



FOCUS ON

DECEMBER

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

Merry
Christmas
&
HAPPY NEW YEAR

DECEMBER 2020 PRESS RELEASE HIGHLIGHTS



BETIXON / BETSSON

Betixon lauds 'major' Betsson distribution tie-up

Slot developer Betixon has praised the signing of a "major deal" for the group, after announcing that its suite of titles will go live with the Betsson Group in Lithuania and Estonia.

Under the terms of the deal, Betixon's portfolio of mobile slots, which can also be played on desktop, will launch to players in both countries via the operator's Betsafe and Supercasino brands.

This means players at the online casinos will be able to access titles such as Boots of Luck, Wild Wolf and Ages of Halvar, plus the soon to launch Fortune Breakers series, for the first time. Fortune Breakers is set to become Betixon's flagship game series.

"We pride ourselves in offering our players the widest range of quality casino content localised to the market from which they are playing," stated Ciara Nic Liam, product director for gaming at Betsson Group.

"Betixon has quickly emerged as a rising star on the slot development scene..."

[READ THE FULL STORY](#)

SKILLONNET / AUTHENTIC GAMING

SkillOnNet in Authentic Gaming deal

SkillOnNet, the platform provider behind the world's most popular online casino brands, has added more quality content to its live casino portfolio by partnering with live dealer specialist Authentic Gaming.

Under the deal, players at over 60 brands including new casinos like paynplay hits Metalcasino and Turbonino will be able to access Authentic Gaming's top performing live casino titles broadcast from its state-of-the-art Live ARENA studio in Malta.

Along with delivering live games streamed from the floors of some of the most famous land based casinos around the world, Authentic also has a number of unique features like Bet on Stats, High Roller and Neighbours Betting on Main Table, which enhance the engagement for players who love the feeling of playing in a real casino.

This includes Blaze Roulette, 24/7 Roulette and Grand Roulette, as well as six custom auto roulette games for the previously mentioned SkillOnNet brands. Games will be made available to players in Malta jurisdictions as well as the UK, Denmark and Sweden.

[READ THE FULL STORY](#)

SKILLONNET / GREEN JADE GAMES

SkillOnNet swells platform with Green Jade's games

Online casino platform provider SkillOnNet has teamed-up with Green Jade Games, as the content developer becomes the latest addition to the former's burgeoning casino platform.

The integration means that players at SkillOnNet brands will be able to access the developer's content suite, which includes KO slots and arcade skill games for the first time. This includes titles such as Hammer of Fortune, Candy Wall, Jade Puzzle and just launched games like Casino Blocks.

Mark Taffler, chief commercial officer at Green Jade Games, said: "SkillOnNet has emerged as the absolute market leader when it comes to online casino with the brands powered by its platform among the most popular and successful in a wide range of markets

"To see our games land in the lobbies of casino sites such as PlayOJO, Spin Genie, PlayMillion and LuckyVegas really is an honour and we believe they will prove to be a huge hit with players, especially those looking for a unique casino experience via our skill-based arcade games."

[READ THE FULL STORY](#)

CRUCIAL COMPLIANCE

Lottoland CEO joins Crucial Compliance as non-executive chair

Industry veteran Nigel Birrell to advise Gibraltar-based start-up on growth opportunities and strategy

Crucial Compliance has recruited Lottoland CEO Nigel Birrell to serve as its first non-executive chairman. EGR understands Birrell will advise the fledgling compliance business on internal affairs and international expansion beyond Gibraltar. "I am delighted to be joining Paul, Andy and the team at Crucial Compliance at this formative stage in what has already been..."



[READ THE FULL STORY](#)



DECEMBER 2020 PRESS RELEASE HIGHLIGHTS



REEL DEALER STUDIOS

Real Dealer Studios inks LeoVegas supply deal

Malta headquartered Real Dealer Studios has inked a distribution link-up with LeoVegas, with the agreement to see the online gaming operator integrate the provider's flagship Real Roulette titles.

These games, set in a private, luxury casino, aim to enhance the feeling of one-on-one interaction between player and dealer, and follow a string of commercial tie-ups for the supplier.

Following the standard European roulette format, Real Dealer's games are created from recorded video clips of dealers and gameplay, which are integrated into the game, and use professional actors, film directors and post-production crew, with an aim of delivering a consistently flawless player experience from the first round.

[READ THE FULL STORY](#)

SKILLONNET / BOOMING GAMES

Booming Games available via SkillOnNet casinos

SkillOnNet has unveiled the latest addition to its burgeoning game portfolio as the igaming platform provider makes the Booming Games slot suite available to operator partners.

