing for Greenlogic and we look forward to working..."

[READ THE FULL STORY](#)

GREEN JADE GAMES / PRONET

Pronet Gaming adds Green Jade Games content

Platform provider's latest partnership expands casino offering.

Next-generation platform provider Pronet Gaming has added Green Jade Games to its growing list of casino content suppliers.

The Malta-based studio has risen to prominence with some innovative titles including recent releases Neon Lights, Gladius K.O. and Pick A Pinata.

Operators using Pronet's casino services can now choose from over 6,000 games from more than 65 of the industry's leading developers, such as Red Tiger, Pragmatic Play, Endorphina and Boongo.

The latest integration for the quickly expanding platform provider further bolsters its one-stop-shop offering, particularly in emerging markets.

[READ THE FULL STORY](#)

1X2 NETWORK / NAPOLEON CASINO

1X2 Network Integrates its Games with Napoleon Casino

1X2 Network has integrated its full suite of games with Napoleon Casino. Players at Belgium's most popular online casino site can now access games from 1X2 Network's 1X2gaming and Iron Dog Studio subsidiaries for the very first time. The integration was facilitated by SG Digital.

"I am pleased to see our full suite of games land in Napoleon Casino's already impressive game lobby, providing its players with even more variety and quality through titles like Battle Maidens Cleopatra. We are on an incredible run of designing and developing games that truly engage and entertain players and this partnership with Napoleon Casino is a great way of ensuring that more players than ever before can experience what they have to offer," Kevin Reid, Chief Commercial Officer at 1X2 Network, said.

"1X2 Network's catalogue of games further strengthens our casino offering and we are very happy to be able to offer their full portfolio of slots and table games to our large player base."

"As the market leader in Belgium, Napoleon is thrilled to add such incredible games to our offering as part of on-going efforts to make sure we provide the best experience to our players," Maxim Verplanken, Product Manager at Napoleon Sports and Casino, said.

[READ THE FULL STORY](#)

1X2 NETWORK / FSB

1X2 Network seals content deal with FSB

1X2 Network has signed a content deal that will see its full suite of games from both 1X2gaming and Iron Dog Studio available on FSB. The gambling technology provider has recently taken on a number of casino content providers to bolster its offering, with 1X2 Network being the latest in a string of integrations.

With a selection of both desktop and mobile games across both subsidiaries, the partnership will offer FSB's operator partners access to titles including Pirate Kingdom Megaways, Book of Loki, and recently launched Van Helsing's Book of the Undead.

Jack Brown, Sales Director at 1X2 Network, commented: "FSB are a long-standing, reputable supplier and one we have worked tirelessly with to deliver a content partnership that will no doubt be a long-lasting success."

"The 1X2gaming and Iron Dog Studio suite of games are some of our most popular and top performing titles, and ones which will complement the great offering already available on FSB."

Brendan Courtney, Head of Casino at FSB, added: "As we continue to grow our content selection at FSB, it became evident that the 1X2 Network selection of slots and games was a must-have addition to our casino suite."

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SKILLONNET

Metal Casino set to rock with SkillOnNet

Metal themed online casino to migrate to the show stopping SkillOnNet platform as it looks to turn the player experience up to max volume

SkillOnNet, the cutting-edge technology provider behind the most popular online casino brands in the world, has added Metal Casino to its line-up of show stopping partners after the operator took the decision to migrate to its award-winning platform.

Metal Casino was powered by GIG since first rocking the online casino sector but will now switch to the same technology behind player favourite brands such as PlayOJO, Slingo.com and new casinos like Swift Casino, PlayJango and RoyalBet

This will allow Metal Casino to offer its players a superior experience including access to more than 3,000 slots, casino, instant win and live dealer titles from...

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GREEN JADE GAMES

Green Jade Games takes it to the extreme with 99.09% RTP Slot

Innovative game studio launches slot with the highest return to player in the world at 99.09% making Extreme 7 both extreme in name and in nature

Extreme 7, the latest release from groundbreaking studio, Green Jade Games, is extreme in every sense of the word giving operators the chance to offer the highest RTP of any online slot in the world.

Extreme 7 has been designed with slot purists in mind. Green Jade has stripped the game back to basics with no bonus features whatsoever. Instead, the slot offers a hugely engaging base game that delivers the thrills and big win potential they are seeking. 100 x, 200x wins can appear frequently in this highly volatile smash.

