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

AUGUST



**BLUE GURU
GAMES**

GAME ON

AUGUST 2022 PRESS RELEASE HIGHLIGHTS

APPARAT GAMING / EVERYMATRIX

Apparat integrates with EveryMatrix

EveryMatrix has become the latest tier-one content aggregator to join forces with Apparat Gaming to make the developer's slots available to its operator partners for the first time.

Under the deal, EveryMatrix will integrate Apparat Gaming's full suite of slots developed with a German accent into its flagship igaming integration platform, CasinoEngine. All future releases will also be made available to its operator partners as soon as they leave the developer's production line.

EveryMatrix is a leading B2B provider of igaming software, solutions, content and services to operator brands in global markets. Players at several German casino brands powered by EveryMatrix's CasinoEngine platform will also be among the first to access the Apparat Gaming's just-launched titles Total Eclipse and 40 Sevens.

The partnership between Apparat Gaming and EveryMatrix significantly increases the reach of the developer's content, with its slots now set to go live with some of the most popular online casino brands in key jurisdictions around...

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SLOTS TEMPLE

Slots Temple Strikes Gold with UK License for F2P Product

Slots Temple, an iGaming affiliate business that offers free slots tournaments resulting in real cash prizes, has notched a monumental achievement in the United Kingdom. The company has been cleared for launch by the UK Gambling Commission (UKGC), which will result in the company's free-to-play products now being available on the market.

As a result, players who participate in the company's slot tournaments for free can win real money. In order to participate in any of Slots Temple's contests, players need to be at least 18 years of age. Players then must compete against others in an attempt to top the pecking order and claim the biggest prize.

Slots Temple has an ample choice of slot games that players may pick from with more than 10,000 dedicated slots. The bulk of these is developed by leading gaming studios, including Relax Gaming, Push Gaming, 4ThePLayer, and many others.

Players need not wager any of their own money to gain entry or compete for real money prizes. Slots Temple director Fraser Linkleter welcomed the opportunity to be launching in the UK market and what the long-term implications for business and players:

[READ THE FULL STORY](#)

BLUE GURU GAMES

Treasure of Tengshe interview with Blue Guru Games

Andrew Braithwaite, the CEO and co-founder of the Blue Guru Games studio, has shared with SlotsJudge some exclusive information about the company and its newly-released game - Treasures of Tengshe!

Andrew - thank you so much for taking your time for an interview on Slotsjudge. First of all, I wanted to ask you to tell us a bit more about Blue Guru Games. You describe the studio as "driven by stories from history, mythology, and esoteric traditions". Could you please describe it in some more detail?

Thanks a lot for having me!

From the very foundation of the company, storytelling was key. I've worked in gaming for a long time on the opposite side of the desk as a casino manager and operator and thoroughly enjoyed it. I did that for about 15 years though and I started to crave a bit more creative expression. Having been pretty vocal about slots and studios for so long it was time to put my head above the parapet and give it a go.

I think Blue Guru was born out of my desire to tell stories and bring them to life...

[READ THE FULL STORY](#)

SYNALOGIK

Synalogik Receives Queen's Award for Innovation from HRH the Duke of Gloucester

SYNALOGiK, a leading provider of data aggregation, automation and risk identification software solutions for compliance and fraud investigations, yesterday held their Queen's Award for Innovation Presentation Ceremony at Hub8 in Cheltenham. The award trophy was presented by HRH Prince Richard, the Duke of Gloucester.

The innovation award was given due to their data aggregation platform, Scout®, and its contribution to fighting financial crime and helping organisations with regulatory compliance across both the public and private sector. Since its creation in 2018, Scout® has quickly gained clients across the gambling, insurance, banking, legal and public sector; including Entain Plc, Buzz Bingo, Betway, Hastings Direct, AIG Life and various Government agencies. It is used by 25% of the gambling industry, (by operator revenue), offering the first ever automated enhanced due diligence data aggregation and reporting solution.