As a result of the partnership, the Malta-based slot supplier, which boasts a slot portfolio of more than 60 titles, will see its games, such as Booming Seven Deluxe, VIP Filthy Riches, Gold Vein, and and new release Freezing Classics, be added to the SkillOnNet roster.

"SkillOnNet is the magic behind some of the biggest and most popular online casino brands and we are really pleased to see our games line up in the lobbies of sites such as PlayOJO, Turbonino, Slingo and more," stated Frederik Niehusen, chief commercial officer of Booming Games.

"This is a milestone moment for Booming Games as we continue to work towards our mission of becoming one of the best developers in the industry."

The deal means that Booming Games will line up alongside other providers already stocked in the SkillOnNet game lobby, including the likes of Big Time Gaming, Red Tiger, Pragmatic Play, Play n' GO, and Netent.

[READ THE FULL STORY](#)

FSB

FSB sees 216% increase from NFL

FSB, the award-winning sports betting and igaming technology supplier, is enjoying a record-breaking NFL season following a strong jump in November numbers.

Headline stats from FSB's biggest NFL season to date include an impressive 25 per cent jump in margin year on year and a 13 per cent increase in average wager size.

This has led to a 216 per cent year-on-year increase in turnover from NFL markets and odds.

Mark Wilson, head of trading at FSB, said: "We have been committed to bulking up our US sports coverage in 2020 and these numbers are a testament to that.

"As you can imagine, our partners are absolutely delighted too.

"Throughout the year we've been adding more in-play and derivative markets to our NFL content portfolio so it's great to see that these have been popular."

[READ THE FULL STORY](#)

1ACCOUNT

1account sets 10% challenge for approved sign-ups

Player identification and verification specialist 1account has issued a challenge to online gambling operators to help them drive approved sign-ups by up to 10 per cent.

To take part, 1account has invited operators to send them their last 30 days of UK player registration data via secure file transfer, as entered by players at the point of registration.

A member of the 1account team will then contact the operator and demonstrate exactly how they can guarantee to increase player verification by up to 10 per cent.

As part of the challenge, 1account has created an interactive revenue generator calculator to allow operators to calculate the possible rise in revenue...

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AUTHENTIC GAMING / TOPSPORT

Authentic Gaming in Lithuania debut via TopSport

Authentic Gaming has documented its latest European market entry, after going live in Lithuania following a partnership with igaming and sports betting operator TopSport.

Under the terms of the deal, players at TopSport will be able to access Authentic Gaming's suite of live roulette products, streamed from the provider's Arena Studio located in Malta.

This includes Blaze Roulette, 24/7 Roulette and Grand Roulette plus the provider's latest table series, the Las Vegas Collection, which includes Nightclub Roulette and Viva Las Vegas Roulette.

"Lithuania is a new market for Authentic Gaming but one where we see huge potential for live roulette and our products in particular," explained Magdalena Podhorska-Okolow, CCO of Authentic Gaming.

"TopSport is the right partner to enter the market with as it has built an incredible reputation over the years for providing the absolute best retail, online and mobile betting experience.

"The addition of our live roulette games allows TopSport to stand out from its...

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CRUCIAL COMPLIANCE / W2

Crucial Compliance and W2 Data to Enhance iGaming Compliance

W2 Data and Crucial Compliance have joined forces to facilitate compliance across numerous jurisdictions and create better legal guidelines for operators and businesses in iGaming.

Powering up AML and KYC in iGaming

Compliance and risk assessment will be a leading topic in iGaming and online gambling in the years to come, and a new alliance between W2 Data, a provider of state-of-the-art AML and KYC services, and Crucial Compliance, an iGaming consultancy exemplifies the emphasis that regulators, business and consumers put on running a clean industry.

Under a newly-forged partnership, the two companies will deliver data-driven solutions to help iGaming brands tailor their strategies and stick to growth targets by adapting products to the specific prerequisites of each market they want to break ground into or already operate in.

The services offered by W2 Data and Crucial Compliance will cover multiple jurisdictions and provide quick and reliable updates as regulatory changes happen.

W2's experience in developing compliance modules spans several years of...

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STAKELOGIC / GRAND CASINO LUZERN

Grand Casino Luzern integrates Stakelogic slots

Grand Casino Luzern has added further depth to its igaming roster, with its hot streak of commercial tie-ups continuing following a link-up with Stakelogic.

Under the terms of the deal, the content supplier is to integrate its entire suite of slots with what it lauds as “Switzerland’s number one online casino,” mycasino.ch.

This will see games such as Book of Adventure and Book of Cleopatra as well as branded titles The Expendables Megaways and Rambo Stallone, become accessible for players, alongside recently launched Serengeti Wilds and Gods of Secrecy.

