



FOCUS ON

DECEMBER

THE MONTHLY NEWS ROUNDUP



IRON DOG STUDIO

DECEMBER 2019 PRESS HIGHLIGHTS



GAMES INC.

Games Inc bolsters platform with Jade Rabbit Studio.

Online slots developer and aggregator Games Inc has announced a new strategic partnership with Jade Rabbit Studio that is to see titles built into the former's reach platform.

This follows Games Inc recently being awarded a recognition notice licence by the Malta Gaming Authority and a host B2B licence from the UK Gambling Commission.

It is said that both are to enable the reach platform to bring its range of slots to more players through a greater range of partnerships.

[READ THE FULL STORY](#)

STAKELOGIC

Stakelogic awarded British supplier licence.

Slot developer Stakelogic has received a supplier licence from the GB Gambling Commission, allowing its titles to be used by British-licensed operators.

Stephan van den Oetelaar, chief executive of Stakelogic, said the supplier has already secured deals to provide games to multiple British-licensed operators.

"We have already signed partnerships with a number of online gambling brands who will launch our games to UK players in the coming weeks," van den Oetelaar said.

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SKILLONNET

SkillOnNet launches network-wide 'Come Fly With Us' promotion.

Come Fly With Us will run across all SkillOnNet brands including PlayOJO, AHTI Games, DruckGluck, LuckyNiki, and new white label casino properties such as PlayKasino, Miami Jackpots and ICE36.

The top prize is a lifetime holiday in the sun once every week for five weeks until 5 January. The luxury business class all-inclusive trips for two feature 10 days in the locations of Jamaica, Thailand, Dominica, Costa Rica, Bali and the Seychelles.

[READ THE FULL STORY](#)

AUTHENTIC GAMING

Royal Panda to take live game content from Authentic Gaming.

The online casino Royal Panda, have broadened their horizons by signing a deal with live gaming specialists Authentic Gaming, which will see live casino games from Authentic being made available to Royal Panda's players.

Royal Panda casino which is owned by the LeoVegas Group of casinos and operates from Malta will now over the coming days integrate Authentic Gaming's live game content onto their casino platform.

[READ THE FULL STORY](#)

FANTASMA GAMES

Fantasma Games to Launch its Latest Online Slot Riviera Star.

Fantasma Games has announced the release of its latest online slot game riviera star. The glitzy game will launch exclusively with all Betsson brands, including Loyal Casino and Casino Winner, on December 9 before being made available to the global market.

The Riviera's glamorous casinos are famous around the world but in this game, players will wager alongside four other guests who unbeknownst to each other...

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SMP

SMP eGaming crowned 'East Meets West Consultancy of the Year'.

The SMP eGaming team was crowned 'East Meets West Consultancy of the Year' at the Malta Gaming Awards held at the Hilton in St Julian's on Tuesday (26th November).

SMP eGaming fought off stiff competition from the likes of BDO and iGaming Asia who were among the world-class consultancy firms shortlisted for the award. SMP eGaming ultimately emerged as the winner thanks to its personable approach and...

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DECEMBER 2019 PRESS HIGHLIGHTS



TRUNARRATIVE

Playtech and TruNarrative join forces on safer gambling.

TruNarrative, the global market disruptor in risk compliance and transactional monitoring solutions, today announces a new partnership with Playtech, the world's leading gambling technology company, in which they will deliver a global compliance platform to the gaming industry.

The partnership is formed in the context of increasing global regulatory requirements and challenges faced by the industry to build cost-effective compliance capabilities, whilst remaining adaptable to changing regulations and risks in multiple jurisdictions.

Playtech's customers can now benefit from a single platform to manage customer risk, which includes: Age & Identity Verification, Document Validation, Safer Gambling Services, PEP & Sanctions Screening and Ongoing Monitoring. Operators using Playtech's IMS platform can now use the TruNarrative solution via a direct integration and multi-brand risk management strategies can now be built from within a single platform.

READ THE FULL STORY

1X2gaming

1X2gaming – Battle Maidens.

Battle Maidens is the new slot title introduced by 1X2 Network subsidiary 1x2gaming.

The new game launched with Betsson Group this week before being made available to the wider market on January 22, 2020.

Battle Maidens sees players join a fearsome Viking battle where five maidens, on their quest to reclaim Mjölmir, deliver bonus features such as free spins, sticky wilds and multipliers. The game includes a return to player of 96 per cent, with the feature hit rate sitting at 1 in 165 and the max win potential at 20,000x the player's original stake.