For those casinos with a lower appetite for risk, Extreme 7 comes with three...

[READ THE FULL STORY](#)

LIVE 5 / SKY

Live 5 secures exclusive Sky launch with latest slot

Sky's the limit for multi-channel slot developer, Live 5 as its latest blockbuster slot, Wild Gods of Egypt, launches exclusively with Sky Betting and Gaming.

This means players at Sky will be the first to embark on a wild adventure to challenge the Egyptian gods and claim a fortune of their own. And as the name suggest, Wild Gods of Egypt is all about Wilds.

In the base game Scarab Wilds can land at random, and when they do they transform into Multiplier Wilds or award Flaming Wild Respins. The former can multiply winnings by up to 243x while the latter keep awarding free respins until no more Flaming Wilds land in view, if a flaming wild lands in the same space as previous spins a multiplier is added and increased by 1.

The Free Spins Bonus is triggered when three, four or five Scatter symbols land anywhere on the reels during the base game. When they do, players get to...

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STAKELOGIC

Stakelogic Summons the Spirit of the Celts!

Developer takes players on an iron-age adventure in epic new online version of the Reflex Gaming title

The lush green valley of the Celts is the stunning backdrop for Celtic Spirit Deluxe, the majestic new release from Stakelogic, which forms part of the company's game licensing partnership with Reflex Gaming.

The collaboration with the innovative UK land-based developer sees a number of their most popular titles reimagined for the online iGaming market, including classics such as Lucky Mushroom and Eureka Einstein Moments.

Get into the spirit of the celts in this 5x3, 20 winline slot and keep a watch for the awe-inspiring and beautiful Celtic Princess as she triggers 6 free spins in this dazzling cinematic slot reproduction of the original classic from Reflex.

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INCENTIVE GAMES

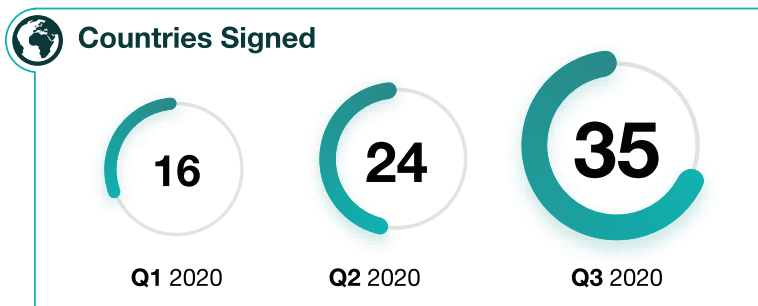
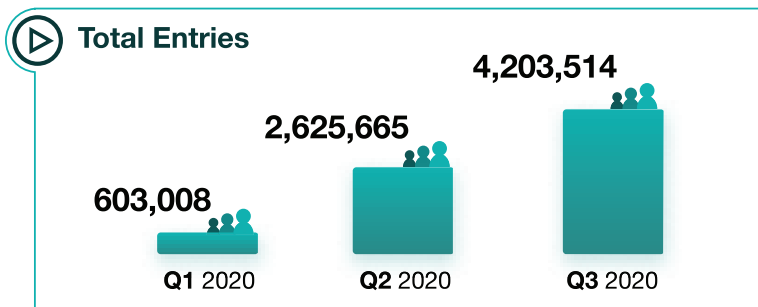
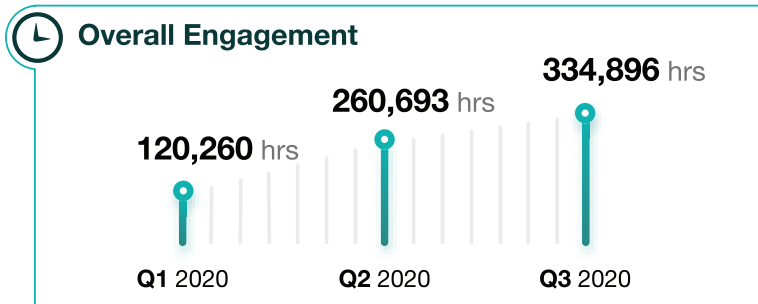
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OCTOBER 2020 PRESS RELEASE HIGHLIGHTS



ARETONET / DRAGONFISH

AretoNet Integrates with Dragonfish

AretoNet has integrated with igaming platform provider Dragonfish to sell its products and launch its platform with 10 Inter Group Partner Holding operator brands. IGP serves as a white label affiliate for Dragonfish.