Salvatore Marino, sales director of Stakelogic, said of the partnership: “mycasino.ch is one of the most popular online casino sites available to players in Switzerland and we are thrilled to have added our quality slots to the portfolio of games offered to players.

“Each of our games has been designed to provide a superior player experience, regardless of whether the player favours classic slots or modern video slots and we believe players at mycasino.ch will find our games offer more thrills, entertainment and big win potential than they have seen before.”

This becomes that latest distribution deal unveiled by the casino property, with Stakelogic following in the footsteps of recent agreements alongside Oryx Gaming and Yggdrasil.

After the new Swiss gambling regulation came into effect in 2019, Grand Casino Luzern was the second casino in the country to launch an igaming offering, under the mycasino.ch brand.

Wolfgang Bliem, CEO at Grand Casino Luzern, added: “Our mission for mycasino.ch is to provide players in Switzerland with the best possible online casino experience and to do that we know we must offer the widest range of quality content.

“In that regard, partnering with Stakelogic was an absolute must and we are delighted to be able to offer its tremendous slots to our players for the first time.

[READ THE FULL STORY](#)

SKILLONNET

SkillOnNet to launch The Masked Singer UK site, bingo room and slot

SkillOnNet has lauded a “major product licensing partnership” that will see the launch of a Masked Singer UK games site, bingo room and slot game based on the popular TV show.

To coincide with the start of ITV’s new series of the hit show, which will hit the region’s screens on December 26, SkillOnNet will be debuting the trifecta, as well as a digital scratchcard, featuring a selection of characters from the show.

Players at The Masked Singer UK site will be able to access more than 2,000 slots, jackpot, Slingo, live dealer, table, bingo and instant win games from a multitude of providers, including NetEnt, Big Time Gaming and Red Tiger, as well as a special The Masked Singer UK slot game and digital scratchcard.

The Masked Singer UK slot will also be available at other SkillOnNet brands, such as Turbonino, Slingo.com, AHTI Games, Lucky Nikki, Swift Casino, SpinGenie and many more.

Furthermore, the branded bingo room will be exclusive to PlayOJO and will be supported by a major advertising campaign across TV, radio, and social media focusing on the dedicated bingo room and slot game.

Michael Golembo, sales and marketing director at SkillOnNet, explained: “The Masked Singer UK is an absolute phenomenon, and we are thrilled to have partnered with Bandicoot to secure the exclusive product licence.

“The Masked Singer UK Games Site will capture the glitz and glamour of the show and combine it with our market-leading casino technology to deliver a truly unique player experience.

“The Masked Singer UK bingo room will also help drive brand awareness for PlayOJO and the other casinos on our network will have the slot game, and the scratchcard which will help build awareness to the Masked Singer UK games site.

“This is an incredible partnership and one that will further establish SkillOnNet, PlayOJO and the other brands on our network as the absolute leaders...

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FIRSTLOOKGAMES

VOODOO REELS™



VOODOO REELS BY STAKELOGIC

Candles, magic and luck adorn the Voodoo Reels. Take a journey through the secrets of Louisiana, where with enough yarn balls, symbols become sticky and are sewn in place, wild voodoo dolls are swirling and Baron Samedi welcomes you to the Unlimited Free Spins where the spins never end until three voodoo dolls are collected.

Voodoo Reels is a highly animated ten (10) win line, five (5) reel, three (3) row video slot game. The game includes YARN BALL SYMBOLS which trigger PICK AND CLICK GAME, while three (3) or more SCATTER SYMBOLS award FREE SPINS and SCATTER PRIZE!

FEATURES:

- Free Spins** - with colossal symbols on reels 2 to 4
- Unlimited Free Spins** - wilds appear when voodoo symbols are collected
- Collected Symbols** - 6 x Yarn Balls collected awards Pick and Click game
- Pick and Click** - Pick your doll to be awarded 1 of the 3 bonus games
- Wild Mixer** - 3 respins are awarded with randomly positioned wilds
- Sticky Wilds** - 3 respins are awarded with randomly picked sticky symbol
- Super Stake** - triggered on a random losing spin and awards Pick and Click
- Gamble Feature** - choose to gamble any win amount

[DOWNLOAD THE 'VOODOO REELS' MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM](#)

DECEMBER 2020 PRESS RELEASE HIGHLIGHTS



STAKELOGIC

Stakelogic now available via EGT Digital

Developer behind some of the biggest slot games of the year increases distribution network with latest partnership.

Stakelogic, the developer behind some of the hottest titles this year, has joined forces with EGT Digital to make its entire suite of online and mobile slots available to operators powered by the state-of-the-art platform.