Gareth Mussell, CEO at Synalogik, said: "It is an honour to receive such a prestigious award as the Queen's Award for Innovation. I am immensely proud that our solution is being used to identify, investigate and detect criminality in a number of industries across the world.

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GAME ON

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AUGUST 2022 PRESS RELEASE HIGHLIGHTS



BLUE GURU GAMES / ORYX

'Treasure of Tengshe' from Blue Guru Games hits Oryx hub platform

Challenger studio Blue Guru Games presents Treasure of Tengshe, a game with expanding wilds, fizzing firecrackers and an ancient serpent sky-dancing and devouring fireworks. This high-volatility, 50 payline slot will be leaping and twisting onto the Oryx Hub Platform.

Blue Guru has been making a bang in the gaming space with a series of highly engaging slots with cinematic audio-visuals. They focus on storytelling by drawing on mythology, history, esoterica, and eastern philosophy.

Tengshe is a legendary dragon, featured in ancient Chinese classic texts, who brings good fortune and riches to all who see him.

Here, he stars in the "Wild Dragon" Free Spins feature, appearing at a length of two symbols. Each free spin can trigger fireworks, which Tengshe chases into the sky, devouring them and growing as he does.

[READ THE FULL STORY](#)

FIRST LOOK GAMES / GAMING REALMS

Gaming Realms harnesses 'value of affiliates' via FLG integration

Gaming Realms has become the latest studio to be inducted into First Look Games' platform in an agreement that will bolster the former's affiliate presence.

As part of the integration onto FLG, Slingo will now be able to leverage the power of affiliates for game promotions for titles such as Slingo Lucky Larry's Lobstermania, Slingo Xxtreme and Red Hot Slingo.

Being an FLG partner, Gaming Realms is now able to share information about each of its titles, including logos, images and videos of games being played. These are uploaded to the First Look Games library where they can be downloaded individually or in bulk and used for content creation.

"We have long understood the value of affiliates when it comes to promoting our games but in First Look Games, we have a platform that does much of the heavy lifting for affiliate outreach while also ensuring the accuracy of the content publishers create," explained Gareth Scott, Commercial Director at Gaming Realms.

"This is a great partnership for us and one that will allow us to make more players aware of the fun and thrilling experience our games have been designed to deliver from the first spin to the last."

[READ THE FULL STORY](#)

LIVESPINS / NETGAMING

Livespins adds NetGaming to its slot offering

NetGaming has become the latest slot developer to join forces with Livespins, with the studio's full suite of slots now available via the provider's streaming platform.

The agreement means that Livespins' streamers can now use the developer's games in their broadcasts to players, including titles such as 3 Wild Jokers and Dragon Fortress – Battle of the Castle, as well as branded slots such as MTV Pimp My Ride and Shelby Online Video Slot.

"The partnership with Livespins allows NetGaming to drive awareness of its games among an entirely new audience of online casino player," a statement from Livespins read. "Livespins has taken the market by storm with its streaming platform, with players able to get directly involved with the action and not just watch it."

This is achieved through a bet behind feature, which allows players to back streamers in real-time. It also creates a group bet and a shared experience, with each player able to choose their bet and the number of spins.

"It is great to have NetGaming integrated into the Livespins platform and for our streamers to be able to access even more premium content for their..."

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STAKELOGIC / UNIBET

Unibet Launches Branded Studio with Stakelogic Live in the Netherlands

Tier one operator Unibet (part of Kindred Group) is further establishing itself as a leading brand in the Netherlands after signing a deal to launch a dedicated live dealer studio powered by Stakelogic Live, the go-to provider of live content in the fast-growing market.

The fully branded studio benefits from cutting-edge camera, microphone and broadcast technology to allow Unibet to deliver a superior player experience. Dutch dealers are also trained to the same standards as prestigious land-based casinos and know exactly how to keep players engaged and entertained.

The launch of Unibet's dedicated studio builds on the existing relationship between the provider and the operator, which supercharged its live casino lobby with the addition of Stakelogic Live titles this week. The operator also offers...