“We’re excited to launch AretoNet for all our BI, CRM and marketing needs. We wanted a cost-effective solution giving us in-depth and meaningful insights into our player data but keeping functionality easy-to-use. AretoNet is the perfect fit,” Urban Håden, CEO of IGP, said.

AretoNet is a technology platform that enables operators to evaluate their player database and, with complete lifecycle analytics, launch automated multi-channel and multi-level marketing campaigns.

“We’re delighted to launch IGP’s ten brands on our platform to support its aggressive growth plans over the next few years. We’re also pleased that through this partnership, we have been able to integrate with one of the leading igaming platforms, meaning, it is now seamless for all Dragonfish operators to partner with us and launch our platform. We’re looking forward to onboarding more operators in the coming months,” Justin Farrugia, co-founder of AretoNet, said.

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SILVERBACK GAMING

Silverback Gaming’s nostalgic Mystery Stacks claims our Slot of the Week

Silverback Gaming’s latest title Mystery Stacks has been awarded our Slot of the Week as the title combines a nostalgic look with a modern twist. Sometimes less is more.

The fruit machine-styled slot takes the iconic aesthetic and blends in a variety of features alongside the traditional bright lights and psychedelic soundtrack to engage players from the start.

Set for launch on October 22, the 3x5 title is the second Silverback game to be made available via Relax Gaming’s Silver Bullet platform, following on from the debut of Aztec Luck in July.

Raphael Di Guisto, founder and CEO at Silverback Gaming, stated: “We’re delighted that Mystery Stacks has been named SlotBeats Slot of the Week. Being recognised by an industry leading publication is the icing on the cake...”

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SKILLONNET

SkillOnNet debuts in Portugal via BacanaPlay

SkillOnNet is set to make its debut in the Portuguese online casino market next week with the launch of its latest proprietary brand, BacanaPlay.

This will be SkillOnNet’s first brand that has been designed specifically for the Portuguese market after securing a final Portugal licence last week and will be immediately supported with a major TV ad campaign.

Portuguese country manager, Pedro Almeida, predicts BacanaPlay will take a leading position in the Casino market: ‘We have a 360-degree marketing plan which includes extensive TV advertising on several popular TV channels. We will be using many other offline verticals to ensure the whole of Portugal gets to know the Brand very quickly. Portuguese affiliates will also be very important in our total coverage approach’

Moreover, once launched layers in Portugal will be able to access a range of slots and casino games that have been carefully selected for the Portuguese market.

SkillOnNet is set to regularly add more casino games from many other developers over the coming months. Furthermore, BacanaPlay will also offer a range of localised payment options and top-rated local native speaking...

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SKILLONNET

Turbonino Pay N Play casino debuted by SkillOnNet

Online casino platform provider SkillOnNet has announced the launch of Turbonino, its second Pay N Play Trustly player registration and verification product in Germany, Sweden and Finland in as many weeks.

The brand joins in excess of 100 other Trustly Pay N Play casinos launched to date, with the product bundling deposits and registration in such a way as to allow players to start playing immediately with only their first deposit and no registration being required.

A standard .com version of the casino is available to players where the product is not available, however Trustly asserts that “players will still enjoy quick pay-outs of winnings”.

Turbonino boasts a games portfolio of more than 3,000 igaming titles from a multitude of global suppliers, with players also able to access bonuses, promotions and slot tournaments depending on their geo location.

Michael Golemba, sales and marketing director at SkillOnNet, said: “We have taken our time watching pure Pay N Play become a new standard in the online gambling industry proving hugely popular in markets such as Germany...”

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BLACK PUDDING GAMES

Black Pudding Games Launches Intergalactic Slot Aeterna

Innovative three-reel intergalactic themed slot will launch network wide with 1X2 Network.

Black Pudding Games is preparing players for lift off ahead of the network launch of its first Orbital Reactor slot, Aeterna, on the 14th of October 2020.

Aeterna is an out-of-this-world slot, which deconstructs the traditional three-reel slot format into a genuinely new and visually arresting game.