Following the integration, EGT Digital's operator partners will be able to offer their players hugely popular titles such as Book of Adventure, Book of Cleopatra Super Stake Edition, Runner Runner Megaways, Flappers and branded titles like The Expendables Megaways and Rambo Stallone.

The partnership strengthens EGT Digital's game portfolio, with players able to access high quality slots that deliver a thrilling and entertaining experience via striking graphics, authentic sound and cutting-edge features and bonus games.

This includes Super Stake, which comes hooked up to some of the developer's most iconic titles and allows players to effectively double their bet with every spin to be in with the chance of triggering one of the games bonus features to unlock insanely valuable win combinations.

Discussing the new partnership, Salvatore Marino, sales director of Stakelogic, said: "EGT Digital is just what we look for in a partner. It has a great network of operators and a state-of-the-art platform that will allow for the smooth and seamless integration of our games.

"We have had an incredibly strong year with a run of hugely successful slots, including The Expendables Megaways and Book of Cleopatra Super Stake, and look forward to those titles and more launching with additional operators.

"What's more, the partnership will also benefit developers working under our...

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NASDAQ

Industry predictions for 2021: the evolution of sports data and a rise in streamer influence

Andy Phillips from Nasdaq and Nicola Longmuir of Push Gaming predict the big themes in online gaming over the next 12 months.

Andy Phillips, head of business development for sports and gaming within the market technology business, Nasdaq: Advancements in technology for sports data capture promise to deliver exponentially more raw material for oddsmakers and quants to play with. However, wrong turns and dead ends will be inevitable while trying to develop compelling betting markets. Do \$1bn+ market cap operators and suppliers still have appetite for the risk-reward profile of that R&D?

We are already seeing a gradual emergence of specialists across US sports, esports, player props, fast markets and bet builders. How do these integrations get on the roadmap? In thinly traded markets, suppliers really need to see and control bet flow for proper risk management, making the integration further complicated still.

Sportsbooks best able to accommodate and experiment with this new layer of innovative market makers – perhaps even letting them directly compete on price to be "top of book" – will find huge edge.

The return of an unfashionable format

Does evolution lead to revolution, opening the door for pari-mutuel and P2P to make a comeback? You can offer any one of about a million esports events a day if you don't need to compile the odds and you are not taking risk. Esports fans are often familiar with pool betting thanks to the former popularity of skins betting.

Pari-mutuel's big drawback is that the Starting Price (SP – the odds given at...

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FSB

Ian Freeman appointed Chief Revenue Officer at FSB

Online sportsbook and iGaming supplier FSB has welcomed Ian Freeman to its senior management team as its new Chief Revenue Officer.

As Chief Revenue Officer he will report directly to CEO Dave McDowell at the firm's London office, and will be responsible for developing its sales and business development teams as well as creating and deploying business critical strategies.

FSB are currently looking at entering new and emerging markets, particularly in the US where the company has identified significant opportunities and markets for its products and services.

McDowell said: "I am delighted to welcome Ian to the team and for FSB to be able to leverage his unrivalled knowledge, experience and talent to drive our sales and business development teams on to even greater success.

"We continue to build up our impressive senior management team at FSB and Ian is the latest piece of that jigsaw.

"He will also play a central role in further establishing FSB in the markets we are currently active in and also put us in the driving seat to succeed in new jurisdictions such as the USA."

Freeman has been working in the gambling industry since 2012, having held a variety of senior positions with significant firms, including Kambi where he served as Chief Commercial Officer for five years.

Prior to joining FSB, he held the role of Vice President of Business Development and Commercial at IGT's PlayDigital division, where his main responsibilities concerned global B2B sports and iCasino proposition.

Regarding his new position, Freeman commented: "I am really delighted to be joining FSB at what is a hugely exciting time for the business as it looks to...

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BIG TIME GAMING

BTG claims our SOTW with Cyberslot Megaclusters

Big Time Gaming's recent retro-space themed slot title Cyberslot Megaclusters has claimed our Slot of the Week following its exclusive debut on LeoVegas via SG Digital's OpenGaming.

Lauded as an 'explosive, action-packed' title, Cyberslot Megaclusters is a symbol-matching grid slot which includes BTG's Megaclusters mechanic, its second outing following its debut over the summer in Star Clusters Megaclusters.

Dylan Slaney, SVP, Digital at Scientific Games, commented: "We are hugely excited to see Cyberslot Megaclusters hit the market today. Building on the success of Star Clusters this new take on the blossoming mechanic is a great piece of game design.

"The OpenGaming team have pulled this one out of the bag yet again to deliver the foundations of another truly great BTG title."

In Cyberslot Megaclusters, each base-game spin begins with three rows and three columns of multi-coloured planet symbols, while each free spin begins with nine rows and nine columns.