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SKILLONNET / GAMING CORPS

SkillOnNet adds an array of 'next-gen' titles through Gaming Corps link-up

SkillOnNet has expanded its catalogue of casino games after the operator signed with Swedish studio Gaming Corps to add an array of "next-generation" titles.

The link-up between the companies will see SkillOnNet gain access to a selection of mine and multiplier titles from Gaming Corps' suite of games, including Coin Minder, Clumsy Witch, Skyliner and JetLucky2.

Jani Kontturi, Head of Games at SkillOnNet, commented: "Online casino players are looking for new online casino experiences alongside playing traditional slot games, and this deal with Gaming Corps allows us to strengthen our portfolio with more quality slots as well as next-generation mine and multiplier titles.

"It is integrations such as this that ensure the online casino brands powered by SkillOnNet remain ahead of the curve and continue to not only meet but exceed player expectations through the vast selection of slots and casino content that we stock in our game lobbies."

Moreover, as part of the partnership, the aforementioned games will now be accessible to players at casinos across the SkillOnNet network, including brands such as PlayOJO, Slotsstars, Genting Casino, Spin Genie, EU Casino...

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FANTASMA GAMES

Fantasma lauds 'fantastic' Q2 figures boasting 396% net sales increase

Fantasma Games has praised a "fantastic start" to the year after posting another set of strong financial results for Q2.

The games studio is aiming for an "equally successful" second half of the year, after a Q2 that witnessed the company acquire Wiener Studios and go live in multiple US states.

With net sales seeing a 396 per cent year-on-year uptick to SEK 7.5m (£610,582) from SEK 1.5m, Fantasma reports that as the quarter came to a close, gaming revenue sat at SEK 6.3m (£513,153), a 314 per cent increase from SEK 1.5m.

These figures have allowed Fantasma to see EBITDA of SEK 1.1m, a significant increase on Q1's loss of SEK 1m, bringing the studio into profitability for the second quarter while simultaneously taking the first half of the year's figure to SEK 600,000.

Last year's acquisition of Wiener Games is also said to have significantly contributed to the Q2 results, with the subsidiary accounting for SEK 2.1m (£171,079) of Q2 turnover.

"What a quarter it has been" stated Fredrik Johansson, CEO of Fantasma Games.

"We have driven growth across all KPIs which is a testament to the popularity..."

[READ THE FULL STORY](#)

FSB

FSB to launch sports betting services in South Dakota

FSB can now launch its sports betting and igaming services in South Dakota after receiving regulatory approval from the South Dakota Commission on Gaming (SDCG).

Following the successful application, FSB can offer its sports wagering services to partners in the Deadwood city area and is aiming to go live in the state in the coming weeks.

The sports betting services supplier will help its operator partners in South Dakota to “carefully curate the exact sports betting experience required for their player base” through its proprietary omnichannel sportsbook.

“This exciting news is another strong step forward for FSB in North America and continues the rapid momentum we’ve enjoyed in the region in 2022,” commented Dave McDowell, Chief Executive Officer at FSB.

“The smooth approval from the SDCG pays a huge tribute to the quality of our technology, services, and people and as a true tier one global supplier puts us in a strong position to play a leading role in South Dakota and other key regulated global markets in the months and years ahead.”

Last month, FSB confirmed the appointment of Lisa Waterfield as its Director of Sales, North America.

Waterfield has spent the last two years as a Business Development Consultant...

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REAL DEALER / KAIZEN GAMING

Real Dealer Studios partners with Kaizen Gaming for Romania and Greece debut

Real Dealer Studios has made its debut in Romania and Greece through a partnership with operator Kaizen Gaming.

Through the deal, players at brands Stoiximan and Betano will have access to the provider’s games for the first time.

“Our cinematic RNG games have proved to be blockbuster hits in a wide range of markets and we believe they will be just as popular in Greece and Romania,” said Real Dealer Studios Chief Product Officer Shane Cottler.

