



# FOCUS ON

# NOVEMBER

THE MONTHLY NEWS ROUND-UP FROM GAME ON



## NOVEMBER 2019 PRESS HIGHLIGHTS



### PUSH GAMING

**Push Gaming a “perfect addition” to White Hat’s portfolio.**

Slot and mobile game developer Push Gaming is striving to achieve further global growth after agreeing to integrate its entire portfolio with platform provider White Hat Gaming.

Under the terms of the partnership the supplier’s growing suite of slot and mobile content is to be made available to all operators on the White Hat Gaming network, including the likes of 21Prive.com. and Playzee.com and Casilando.com.

James Marshall, CEO of Push Gaming, said of the new deal: “We are delighted to...”

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### GAMES INC

**Games Inc appoints O’Shea.**

Online slots developer and aggregator Games Inc has appointed Jason O’Shea as its new commercial director.

O’Shea brings a wealth of experience to the UK-based company, with over 10 years spent working in igaming with Nektan, NYX Gaming Group, SG Digital and Net Entertainment.

O’Shea will be responsible for the recruitment of new game studios and the distribution of Games Inc’s proprietary and studio partner content.

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### ALL-IN DIVERSITY PROJECT

**All-In Diversity Project launches new Membership Programme.**

The All-In Diversity Project has launched a new Membership Programme as part of ongoing efforts to progress diversity, inclusion and workplace equality across the gaming industry.

The Membership Programme is open to both corporations and individuals and offers a range of benefits, including inclusion in the member directory and discounts to industry events.

[READ THE FULL STORY](#)

### SMP

**On the move: Recruitment round-up.**

SMP eGaming has strengthened its board of directors with the appointment of three new members, with Jade Zorab, Matthew Robins, and Karen Yates joining Ted Pepper.

Each is to be individually responsible for driving improvements and efficiencies in complementary areas of the business, with Zorab responsible for business development and strategy, Robins for licensing, risk and compliance services and Yates for corporate governance and managed services.

[READ THE FULL STORY](#)

### GREEN JADE GAMES

**Green Jade Games integrate player decision slot into Unibet portfolio.**

Hammer of Fortune, the online slot developed by Green Jade Games, has been integrated into the Unibet casino game portfolio.

Hammer of Fortune is the first game of the Adventure Slots series from Green Jade Games and has been designed to shape the future of the iGaming industry through content evolution.

[READ THE FULL STORY](#)

### BIG TIME GAMING

**Big Time Gaming debuts Millionaire Mystery Box with Rizk.com online casino.**

Big Time Gaming has launched its Millionaire Mystery Box slot exclusively with GiG’s Rizk.com online casino.

The new slot, which has already topped all KPIs attained by previous exclusive slot launches on Rizk, is a sequel to its Millionaire Megaways, which brought the drama of the iconic quiz show Who Wants to Be a Millionaire? to online casino fans.

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**NOVEMBER 2019 PRESS HIGHLIGHTS**



**BIG TIME GAMING**

**Relax enhances Big Time Gaming partnership.**

Relax Gaming has strengthened the ongoing partnership with its Big Time counterpart, allowing the Malta-based supplier to support BTG titles across key markets.

The company became one of the first three platform providers to distribute Big Time Gaming's content in Europe in 2018, providing its partners with fast access to the studio's titles.

Extending the deal following a "highly successful" period for both companies, the agreement is to include Who Wants To Be A Millionaire and White Rabbit along with recent release, Kingmaker.

The initial deal, which enabled the company to be first to market with The Final...

[READ THE FULL STORY](#)

**GREEN JADE GAMES**

**Vereeni and RB Capital acquire stake in Green Jade.**

Venture capital fund Vereeni Investments and investment and MA brokerage RB Capital has made a six-figure investment into Green Jade Games, which will see the two acquire a significant stake of the business.

The investment is expected to offer additional capital for Green Jade, but will also incorporate Green Jade into Vereeni's network of gaming companies, supporting the supplier's ongoing growth strategy.

Timothy John Heath, founder and CEO of Vereeni Investments, said: "Vereeni loves nothing more than investing in high-growth, high-potential gaming companies, and Green Jade really ticks all the boxes.

"Green Jade is led by experienced management that has the confidence, ability...

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**GAMES INC**

**Plank to expand reach through Games Inc link-up.**

Developer Plank Gaming is striving to take its portfolio of titles to a wider audience after entering into a new strategic partnership alongside Games Inc.