With the new Megaclusters mechanic, each symbol that forms part of a winning combo will split into four smaller symbols to create even more Megaclusters.

When combos appear within these smaller symbols, they shatter, and fresh ones fall into their place until the combos dry up. This means up to 321 symbols can occur during the free spins round.

BTG CEO, Nik Robinson, added: "Big Time Gaming is committed to using technology to explore new dynamics in online casino gaming and we feel the Megaclusters engine is taking our slots in a brave new direction."

Early reviews for Cyberslot Megaclusters have been glowing...

[READ THE FULL STORY](#)

TOURNAMENT LIVE STREAM - CONNECTIVE GAMES

Connective Games launches live stream feature

Award-winning technology provider launches Poker Tournament Live Stream allowing operators to broadcast action to players in real-time

Connective Games, the award-winning online and mobile poker platform provider, has flicked the switch on its latest innovative feature that allows operators to live stream poker tournaments to players around the world.

The Poker Tournament Live Stream sits on the Connective Games platform, which powers big-name sites such as Spartan Poker, and allows players to remain engaged with a poker brand even when they are not playing themselves by watching professional players go head to head.

The live-streamed footage allows viewers to see each players' cards at all times, and to watch their strategy as the game and tournament unfolds. Each stream also features commentary from several poker experts, players and fans adding another layer of engagement to the footage.

The Poker Tournament Live Stream feature is entirely customisable and brandable, and the footage can be viewed on desktop, smartphone and tablet. To see an example of the Poker Tournament Live Stream in action with operator partner, Spartan Poker, click here.



READ THE FULL STORY

REDNEX KO - GREEN JADE GAMES

Green Jade launches Cotton Eye Joe-themed slot, Rednex K.O

Casino game developer releases first branded game in collaboration with multi-platinum artist REDNEX

Green Jade Games, the progressive Game developer, has launched its first branded game after partnering with REDNEX, the multi-platinum artist from Sweden behind the iconic Cotton Eye Joe song.

Rednex K.O has been designed to get player's tapping their feet as they spin the reels and land potentially big wins. The slot comes hooked up to Green Jade's innovative Knock Out engine which allows players to knock symbols making the gambling experience much more engaging.

The idea then is to line up three or more "Loot Box" symbols (Suitcases) horizontally to trigger the game's bonus features which include Instant Win and the Dynamite Bonus Game. Depending on the number of aligned Suitcase symbols, players receive 4, 6 or 8 sticks of dynamite. During the base game, the player fills the patented Skill Balance Pot (SBP) with every win missed. If the player successfully aligns three or more winning suitcases by smashing one or up to ten symbols, they will then be awarded the relevant RNG determined win, moreover, they have the chance to win the funds not claimed by other players!!

The RNG decides when the SBP is unlocked.



READ THE FULL STORY

CYBERSLOT MEGACLUSTERS™ - BIG TIME GAMING

Big Time Gaming debuts new Cyberslots Megaclusters™ game

Sydney-based slot developer Big Time Gaming (BTG) has launched Cyberslot Megaclusters, its second game to feature the supplier's new Megaclusters mechanic.

The retro-space themed slot has been rolled out exclusively at LeoVegas via SG Digital's OpenGaming platform, and follows the release of Star Clusters over the summer.

In Cyberslot Megaclusters, each base-game spin begins with three rows and three columns of multi-coloured planet symbols, while each free spin begins with nine rows and nine columns. With the new Megaclusters mechanic, each symbol that forms part of a winning combo will split into four smaller symbols to create even more Megaclusters.

When combos appear within these smaller symbols, they shatter, and fresh ones fall into their place until the combos dry up. This means up to 321 symbols can occur during the free spins round.

"Big Time Gaming is committed to using technology to explore new dynamics..."



READ THE FULL STORY

LIVE SIC BO - EZUGI

Ezugi debuts first live Sic Bo title

Live dealer specialist puts its magic touch on classic Asian table game to offer players an immersive and entertaining experience

Ezugi, the live casino pioneer that is part of the Evolution Gaming Group, has broadened its already impressive suite of games with the addition of Sic Bo for the very first time.

Wonderfully simple and a classic from the land-based casinos of Macau and across Asia, Sic Bo is a dice game of chance played with three regular dice displaying values between 1-6.

The objective for the player is to accurately predict the outcome of the three dice and players can back a number of different bet types for each dice roll.

If the result of the shaken dice matches the player's bet, the player wins – it's that simple.

Ezugi has taken its market-leading approach to live casino and applied it to its first Sic Bo game. This includes immersive gameplay which is streamed from a dedicated Sic Bo room.