Beyond its unique reel array, Aeterna has its own distinctive pay rule to determine wins from its mesmerising spins, plus a highly compelling cascade mechanism with a Multiplier Meter that can turn a player’s initial win into a thrilling chain reaction of theoretically infinite riches.

Add to this two irresistible bonus features that creatively exploit the game’s unique style to encourage player interaction, plus Aeterna’s intrinsic suitability for portrait presentation on mobile devices, and you have a slot that offers the tantalising prospect of everlasting player appeal.

The two bonus features are a Twin Booster Bonus that upgrades three of a...

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LIVE 5 & STAKELOGIC

EGR The Big Debate - Should developers invest in bespoke games?

Lloyd Butler, CEO of Live 5 - There has been a lot of conversation around the power of bespoke con-tent in recent months as operators look to differentiate from their rivals through the games they offer to players.

Bespoke games certainly allow them to do this, adding unique titles to their lobbies that have been designed and de-veloped with their players in mind.

For developers, offering bespoke content provides an opportunity to work closely with operators to create slots that meet their requirements and, most importantly, those of their players. Sure, there are some downsides for the studio, in particular that the game is only avail-able at one operator and therefore limit-ing the volume of play and ultimately the revenue it can generate. But the upsides far outweigh the potential downsides.

Bespoke games allow developers to forge truly special relationships with some of the biggest names in the indus-try, relationships that help them to build incredible reputations that allow them to stand out from other developers.

What's more, in order to develop bespoke games for operators, developers are often granted access to player data and insight that other developers simply would never be allowed to see. This en-sures the bespoke slots created always hit the mark, but it also provides developers with a much more in-depth understand-ing of player habits and preferences.

Developing bespoke slots for tier-one operators gives studios added kudos and leads to interest from other brands for both bespoke and network-wide games. The main drawback to developing bespoke slots is the perceived loss of revenue from the game, but so long as development costs are aligned with the revenue potential, this is a non-issue.

The marketing value of launching a bespoke title with a big-name operator that goes on to be a huge success with its players is invaluable and studios should see the bigger picture in this regard.

Investing in bespoke slot development really is a no-brainer.

Jake Agius, Digital Marketing Manager of Stakelogic - There are plenty of reasons why slot developers should work with oper-ators on bespoke...

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SLOTS TEMPLE

Tournament Time

SiGMA News, spoke to Slots Temple CMO, Fraser Linkleter, about the affiliate's latest offering.

Slots Temple Tournaments are here, and Fraser Linkleter - Slot Temple's CMO - is hoping that they will be a smash hit with competitive and casual slots players alike.

Italian slot developer, EURASIAN Gaming, was chosen to develop the product because, as Linkleter explains: "...they really believed in the product when it was just an idea and have been great development partners. However, we believe any slot from any Studio would work well in our tournaments; we have designed our tournament engine so that we can work with game developers to give each game a bespoke scoring system. So, whether a slot is high or low volatility we can tailor how points are won to ensure the leaderboard experience is entertaining and closely fought."

Currently in Beta and offered as daily, weekly and monthly competitions, players enter a tournament for free and get a set number of spins on a slot. They collect points for events that occur during gameplay (e.g. wins, consecutive wins in a row or hitting a big win multiplier) accumulating points and competing against other players via a live leaderboard. "The excitement comes," says Linkleter, "as players move up and down the leaderboard with every spin, knowing that hitting a huge win multiplier could take them to the top of the leaderboard."

The player with the most points at the end of the tournament tops the leader-board and wins a prize (regulations in jurisdiction allowing).

Linkleter elaborates: "While the tournaments are 100% free and users cannot make a deposit with us, we still took legal advice on what you can and can't do with prizes in each jurisdiction to ensure we stay 100% compliant both for us and for our game studio partners. Some jurisdictions will not have any prizes at all, some will have money or monies-worth prizes, and others will have promotion-al/memento style prizes depending on regulation."

Not 'just another promotion'

[READ THE FULL STORY](#)

AMBER GAMING

The funny thing about compliance

Words by Shaun Parmar, Business Development Manager at Amber Gaming.

Now don't get the wrong idea here. I'm not about to tell you about how compliance is somehow a laugh-a-minute gig or start telling jokes about regulators.

No, the reason the headline says that compliance is a funny thing - or maybe a more apt phrase might be that it is a curious beast - is that perceptions both within and outside the industry of the importance of compliance have changed dramatically in recent years.