The bonus round is triggered by collecting three or more of the maidens. Each maiden delivers her own reward – Adelphi will offer a plethora of free spins, while Eldfrid brings sticky wilds onto the reels.

READ THE FULL STORY

SKILLONNET

SkillOnNet powers Royalbet's Europe launch.

Royalbet has become the latest online casino brand to integrate SkillOnNet's licensing and compliance protocols to launch to players in regulated markets around the world.

As a result, the new online casino has been able to offer over 3,000 slots and casino games to players in the UK, Sweden, Denmark and other jurisdictions across Europe that accept Malta-licensed brands.

A spokesman for Royalbet stated: "We're thrilled to launch Royalbet using the SkillOnNet platform and services.

"As regulated markets become more and more difficult to operate in, we place significant value in the experience and flexibility of the team at SkillOnNet and hope to create an exciting brand and playing experience for customers across multiple territories."

Some of the offerings available to players across Europe as a result of this partnership include titles from providers such as Big Time Gaming, Microgaming, NetEnt, Yggdrasil Gaming, Merkur Gaming, Quickspin, Play'n GO and Red Tiger Gaming's Must Drop Daily Jackpots.

As well as this Royalbet players will also have access to a full suite of live casino games from Evolution, Netent Live and Pragmatic Play Live.

Jerry Land, VP of B2B solutions at SkillOnNet, added: "We are really excited to be providing our platform to Royalbet, which is being run by industry veterans taking a new approach to online casino. Their experience combined with our platform and service offering makes for a truly spectacular online casino proposition which we are sure will be a big hit with players in markets around the world."

READ THE FULL STORY

STAKELOGIC

Stakelogic enters 'win-win relationship' with GiG.

Slot game development studio Stakelogic has enhanced its global igaming reach after rolling out a new partnership with Malta headquartered Gaming Innovation Group.

Following up on news that the firm is to enter the UK for the first time after securing a supplier permit from the UK Gambling Commission last week, Stakelogic is to provide the operator and platform provider with its full suite of video slot and classic slot games.

Ashley Bloor, head of gaming for GiG, said: "We are excited to be entering a partnership with Stakelogic and strengthening our portfolio of localised content. Stakelogic content is already proving to be popular across our platform so we are thrilled to grow this partnership together."

Under the terms of the deal players at GiG's proprietary casino brands including Rizk, Thrillz and Guts, as well as those at its B2B operator partner sites, will gain access to a number of titles such as Book of Adventure, Wild Stallion and Black Gold Megaways.

READ THE FULL STORY



RELAX GAMING

Relax Gaming drops into the SkillOnNet game portfolio.

SkillOnNet, the platform provider, has added more quality content to its already massive game portfolio after partnering with Relax Gaming.

The deal sees original and Silver Bullet slot content from Relax made available to SkillOnNet operators for the first time including popular brands such as MegaCasino, Cozino, Lucky Niki, Miami Jackpots and new casino BacanaPlay.

Players at these online casinos and others running on the SkillOnNet platform will be able to access Relax Gaming titles such as Tumble Tumble and Money Train as well as blockbuster branded games It's Time and Let's Get Ready to Rumble.

They will also be able to access titles from up-and-coming studios via Relax Gaming's Silver Bullet platform. This includes the likes of STHLM Gaming, Kalamba Games, Dice Labs, Electric Elephant, Sapphire Gaming, Max Win, 4ThePlayer, Northern Lights Games and many more.

SkillOnNet has built one of the largest game portfolios in the industry with its operator partners and their players able to access more than 3,000 casino, slot, table and live dealer games from the best developers and studios in the sector.

Michael Golebo from SkillOnNet, said: "One of the key reasons why online casino operators choose SkillOnNet is for our market-leading game portfolio which has been further strengthened by the addition of Relax Gaming's propriety games plus content from its smaller and exciting Silver Bullet slot providers.

"We go to great lengths to strike the right balance between quantity and quality of content but Relax Gaming delivers on both accounts with its sizable suite of best in class slot titles which we believe will be a big hit with operators and players."

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FOCUS ON

COMPLIANCE

THE MONTHLY NEWS ROUND-UP FROM GAME ON



DECEMBER 2019 COMPLIANCE HIGHLIGHTS



SMP

How SMP's Compliance 365 program solves problems for operators.

The iGaming industry has evolved so much over the past 20 years, starting off as a self-regulated, wild wild west and maturing into a highly regulated landscape. With so many rules to follow in so many independently regulated jurisdictions, iGaming operators are often left scratching their heads trying to figure out how to remain compliant, especially those who hold multiple licenses in multiple jurisdictions.