Plank, which stresses a focus on the theme, design and maths aspects of an online slot, is to see its growing suite of games build onto the Games Inc reach platform.

Included as part of the deal are Puffer Goes Wild and Neptune Rising, which the firm states have "caught the eye of slots fans" and are "already amassing huge appeal".

Liam Mulvaney, chief executive officer of Plank Gaming, added: "The partnership will help Plank Gaming realise our growth targets as we look to increase our footprint..

[READ THE FULL STORY](#)

**TRUNARRATIVE**

**Gamesys group plc appoints TruNarrative for onboarding.**

TruNarrative, a platform solution for fraud detection, prevention, AML,KYC, behavioural monitoring and ID verification, has signed an agreement to provide part of the Gamesys group plc, with its player on-boarding solution.

By using TruNarrative's technology, Gamesys group plc will be able to carry out identity checks, document validation, PEP and sanctions checks and ongoing monitoring.

Via a user journey, Gamesys will have the ability to access multiple data source providers across all the markets in which it operates. It will bring an automated on-boarding process for the player and provide an intuitive single user interface.

Adam Doyle, head of gaming at TruNarrative, said: "We are excited to be working with part of the Gamesys group plc, to provide them with access to multiple third-party...

[READ THE FULL STORY](#)

**1X2 NETWORK**

**1X2 Network signs Lat Am deal with Patagonia Entertainment.**

1X2 Network has signed a deal in Latin America to provide content aggregator Patagonia Entertainment with its full suite of games.

Under the deal, Patagonia Entertainment will integrate content from 1X2 Network's 1X2gaming and Iron Dog Studio subsidiaries plus virtual sports titles from strategic partner Leap Gaming.

This means Lat Am operators powered by Patagonia Entertainment will gain access to player favourites Neon Jungle and Blood Queen as well as new and exciting titles such as Pirate Kingdom Megaways and Battle Maidens.

They will also benefit from Leap Gaming's 3D virtual sports titles that are built on...

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**AUTHENTIC GAMES**

**Authentic appoints igaming sales veteran Morrison.**

Live roulette specialist Authentic Gaming has onboarded sales veteran Dan Morrison as the provider looks to add more operators to its roster of partners and drive significant growth.

Morrison, who joins Authentic Gaming as head of sales, will be responsible for generating new business leads, identifying and approaching operators and educating the wider market about the provider's suite of unique and innovative live roulette products.

Morrison has more than 13 years' experience both in and out of the online gambling sector. Prior to joining Authentic Gaming, he was managing director (UK) for iConvert, a behavioural SaaS online conversion platform.

[READ THE FULL STORY](#)

**1x2 NETWORK**

**1X2 Network signs Luckia as first Spanish partner.**

Developer and content aggregator 1X2 Network has signed a first partner in the Spanish market as the firm links up with online gambling operator Luckia.

Under the terms of the deal the provider is to integrate slots and table games from its Iron Dog Studio and 1X2gaming subsidiaries, allowing players across the country to access the titles for the first time. Those set to included as part of the deal are Rainbow Wilds, Faerie Nights and the recently released Pirate Kingdom Megaways.

The deal will also see Luckia take virtual sports games from 1X2 Network's strategic partner Leap Gaming, which is made available via 1X2 Network's RGS.

[READ THE FULL STORY](#)

**GREEN JADE GAMES**

**Green Jade Games goes live with Videoslots.**

Online slots developer Green Jade Games has secured a new agreement with Videoslots, and has already started to integrate four titles across the Videoslots platform as part of the deal.

The games, which will all be live on the site throughout December 2019, will include upcoming releases such as Coin Flip Deluxe and Spin Bet Station as well as a festive-themed title, The Christmas Slot.

Benedict McDonagh, Managing Director of Green Jade Games said: "We're delighted to showcase our three new titles with a major operator like VideoSlots. Our games incorporate the best of centuries-old gambling games, the thrill of the greatest stories ever told and support the ability for the player to control the action and play it their way.

[READ THE FULL STORY](#)



## NOVEMBER 2019 COMPLIANCE HIGHLIGHTS



### SMP

#### Talking Responsibility.

Gemma Jones, Business Development Manager from SMP eGaming, talks about why the company has taken the decision to unlock its responsible gambling courses during Responsible Gambling Week.