And yes, this is partly because of the extent to which we as an industry are now more bound by regulations across multiple jurisdictions than was ever previously the case. More than ever, this is a rules-bound industry.

But more than that, I want to put forward the idea that getting compliance right and being the best-in-class that everyone invokes about their product or their customer service is also an all-round positive for a company.

In today's corporate world, environmental, social and governance or 'ESG' guidelines are of growing importance. Balancing the potential for profit against a wider set of social responsibilities is a general business trend which effects the gambling sector as much as any other.

Corporate social responsibility is a vital element and instilling a culture of compliance can help a gambling operator build sustainability. Speaking to our clients and partners, I find time and again that people say improvements in their compliance capability breed a desire to do things properly and to treat customers as vital resources that a gambling operator needs to manage effectively.

Compliance training courses are a key way to achieve this. They keep employees up to date with latest changes and instil a greater understanding of the duties of everyone within the company. It allows engagement with the compliance requirements, so they know what they need to do to be compliant and ensure the company has a sustainable long-term practices in place. And, with a suite of online courses like those delivered through the Amber Gaming Compliance Academy, this can be done quickly and easily both from the office...

[READ THE FULL STORY](#)

BETSSON

Five minutes with...Shakya Jonsson of Betsson Group

This month's quickfire Q&A comes courtesy of Shakya Jonsson, senior affiliates operation manager at Betsson Group.

Q: What makes Betsson Group Affiliates a great partner for affiliates?

Betsson Group's vision is to offer the best customer experience and we believe that we can extend that to our affiliate partners too. Affiliates seek a fast response - whether they want to talk to their account manager or require one-on-one assistance; they want to sort matters out as quickly as possible. We have lately increased the hours of support; as well as added channels of support (including Skype) to be able to serve our partners better, faster, and more efficiently.

Q: What do you enjoy most about your job?

I took the great initiative in managing myself over the years working within the Betsson Group family. It has made me push harder with each and every project - I engage myself to the limits until I am proved successful. I love my job because everyone here shares the same vision as mine and I am also deeply dedicated to the mission. Last but not least; work-life balance. I love this because it brings with it a great degree of control and freedom within my job.

Q: If you could give one piece of advice to an aspiring manager, what would it be?

Constantly developing yourself as a person - someone who inspires others with choices that respect the people who work around you. Always be honest, transparent and ethical in what you do. Keep growing in confidence - be an example. Communication is key, therefore one should continue to exchange information to build relationships. One is obliged to remember that people want to be heard, valued and appreciated. This is what differs an OK manager from the great one.

Q: Who would play you in the movie about your life?

Well, in all modesty; it should be me - mostly because if someone is doing a...

[READ THE FULL INTERVIEW](#)

SLOTS TEMPLE

Fraser Linkleter, Slots Temple: Affiliates must add value

The best operators and affiliates are those that stay ahead of regulatory changes and make the necessary adjustments well ahead of time, as well as going above and beyond what is expected of them.

That is the view of Fraser Linkleter, CMO of Slots Temple, who has been speaking to CasinoBeats and how affiliates can do things differently in a way that would not only raise the profile of operators but of game developers too.

Dissecting the evolving role of affiliates, Linkleter delves into the traditional affiliate model, the increasing role of apps, and how organisations can best build and maintain a trustworthy reputation.

CasinoBeats: While the traditional affiliate model is becoming a well-worn path, what innovation is there in the market at the moment?

Fraser Linkleter: I think that in comparison to other products – like sports, bingo and poker – the casino affiliate business has been slower to innovate. However, any affiliate that is working to create communities and developing tools that add value (and are genuinely useful for users) are on the right track.

It's really all about understanding user experience and user needs and creating a product that is as enjoyable and informative as possible; this will result in achieving return visits. Put simply, sites that offer services that encourage repeat visits are the ones that will have a long-term future.

It's also important to work closely with partners like operators and game developers to give customers genuine added value. We've created a free slots tournament product on Slots Temple with the aim of creating a community of slots players who love playing free slots. It also gives us an opportunity to work closely with game developers to promote their content in imaginative and engaging ways.

CB: What could operators be doing differently to raise their profile?

FL: From a B2B point of view, the best operators are the ones that treat affiliates like true business partners. Operators that work with affiliates on not just lead generation but media, PR, promotions, and responsible gambling, automatically raise their profile and generate way more coverage for themselves.