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DECEMBER 2020 EDITORIAL HIGHLIGHTS



BLACK PUDDING GAMES

Black Pudding Games: we're always looking to surprise ourselves

The huge volume of new igaming content that is debuted week-on-week isn't escaping anyone, but beneath the surface of this swathe of content are numerous avenues just waiting to be explored.

Innovation is one buzzword that oftentimes forms a central component of all industry inner workings, and when faced with such a competitive landscape the need to push boundaries and dare to be different can be the difference between success and failure.

After debuting its deconstructed three-reel Aeterna slot last month, CasinoBeats speaks to Nathan Howes, Dan Nyman, and Luke Taylor, co-founders of Black Pudding Games, to dissect the supplier's developmental approach, making a name for yourself as a new studio, and collaboration being one of the keys to success.

CasinoBeats: Are new developers too eager to have instant success with their first title(s)?

Black Pudding Games: We don't want to presume all new developers' motivations, but at Black Pudding we were acutely aware of the likely hubris and nemesis of believing we could explode on the scene as an overnight success.

[READ THE FULL INTERVIEW](#)

CHAMPION SPORTS

Is open banking a blueprint for gaming to follow?

Champion Sports believes an Open Gaming API would deliver a superior player experience and allow operators to improve responsible gambling.

At present, consumer do not have a unified view of the accounts they hold at gambling operators, including what they spend, the services they consume and whether they are up or down. Nor do they have a clear understanding of the data that gambling operators hold on them, and this is certainly the case for those that have accounts with more than one operator. This is not only impacting consumers, but operators as well.

Although some regulators impose certain standard when it comes to data, they can vary from jurisdiction to jurisdiction, or in some markets from state to state.

This has a cost to operators in order to keep up with the data requirements in each market they are active, but there is also a cost to the consumer in terms of...

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FSB

Five reasons why you need to know about Hybrid Trading

FSB's Head of Trading Mark Wilson states the case for hybrid trading as an essential tool in the box for operators.

Being flexible. It's easy to say, but it's harder to prove. At FSB we truly try to offer our partners as much choice as possible and that's definitely the case on our trading desk where our hybrid trading solution has proved popular since we launched it in 2016.

Hybrid trading is a combination of our team trading the books for an operator, a Managed Trading Service, and the operator taking the keys and trading a specific sport or sports independently on our platform.

For some operators it's the perfect blend of efficiency and control. Here are five reasons why you need to be aware of it.

It allows you to define an exact scale that works for you

It doesn't matter whether you have a trading team of two or 20, we can provide the ideal solution for you to make sure all bases are covered. FSB can plug the trading gaps on certain sports so you can manage your scale as you see fit...

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1ACCOUNT

Players re-verified

Caroline Steele, Senior Client Director for Gaming at 1account, believes operators are not leveraging their full player base simply because they are not accurately verifying all customers.

Online gambling operators go to great lengths and expense to engage players and convert them into active customers that go on to remain loyal to their brand over many months and years. But when operators take a close look at their player database, more often than not they will see a large percentage of players that have signed up but never actually deposited and played.

Other players will have signed up, deposited and played, but for one reason or another have become dormant and are no longer engaged with the gambling brand. There are several reasons for this, but one of the most common is that operators often struggle to verify new players, which in turn prevents them from being able to deposit and play.

This is usually because they don't have the necessary processes in place to accurately match and validate the player's data, meaning they can't clear KYC and AML requirements. This failed data match could be as superficial as the player has recently moved to a new house and database records have yet to be...

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GREEN JADE GAMES

Captivating Gen Z

Mark Taffler, CCO at Green Jade Games, explains the importance of arcade skill games to the industry's future and why younger demographics familiar with life-like videogames just aren't impressed by traditional slots.

Mark begins by describing the ethos of Green Jade Games and the developer's passion for wanting to change the industry.

We are unique in that we create three different styles of online casino game; normal slots, KO slots and Arcade Skill games. This is our USP. We are the only provider that provides such a uniquely blended portfolio of content.

Slots are slots. They look like slots, feel like slots and play like slots. We can't begin to talk about our KO slots and Arcade Skill games until we explain our patented Skill Balance Pot. This piece of technology allows our games to provide the players with a uniquely rich experience.

[READ THE FULL STORY](#)

CEGO / SPILLNU.DK

The Online Transformation: Picking up Speed, with Jesper Kärbrink, Chairman of CEGO

Jesper Kärbrink, Chairman, CEGO recently spoke with us about the increased acceleration of offline to online player conversion.

Jesper believes these new exciting times present some fantastic opportunities to grow but not without some key challenges coming along with it. Read below as we explore the new digital landscape with Jesper and get his perspective on what the future holds.