Responsible gambling should be the number one priority for licensed operators around the world as regulators continue to require more in terms of how they protect players. The importance of this is highlighted by events such as Responsible Gambling Week, which this year runs from 7th – 13th November and aims to promote safer gambling across the UK.

But responsible gambling remains a challenge for online gambling organisations, most of which continue to work towards creating a positive responsible gambling...

[READ THE FULL STORY](#)

### RIGHTLANDER

#### Swedish online gambling regulations: What have we learned so far?

The Swedish online gambling market will be a year old on January 1, 2020, and will be one of a number of key discussions in the second edition of CasinoBeats Malta next year.

The four-track conference and two-day exhibition takes place at the Intercontinental Malta in St Julian's on March 25/26, 2020, and follows a successful first staging earlier this year.

Ahead of that date Brean Wilkinson, product advisor at Rightlander, takes a brief look back to September's CasinoBeats Summit to address what lessons have been learned so far and what we can hope for in the future.

[READ THE FULL STORY](#)

Merry Christmas From SMP eGaming

We look forward to meeting you at ICE in 2020

### RIGHTLANDER SCAN STATS - NOVEMBER 2019

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



#### SCANNED PAGES

#### BRANDS MONITORED

No. OF PAGES SCANNED IN THE UK

7.1million

No. OF BRANDS MONITORED

131

NO. OF PAGES SCANED GLOBALLY

14.4million

No. OF ALERTS SENT

1,801

TOTAL PAGES SCANNED

21.5million

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## NOVEMBER 2019 EDITORIAL HIGHLIGHTS



### TRUNARRATIVE

#### Adam Doyle, TruNarrative - Identifying problem gamblers.

As Responsible Gambling Week continues on, Adam Doyle, head of gaming at TruNarrative, looks at protocols for identifying problem gamblers and asks what more operators could be doing.

The UK Gambling Commission has made it clear that operators are ultimately responsible for protecting players, preventing problem gambling where they can and providing those that do develop a gambling addiction with the support they need.

To do this, operators provide players with a range of tools to help them keep in control of their play – session limits, deposit limits, loss limits – as well as the option to take a cooling off period or to self-exclude from the site for a period of months or even years.

While these tools undoubtedly help, they require a sense of awareness from the player to acknowledge they need to use such tools to stay in control of their play. While some can do this, many can't, so operators need to take additional steps to spot potential problem gamblers.

But this is easier said than done. It is often the case that problem gamblers display similar playing patterns to high value VIP players, particularly if they are placing large bets and chasing their losses. High rollers can afford to do this, problem gamblers cannot.

This causes additional headaches for operators as they want to be able to accurately identify VIP players and differentiate them from potential problem gamblers. High rollers are often given special treatment, bonus offers and higher limits.

[READ THE FULL STORY](#)

### RISQ

#### G2E Las Vegas: Our Key Takeaway.

G2E Las Vegas is one of the largest gambling conferences in the world, and the 2019 expo was no different, particularly given the roll-out of legal online sports betting across the USA.

It proved to be a profoundly insightful and educational event, and we had the chance to meet with stakeholders across the industry from operators to suppliers and affiliates.

We learned a lot, but the key takeaway for us was that online sportsbook operators are not overly focused on using bonuses to acquire players and instead are using other incentives.

This is different from established markets such as the UK where bonuses and welcome packages can make the difference between whether a player signs up or not.

So, what are US sportsbook operators using to stand out from their rivals and sign up players in this early yet highly critical phase of the market?

One of the most common tactics is to offer predictor-type games and competitions with large jackpot prizes. To participate, punters must sign up with the sportsbook brand.

This has proved to be highly effective to date and comes from the free to play culture that has existed in America for decades because of the restrictive gambling laws in place.

Americans really do take their sport seriously, and the persona of the superfan is very much real – the status of being a player or team's biggest fan carries a lot of prestige.

You just have to look at the popularity of daily fantasy sports prior to the PASPA repeal to see just how engaged US sports fans are and how involved they like to be with the minutia of a game.

Predictor games with big jackpots tap into the competitive psyche of sports fans while also providing them with the chance to win a large cash prize, simply for signing up with a book.

Take FoxBet Super6 for example which is based on its SkyBet Super6 equivalent where the player is required to correctly predict the scores of 6 football games for a chance to win \$250,000 each week.