[READ THE FULL INTERVIEW](#)

LIVE 5

Live 5 Q&A: Lloyd Butler on Wild Gods of Egypt & More

For this Q&A Gambling.com spoke with Lloyd Butler, CEO of Live 5. We discuss the company's newest release, Wild Gods of Egypt, including what makes it different from other Egyptian themed slot games and why Live 5 expect it to capture the imaginations of gamers.

Q&A with Lloyd Butler of Live 5

Q: Hi Lloyd! Thanks for joining us. Tell us a little about Live 5.

Live 5 are a development studio specialising in tailored and bespoke content distributed via SG Digital. We are a seasoned team of industry experts in online and retail content development. We pride ourselves on developing and maintaining strong relationships delivering quality content.

Q: Is there a category of casino game that Live 5 specialises in?

Live 5 specialise in both online and retail gaming, also delivering omni content to the UK's biggest operators.

Q: What sort of gameplay experience should players expect from your newest title Wild Gods of Egypt?

Excitement! WG has some truly exciting gameplay, wilds have never been so exciting! You will immediately notice the quality when playing WG, the sounds, the quality of the graphics and the flow of the game

Q: The Ancient Egyptian theme is one that we frequently see in titles from many different game developers. Why did you opt for this theme in the game and what differentiates it – both stylistically and gameplay wise – from other popular Ancient Egypt games?

This is a modern twist on an Egyptian theme. You recognise the proven Egyptian theme and then you notice stylistically a modern twist. This makes the game very exiting from the base all the way through free spins.

Q: What do you think is Wild Gods of Egypt's unique selling point? Why will players want to play it versus any other slot title?

[READ THE FULL INTERVIEW](#)

HEDGEHOG CYBER SECURITY

Cyber-attacks: are you prepared?

Peter Bassill, founder and senior security researcher at Hedgehog Security argues that with most employees working from home, online gambling businesses are at serious risk of cybersecurity attacks and hacks.

Businesses that operate in the global online gambling industry are having to get used to new ways of working, with offices left empty and the vast majority of employees now working remotely or from home as a result of the ongoing Covid-19 pandemic.

While operators, suppliers, regulators and affiliates were quick to adapt to governments around the world mandating that employees work from home, it is important to reassess the systems and processes put in place with the current set-up the norm for many months to come.

This is certainly the case when it comes to cyber-security; the rapid transition from office to home working that businesses were forced to undertake will undoubtedly mean that certain areas of security have been overlooked, leaving organisations vulnerable to attack.

Cyber criminals and hackers are aware of these vulnerabilities and are ramping up their attacks on organisations at a time when they know their targets are focused on other pressing business needs.

Our data shows that attacks against people and their remote work systems are four times more likely to be successful. During Q2 2020, Hedgehog saw a three-fold increase in attacks against operators.

The main cybersecurity threats that online gambling organisations face are DDoS (Distributed Denial of Service) attacks, phishing, unauthorised device access, unstable networks and human error.

Cyber threats are constant and constantly changing. They are often highly sophisticated and if companies do not have the right protections in place, and regular training for staff around these systems and processes and how they work, they risk falling victim to an attack.

While an organisation can never be 100% protected from cyber threats, there are some steps that organisations can take now to beef up their cybersecurity...

[READ THE FULL STORY](#)

FSB

Listen: 'FSB Meets...' How Mark Blandford built up Sportingbet

Earlier this month, omnichannel sports betting platform provider FSB launched its brand new podcast series 'FSB Meets...' with sports betting veteran Mark Blandford as the inaugural guest.

The new series will see FSB's Head of Marketing Chris Graham speak to some of the industry's most engaging people. As you can hear below, the series got off to a flyer with Blandford, one of the first inductees to the SBC Sports Betting Hall of Fame back in 2016.