This is exactly where SMP eGaming's Compliance365 training program comes into play, a company that specializes in navigating the complicated waters of compliance and for iGaming operators throughout the U.K. and Europe.

"[Compliance 365] is an ongoing compliance program that we've been working with a large number of operators on, to really help them not only understand what is required

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RIGHTLANDER

Cause for Concern

Brean Wilkinson, Product Advisor at affiliate compliance mentoring supplier Rightlander, says operators need to be aware of affiliates creating landing pages around terms like "casinos not on GamStop"

these affiliates and whether they are actually listed on such a page. They could manually enter various search terms around "casinos not on GamStop" and then click through each to see if they work with them and whether they are included on the page.

Of course, there is no guarantee this would capture all the affiliates that have published content around such terms, nor whether their brand is listed or mentioned on the page. Even if it could be guaranteed, manually checking sites is a huge undertaking, especially if the operator is live in several regulated markets around the world. (Pg14)

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Merry Christmas

From **SMP** eGaming

We look forward to meeting you at ICE in 2020

RIGHTLANDER SCAN STATS - DECEMBER 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

6.3million

No. OF BRANDS MONITORED

121

NO. OF PAGES SCANED GLOBALLY

15.2million

No. OF ALERTS SENT

1,610

TOTAL PAGES SCANNED

21.5million

FIND OUT MORE AT www.RIGHTLANDER.com



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DECEMBER 2019 EDITORIAL HIGHLIGHTS



HEXOPAY

GI Friday Guest Columnist: **Bryan Blake - CEO & Founder, Hexopay.**

Blake explains why it's important for operators to offer localised payment options and the right alternative payment methods for each market

As more countries legalise and regulate online gambling, online casino and sportsbook brands want to leverage the tremendous potential global expansion offers them.

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.

But to succeed in these markets, they must take a localised approach to their offering, from branding and marketing to the games stocked in their portfolios.

This is certainly the case when it comes to the payment methods offered and in particular the alternative payment methods (APMs) made available to players.

What's more, when it comes to APMs, a quality-over-quantity approach must be taken to ensure the ways in which players deposit and withdraw are truly localised.

Below, I dig deeper into why it is so important for operators to localise their payment gateways to meet the needs of players in each market they target. (GI Friday- Pg9)

[READ THE FULL STORY](#)

FANTASMA GAMES

A much closer relationship.

Fredrik Johansson, CEO of supplier Fantasma Games, argues it's not just operators that affiliates and suppliers should collaborate with.

This should be packaged up for affiliates so that it is easy to access and for them to find the information they are seeking. It might be that game developers create an affiliate area where company information, employee bios, game sheets, images and videos are stored and can be downloaded.

Alternatively, affiliates can look to partner with platforms such as First Look Games, which acts as a middle-man between developers and affiliates. Affiliates that focus on writing about slots and games often want to test and review a title before it hits operator portfolios, and this is something most developers are open to.

Again, this means the affiliate and the developer working closely together and understanding each other's requirements and needs.

While the affiliate will understandably be keen to try the game, the developer needs to be mindful of any last-minute changes that might be made prior to release that could impact their review.

(Trafficology- Pg12)

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FIRSTLOOKGAMES





WHERE SNAKES RULE THE WORLD!

Relax Gaming's latest game, Snake Arena, immerses you in a battlefield where knights & snakes go head-to-head! The high volatility, 5x5 slot has a 96.25% RTP, offering wins of up to 2758.8 x bet. Activation of the Buy Feature allows you to leap straight into Free Spins, boosting chances of winning big, quick!

Snakes and knights represent wilds in the game and if both symbols are landed on simultaneously, Free Spins is launched. Here, the snake chases the knight and consumes him at every catch - lengthening its body with each clasp, until the Free Spins run is brought to a halt when the snake's growth is blocked by running into its own body.

Defeat the snake to win an additional 100 x bet! the Wild chase feature can occur at any time, bringing the snake and knight into battle mode and transforming the entire reel into a wild.

FREE SPINS

The Free Spins feature is triggered by landing the snakehead and the knight. Before a new spin, the snake moves towards the knight symbol. If the snake reaches the knight it consumes it, resulting in the snake growing in length and a new spin will start.

If the snake body is in the way, the snake will crash and the Free Spins feature will end. If the snake fills up all positions on reel 2-5, the Free Spins feature ends and an additional prize of 1000x the stake will be awarded.