[READ THE FULL STORY](#)

### RISQ

#### ICE Africa: Our Key Takeaway.

Earlier this month RISQ touched down in Johannesburg to attend ICE Africa, the only industry conference dedicated to the thriving African market.

The conference, organised by Clarion Events, was one of the best we have ever attended with an incredible schedule of panels and presentations delivered by an impressive line-up of experts.

The calibre and professionalism of attendees were so high, and time spent at the conference so valuable that we have already signed up to return and exhibit again next year.

We learned a great deal over the two days the conference was held and in particular, the sports betting and lottery sectors and how they differ from established markets such as the UK. Over the next three months, we will be sharing our thoughts on this market, inviting our partners to also contribute.

Let's start with lotteries. The most significant difference to me was that Africans take lottery very seriously and are fiercely private about the numbers they choose and why they choose them.

During the conference, I got chatting to industry veteran Geoffrey Wolf, who told me about his understanding of African players and the lottery sector.

In Africa, the punters take lottery very seriously.

When they come to an establishment that sells lottery tickets, many come with a book or sheets of paper with their chosen numbers already set out.

I am not aware how they chose their numbers, but they seem to take it very seriously. They do not like to share their numbers with others.

When we opened our first shop dispensing lottery tickets, I was curious as to how the punters perceived our kiosks, and so I stood around watching them play.

One guy was very perturbed and asked me what I was doing, as he thought I was "spying" on the numbers he was entering on the kiosk.

We found that one of the reasons we had success with our kiosks was that the punter entered all of their details and chosen numbers themselves on the kiosk.

[READ THE FULL STORY](#)

### SMP

#### As an industry we need to take steps to improve standards.

Last month SMP eGaming revealed its plans for Responsible Gambling Week 2019, getting underway tomorrow, as well as issuing a call for all operators to take a more proactive approach to player protection.

As part of its own plans for the week the online gaming compliance division of SMP Group is unlocking its responsible gambling courses for the entire seven days, as it encourages a global and long lasting impact.

Lauding responsible gambling as "the most important factor for online gambling operators to get right," the courses cover key jurisdictions such as the Isle of Man, UK, Malta and Sweden.

Addressing the RG Week initiative and briefly touching upon the groups own support, Jade Zorab, director of SMP eGaming, explained: "As an industry, we need to take steps to improve standards and encourage greater player protection measures. Responsible Gambling Week plays a huge part in achieving this as the whole industry comes together to share ideas, promote safer gambling and encourage socially responsible gaming practices.

"At SMP, player protection is of paramount importance to us, so we are keen to support RG week and play a part in spreading the message. We want to raise awareness for our clients, their staff, and the wider public too. By taking these courses, we can educate our clients so that they can spread the message far and wide as well."

Courses unlocked during the week will provide organisations with training for their entire workforce across many areas.

[READ THE FULL STORY](#)



## NOVEMBER 2019 EDITORIAL HIGHLIGHTS



### HEXOPAY

**Bryan Blake, Hexopay: 'Reputable and trusted' APMs vital to success.**

As more and more alternative payment methods (APMs) become available to the market, some would argue it's becoming harder than ever to sieve out the best options.

Bryan Blake (CEO, Hexopay) discusses the subject of APMs and the importance of making the right decisions when creating payment partnerships.

In terms of player acquisition, how vital is it to offer correct payment method(s)?

[READ THE FULL INTERVIEW](#)

### RIGHTLANDER

**Rightlander partners with Lottoland and MoPlay.**

The ground-breaking compliance specialist Rightlander, have signed deals with Lottoland and MoPlay to help both operators improve affiliate compliance and boost their responsible gambling measures.

Rightlander's compliance solution will provide both operators access to a number of tools including the Automated Compliance Monitor, the PPC Monitor and the Proactive Affiliate Finder.

[READ THE FULL STORY](#)

## FIRSTLOOKGAMES



### GET READY TO FEEL THE HEAT WITH JOKER TROUPE!

Not your ordinary Joker Game! Experience the thrill and excitement of this modern take on a classical Joker game that's filled with surprising twists and unique features.

#### Base Game

A 4 x 3 slot with 10 pay lines and scatter symbols that bring about engaging Blue, Green and Red Joker Features when three-of-a-kind land on the reels.