Here are just some of the first podcast highlights:

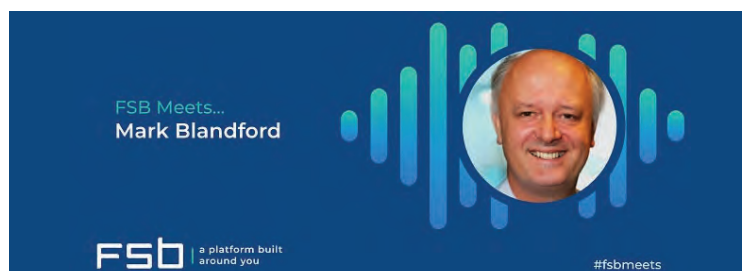
Listen as Blandford discusses the first time he ever heard of the internet and the lightbulb moment that was to change his professional life

Discover how he founded and nurtured Sportingbet in the late-90's as his firm took an early lead in the online gaming world

Blandford shares his experiences working with Kenny Alexander at Sportingbet. Listen to what made Alexander such an industry leader

Not for the faint-hearted. He reveals how he crisis managed his way through the passing of the UIGEA in 2006 and how he kept Sportingbet afloat with the share price falling off a cliff

And finally looking to the future, Blandford discusses how he sees US regulation rolling out during the decade and whether there's any hope for a new UK operator to take on and challenge the likes of Flutter, GVC and bet365.





SPOTLIGHT ON

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

ROBERT SIMMONS

SENIOR REPORTER @ EGR



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

To use a Michael Caine phrase “Not a lot of people will know” that I had a whole other career before landing in gambling journalism. After leaving university, I spent ten years working in the financial services sector in a number of IFA-type roles, but in April 2016, I had something of an epiphany in that I realised I was no longer happy in the industry and wanted to do something that would make me happy.

I had always been interested in writing and spent the last two years prior to my exit writing politically themed blogs on my own website. It was something that I really enjoyed and I felt that I could do professionally, so with little or no regard for my future safety (well some regard at least), I ditched finance and began an intensive journalism course at the London School of Journalism.

After graduating top of the class (insert trumpet blowing noise here), I embarked on a series of editorial internships at publishing firms trying to get experience of writing practically. I joined Gambling Insider on a three-month internship in 2017 and quickly became a permanent member of staff there for a year, before stepping into my current role at EGR.

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

My current job title is Senior Reporter, and I provide editorial content (news, features and data-led pieces) for the EGR Intel and EGR Compliance sites. EGR Compliance was a new title and part of my role since I came into EGR has been to build this brand from the ground up, something which I’m very proud to say I’ve achieved.

What are the biggest challenges you face in your role?

The biggest challenges that I face...hmm not really sure I’d call them challenges but things like not trying to do everything (my colleagues call me the content machine, in that I write so much) and understanding the minutiae of international gambling laws can be tough (especially when they aren’t in English).

What makes the publication so special?

I tried to explain this to a colleague recently, the thing that separates EGR from the other trade publications is that we don’t just repeat press releases parrot fashion, we go behind the scenes and try to get the story behind the story. EGR is known and respected throughout the industry for getting not only those on diary stories, but a lot of good investigative off diary stories too and its something I’m very proud to be a part of.

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

Anyone that knows me knows that I am a huge Star Trek (not Wars) fan, its something that I’ve grown up with and that I still really enjoy. In terms of the three TV shows that I last enjoyed I’d have to say Cobra Kai, because its fantastically well written and based on an 80s classic. I also really enjoyed Jack Ryan on Amazon prime, its one of the best action series I’ve seen and is a gripping watch. Lastly it would have to be Peaky Blinders, mainly because it’s a genuinely fun watch with insanely good acting.

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

I’m a big history buff and I’ve really enjoyed reading a lot of narrative history books, including Rubicon by Tom Holland and The Looming Tower by Lawrence Wright. I’d absolutely recommend reading The Martian by Andy Weir, its almost better than the film (which was superb) and is great for anyone experiencing change or who may be doubting themselves.

What’s your favourite quote or motto?

I always liked a quote from The Untouchables, when Kevin Costner’s character (Elliot Ness) confronts Robert De Niro (Al Capone) at the end of his trial for tax evasion. Ness says “Never stop fighting till the fight is done, Never stop fighting till the fight is done. Here endeth the lesson”. It’s a quote that has always stuck with me and I’ve always tried to keep fighting (whether it be to get the good stories or advance myself). Silly, but personal maxim’s are always good.

Did you see our Quality Streets ‘Chocolates’ poll on LinkedIn last month?

The Purple One was the clear winner with 32% of votes. Strawberry Creme came second with 26%. Green Triangle was the ‘others’ most favourite. Toffee Penny and others were least favoured - but still delicious! We had 114 votes cast and 27 comments - Thank you to all who took part!