What has been the biggest lesson you've learnt from your Covid-19 experience and how will you use it to your advantage going forward for the exciting CEGO brand?

"From an internal perspective, it has been fascinating to see how fast and frictionless the organisation adopted a new way of working – without losing focus or efficiency.

From a player's perspective we – as most other operators – saw an increase in our numbers at the beginning of the pandemic.

[READ THE FULL INTERVIEW](#)

SPORTING WIN

Sportingwin and the Bulgaria opportunity

Mark Chakravarti, Head of Investment at Sportingwin, talks about why the operator sees such potential in the market and how it has found the licensing process to date.

Bulgaria has had a major shake-up when it comes to how gambling operators are licensed and regulated in the country with the National Revenue Agency recently taking on the responsibility.

Amid allegations of corruption among its predecessor, the State Gambling Commission, the new regulator is moving forwards with plans to issue additional licences over the coming months.

The first in line to receive such a licence is Sportingwin, which has ambitious plans for Bulgaria once it has been given the green light to launch.

To learn more about Bulgaria and the operator's plans for the market, we sat down with Mark Chakravarti, Head of Investment at Sportingwin.

Why do you see so much potential in Bulgaria?

You just have to look at the numbers to see the potential. We estimate the Bulgaria market to be worth around £300m right now but as new operators enter the fray it could grow at a rate of 20% per year to hit £500m over the course of the next five years.

[READ THE FULL INTERVIEW](#)

CONTINENT 8

Cybersecurity without compromise

Cybersecurity is everything in iGaming and thanks to Continent 8's Web Application Firewall, operators can now benefit from the highest levels of protection against malicious attacks, says Leon Allen, Director of Innovation.

Competition for players is intense in the iGaming industry and for consumers this means being exposed to sustained marketing campaigns, bonus promotions or the buzz of operators' in-play betting offerings.

At the risk of stating the obvious, for iGaming brands being competitive also means staying online during malicious attacks and being able to offer a fully functional website to their players when under attack, especially during peak events. Indeed, there isn't much point having the best user experience or bonuses in the market if a website is not able to handle a malicious attack effectively.

In addition, the likelihood of attacks being effective has increased in proportion to the number of new partners and applications that now integrate into operators' technical infrastructures. As the attack surface increases, so does the potential for vulnerabilities to be exploited.

The C8 Cloud WAF

This is why we have developed the C8 Cloud Web Application Firewall (WAF) in partnership with cyber-security experts Fortinet. C8's Cloud WAF is an enterprise solution that can be used across our global network: as a complete...

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BIG TIME GAMING / LIVE 5 / GREEN JADES GAMES

Game design under the spotlight

The player protection debate is evolving to look at how online slots are designed, rather than just how they are offered. Daniel O'Boyle and Jake Pollard investigate.

Much of the player protection debate has focused on action that operators should take, rather a deeper look at how products such as online slots are created.

Yet questions about how the gambling products themselves work have grown louder in recent months, with regulators, legislators and campaign groups all focusing more attention on the topics of game and product design.

Richard Bayliss, senior regulatory affairs and compliance manager at Playtech, says the issue has flown under the radar for some time due to a broad lack of understanding. However, as the debate around gambling has grown, game design has come under the spotlight.

"Safer game and product design have definitely been under more scrutiny..."

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BETSSON

Building deeper relationships

Paul Malt, head of games at Betsson Group, explains the operator's new approach to finding content for its casino sites.

One of the greatest challenges faced by operators with an international footprint is ensuring that the content they offer players in each market they are active is properly localised.

Player preferences in Latin America are different to player preferences in the Nordics and operators must understand this regional diversity if they are to succeed in each country.

For Betsson Group, regional diversity is an absolute priority – we have over 20 brands live across 15 regulated markets and go to great lengths to localise the game lobby for each brand in each market.

This means partnering with a huge number of developers, which for Betsson currently stands at over 170 different slot studios, but we are taking this a step further by also working with developers to create exclusive games for our players.

This not only means that we can diversify our content offering and stand out from our rivals, but that we can also tailor content to the specific needs of players at each brand and in each market.

At present, we are working with a small number of developers to create this...

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Leon Allen, Continent 8

BETIXON

Characters that keep players coming back for more

Lior Cohen, CTO at mobile-first slot developer Betixon, says that in-game narratives and characters can drive player loyalty to the next level.

Online casino operators invest a great deal of time and resources into acquiring players, so once they have captured and converted them, they need those players to remain loyal to their brand in order to drive the greatest ROI.

When it comes to player retention, operators often look to bonuses, loyalty schemes and rewards but one of the most powerful tools at their disposal is the content stocked in their game lobbies and especially those that form part of a series or franchise.