#### Blue Joker Feature

With every 3 blue hats that land, a new row is unlocked that increases multipliers of hat symbols up to x25. Here, the reels can expand to 10 x 4 with blue hats collected.

Three Red Jokers will lead to the Red Joker Free Spins after the Blue Joker Feature.

#### Green Joker Wheel

The generous wheel is filled with coin wins along with two booster segments containing multipliers and Red Jokers.

The multiplier can go up to x100 and wins can take place until the same coin win segment is landed on twice.

Hit the same booster three times and go straight to the Red Joker Feature.

#### Red Joker Free Spins

The feature grants 20 seconds of automatic Free Spins.

Each new Red Joker will increase the frequency of spins, filling the meter above the reels which will reset the timer to 10 seconds.

With every Red Joker landed, the pace will increase dramatically and more high paying symbols will be added to the reels.

[DOWNLOAD THE 'JOKER TROUPE' MARKETING ASSETS OR FIND OUT MORE AT \[www.FIRSTLOOKGAMES.com\]\(http://www.FIRSTLOOKGAMES.com\)](#)

### MYCHANCE.COM

**Our goal is to always give players more chances to win.**

Undertaking a significant upgrade last month, MyChance placed retention and rewards at the core of a renewed focus as the firm sets an ambition of delivering "even more value" to customers.

Coinciding with the revamp was a mission statement stipulated from from day one of giving back to players and providing them with the best possible online casino experience in the market.

[READ THE FULL STORY](#)

### SMP

**Exceeding the standards set by the MGA.**

Matthew Robins and James Lees at SMP eGaming discuss how online gambling organisations can excel at compliance by creating a culture that not only meets but can often exceed the requirements set by the Malta Gaming Authority.

The repeal of existing legislation and enactment of the Malta Gaming Act in 2018 simplified the licensing process for operators and suppliers seeking a permit from one of the most established and respected regulators in the world.

[READ THE FULL STORY](#)



**KAJAL**



**OLENKA**



**OKSANA**

## SPOTLIGHT ON WOMEN IN TECH - Published in EGR Technology



### OLENKA LYSAK

**Game Developer at Push Gaming.**

In the first of a women in gaming series, Olenka Lysak, game developer at Push Gaming, says there are no barriers to women entering the IT and tech sectors - they just need to do it.

I am going to come straight out with it – I do not believe that there are any additional barriers to women entering the online gambling sector in technology and IT roles than faced by men. Nor do I believe that online gambling organisations should treat female candidates any differently to male candidates. That would be the opposite of equality.

What I do believe is that women wanting to enter this industry, particularly in tech and IT, need to realise they are just as capable as male candidates and to put themselves forward more than they do at the moment.

Not only are females just as qualified, skilled, passionate and dedicated as their male colleagues, but they also have unique qualities that can help organisations innovate.

[READ OLENKA'S FULL ARTICLE](#)

### KAJAL VERMA

**Art Director at Push Gaming.**

In the second of a women in gaming series, Kajal Verma, art director at Push Gaming, says that while more women are entering the gambling sector in IT, tech and design roles, more needs to be done to achieve equality.

The global online gambling industry is fully aware that more needs to be done when it comes to diversity, inclusion and workplace equality. This is certainly the case for the number of women working in key roles across IT, technology, design and at the executive level.

As a woman in gaming, my experience is that the going can be tough and at times I have felt the need to work harder to be taken seriously by my peers. I have also found that industry events are often tailored more for men, which means female attendees can and do feel out of place.

That said, things are changing and there really is a huge opportunity for women looking to enter the sector in tech, IT and design roles to truly shine.

[READ KAJAL'S FULL ARTICLE](#)

### OKSANA BILETSKA

**Senior Games QA at Push Gaming.**

In the third of a women in gaming series, Oksana Biletska, senior games QA at Push Gaming, says that women thinking about a career in IT and technology just need to take the first step.

The IT and technology sectors are still male-dominated, and this makes it tough for talented and skilled females wishing to work in these areas of the industry. In some respects, females need to not only prove to employers that they are just as capable of doing the role as their male counterparts, but that they also bring something extra too.

Females are just as passionate, motivated and dedicated as their male colleagues, but they often have a different approach to tasks that can be beneficial to the work environment.

Women are often excellent when it comes to conflict resolution. We tend to exhibit more empathy, intuition and self-control, vital qualities when there are points of difference within a team.

[READ OKSANA'S FULL ARTICLE](#)