WILD CHASE

The Wild Chase feature triggers randomly with 1-5 of the reels becoming wild if the snake and knights meet on the same reel.







DOWNLOAD THE 'SNAKE ARENA' MARKETING ASSETS OR FIND OUT MORE AT www.FIRSTLOOKGAMES.com

DECEMBER 2019 EDITORIAL HIGHLIGHTS



MYCHANCE

Five Mins with..Warren Barry of MyChance.

This month's quickfire Q&A comes courtesy of Warren Barry, affiliate manager at MyChance.

Warren Barry, affiliate manager, has been with MyChance for over one year and is focusing on NZ/CA markets of which he has great knowledge.



Q: What makes MyChance a great partner for affiliates?

We can offer among the highest conversion rates on the market and flexible commissions when you partner with us. We also listen to our affiliates needs when it comes to unique landing pages or other marketing materials. Our goal is always to deliver the best conversion along with great service to our affiliates.

Q: What do you enjoy most about your job?

Networking and building strong long-term relationships with affiliates and media networks for MyChance. We are also working really closely together with all the departments, which makes it a fun and great environment to work in.

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

Try to think outside of the box and always test things. If you are persistent enough you will succeed in the end.

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

Leonardo DiCaprio.

Q: What's your karaoke song of choice?

Journey – Don't stop believing.

Q: Which one thing can't you live without?

My phone.

Q: Who would you most like to be stuck in an elevator with?

Elon Musk.

Q: Where would you time travel to and why?

Back to the 80's. Love the 80's and everything about it.

Q: What is your favourite TV programme?

Billions.

Q: What is your biggest guilty pleasure?

Chocolate.



Q: Name one place everyone should visit before they die?

Hawaii.

Q: If you won the lottery, what would you spend the money on?

Building my own company.

[READ THE FULL STORY](#)

FIRST LOOK GAMES

How to better market your slot games.

Choice is one thing that online casino players are not lacking when it comes to slot games.

Casino game lobbies are now packed with thousands of titles from hundreds of developers and studios. This is great for consumers, but causes no end of headaches for providers.

With so much competition, studios are engaged in a constant battle to innovate and produce titles that stand out from their rivals and deliver a superior player experience.

But even that is not enough – a developer can create a blockbuster game but if that game is not marketed correctly, operators and players will be unaware of its existence.

So how can developers market their games to ensure they catch the attention of online casino brands as well as players? This requires a two-pronged approach – targeting both casinos and players with a range of marketing material. Here's how it can be done.

OPERATORS:

Operators read the trade press, and game developers can ensure their game releases are included in such publications by working with a PR agency.

The agency will write and distribute press releases sharing news of your latest game launches, as well as position you as a thought leader in the area of slot development.

That said, there are some drawbacks to traditional PR methods.

Due to the sheer number of game developers in the market – most of whom use a PR agency – editors are inundated with news of game releases every day.

In reality, only a handful ever make it as a news item in the magazine or on the publication's website. Most just get included in a weekly launches round-up.

As an extension of this, developers can pay to advertise in these publications and also sponsor the events and awards they host. But beware, this requires deep pockets.

Other ways developers can market to operators include:

- Newsletters and bulletins
- Blog posts
- Social media
- Networking at conferences

PLAYERS:

When it comes to marketing to players, game developers often have to rely on the casino operator to push and promote their games above their rival studios'.

Again, operators have hundreds of new titles landing in their portfolios and have different agendas when it comes to the games they market the most aggressively.

The same goes for game aggregators; in both instances a whole host of factors are taken into account (exclusivity, commercials, etc) when pushing one game over another.

Of course, one of the most effective ways of marketing to players is via affiliates. Players trust affiliates who in turn can provide great exposure for new slot games.

Affiliates will often write news stories about game launches, review the game and sometimes even interview a representative from the studio.

Promoting new games via affiliates is not without its challenges, though.

Compliance remains a key concern for operators and game developers, and controlling the information affiliates publish can be difficult.

HOW FIRST LOOK GAMES CAN HELP:

This is part of the reason why we launched First Look Games.

We wanted to connect game developers and affiliates directly for the first time via a platform that allows studios to share information and assets with publishers.

This is beneficial to both parties – affiliates can access images, graphics, game sheets, etc from a library while developers can ensure the information published is 100% accurate.

[READ THE FULL STORY](#)

*From
All the GameOn team*

*A huge thank you to all
our clients and press partners
for an incredible year working with you*

*We wish you and your families a
Great Christmas
and look forward to seeing you in the
New Year!*