Slots that have a central character or characters, and that take players on a story as part of the game experience, are some of the most popular titles out there. I am talking about games like Gonzo's Quest, Starburst and Age of the Gods, or famous themes like Irish, Egypt or Wild West.

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BETSSON

How to localise a casino game lobby

Paul Malt, head of games at Betsson Group, talks about how the operator ensures the content offered across its roster of brands meets the exact needs of players in each market it is active.

One of the greatest challenges faced by international online casino operators is ensuring that the games offered to players in each of the markets they are active meets their preferences.

Player preferences change quite drastically from market to market, and operators need to be aware of these differences and ensure it is reflected in the content stocked in their portfolios.

As an international operator with brands aimed at players in a wide range of markets, we spend a great deal of time curating the game lobbies at each of our casinos.

To make sure we stock the right content, we combine our experience and understanding of individual markets with research and the large volumes of data we generate.

Below, I discuss in more detail some of the key factors we take into account when building out our game lobbies in each of the markets we operate in.

Land-based gaming preferences are a great guide

In almost all regulated markets, land-based gaming exists prior to online and that acts as a great guide for the content that players will want to engage with when playing online.

This is certainly the case in markets such as Latin America and Georgia, where players want to see the same providers and games online as they do in the land-based space.

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SLOTS TEMPLE

Fraser Linkleter, CMO of Slots Temple, joins the latest series of affiliate interviews on Affiliate Grand Slam

Fraser Linkleter and the team of Slots Temple believe in brand awareness and they go the extra mile to be innovative, a clear example is their Tournaments feature – follow his story below.

When and why did you start considering affiliate business as a career?

The business itself, Digital Division Ltd was founded in 2015, although the site had been running for some time before this, gradually building a sustainable fan-base and steadily generating interest from wider verticals throughout the gaming industry.

Its rise in popularity, the administration this brought and the ambitions the business had for its development meant that the founder, David, decided to go full time in 2017 and I joined the business towards the end of 2018.

Since then the advancements we've been able to bring to the site and in turn, the business, have reinforced that decision to join the affiliate community.

From where did you start your affiliate business and how? How much were you willing to commit to it?

As with many start-ups, the venture was started from home while David worked full-time in other roles. Committing as much time as he could to the project and trying to achieve a foothold in what is an extremely competitive market sector.

I myself have been around the gaming industry for a number of years, holding key positions in tier one companies such as Gamesys and Boylesports.

That industry experience and the contacts it has afforded me was a real advantage when I first got into the affiliate business. Possessing an understanding of player behavior and their needs from both an operator and developer platform.

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SPORTING WIN

Mission possible: the Bulgaria opportunity

Mark Chakravarti, head of investment at SportingWin, talks about the huge potential of the Bulgarian market, entry challenges and the operator's drive to secure a licence in the country.

Bulgaria has hit the headlines for all the wrong reasons this year following the abolition of the country's State Gambling Commission (SGC) amid allegations of wrongdoing and corruption by some of its most senior figures. Following the passing of a bill back in June, the previous regulatory body was shut down and responsibility for overseeing...



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BLACK PUDDING GAMES

Real Innovation in iGaming

For players in search of something a bit different, this provider fits the bill. On the scene since 2018, the founders recognized a real need for innovation in the online gambling industry. A partnership with 1x2 Network launched the provider toward success. Breaking away from the traditional features often found in slots, they aim to present a fresh take. In this interview, Nathan Howes, co-founder at Black Pudding Games, hinted at current projects. Overall, we've learned to expect the unexpected and the proof is in the Black Pudding!

Q: As a fairly young provider, give us an overview of the Black Pudding Games and the products.

A: As our website describes us, we're a trio of like-minded mavericks with a combined experience of over 30 years in the casino gaming and entertainment industry. We founded Black Pudding Games in 2018 with a strategy of not only thinking differently but also doing differently. We prefer to avoid describing our motivation with the increasingly hoary tropes of being 'disruptive' and driven by a 'passion for gaming'. We're just curious. In both senses of the word. Our fascination with what might become breakout hits means we're particularly preoccupied with discovering playful new ideas for the casino curious. Online casino gaming has created a fabulous but, we would argue, largely unexplored potential for genuine innovation in real money gaming. With that in mind, we're bang up for the challenge of bringing something demonstrably new to the party but without losing the crowd.

Q: When founding the company in 2018, what gaps in the market did you aim to address in terms of game development?

A: As mentioned above, we perceive there to be a shortage of real innovation in the industry. So many 'new releases' are simply makeovers – albeit very beautifully produced makeovers – of well-worn base games bolted together with pretty stock bonus features creating a routine sense of déjà vu when you...

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