“Our games allow operators such as Kaizen Gaming to deliver a stand-out player experience and provide content that keeps players engaged and entertained at all times.

Made using recorded video of dealers and gameplay, Real Dealer’s suite of cinematic RNG titles represents a crossover between film and iGaming, with the approach involving filmmaking technology, professional actors, film directors and a post-production crew. The productions aim to provide players with a one-on-one VIP casino experience.

Kaizen Gaming Live Casino Manager Christos Mavridis commented: “Real Dealer is the real deal. Its cinematic RNG casino games are like nothing we have seen in the market before and deliver unprecedented levels of fun and excitement.

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PANDAScore / WILLIAM HILL

PandaScore becomes William Hill esports betting supplier

William Hill has selected PandaScore as its new esports betting supplier.

Through the agreement, William Hill will use PandaScore’s odds feed across video game titles Dota2 and League of Legends, with Sporting Solutions – which united with PandaScore last year – to facilitate the distribution.

“We are thrilled to be working with William Hill to help the operator expand and improve its esports betting offering through our cutting-edge odds feed,” said PandaScore Senior Sales Manager Dasha Kirilishina.

“Esports betting is on the cusp of entering the mainstream, allowing operators to engage new audiences and also provide tremendous added value to those already active with their brand. William Hill has recognised the growth opportunity and, via our odds feed, will be able to offer a leading esports betting experience.

“This is a great deal for PandaScore and it cements our position on the market as leading esports data odds provider.”

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LIVESPINS / FUGASO

Livespins adds Fugaso to game lobby

The agreement means that Livespins’ streamers can now use the studio’s content in their broadcasts to players, which includes titles such as Sugar Drop, Magnify Man, and Diamond Blitz series among others.

“Fugaso has made a name for itself by designing and developing slots that are visually striking and that keep players engaged through unique mechanics and bonus features, with gamification also a key part of the gameplay,” a statement from Livespins read.

Livespins CCO Michael Pedersen commented: “Fugaso has launched some truly fantastic games in recent months, and I know that our streamers will be chomping at the bit to start spinning the reels on titles such as Sugar Drop and broadcast the action to players.

“Content is such an integral part of a slot stream, and that is why we continue to join forces with the best developers in the business so that our streamers have access to the games that players want to watch being played and also bet behind.”

Livespins added that the partnership with Fugaso will allow the developer to drive awareness of its slots among the next generation of online casino player.

Fugaso Business Development Director Robert Metzger commented: “Livespins is a pioneer in the slot streaming space, and we are thrilled to have...

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SKILLONNET / G GAMES

SkillOnNet Strikes Content Deal with G Games

SkillOnNet, the award-winning operator and online casino platform, has added yet more quality games to its diverse game portfolio after joining forces with innovative developer G Games.

G Games is a licensed supplier of more than 150 high-quality, real money games – all designed to make real money gaming more fun, and this latest announcement will see the provider’s full range of award-winning slots, rolled out across the entire SkillOnNet network.

This means that players at casinos such as Slotsstars, LuckyNiki, Spin Genie, EU Casino, Mega Casino, Metal Casino, AHTIGames and SkillOnNet’s flagship brand, PlayOjO, can now access fun titles such as Cheeky Fruits Deluxe, Elite of Evil, Clover Rainbow Deluxe and Psycho Candies alongside pure skill games such as Casino or Retro Solitaire.

The integration further establishes SkillOnNet as a leading iGaming operator, with its game lobby consisting of well over 3,500 titles covering classic slots, video slots, jackpot slots, table games, instant win, live dealer and bingo.

Jani Kontturi, Head of Games at SkillOnNet, said: “G Games is always looking to provide a better gaming experience for players, which makes them one of the industry’s most innovative developers. Integrating games that have already proven incredibly popular around the world, is also a really exciting proposition for us and we are looking forward to showcasing them to our players.”

[READ THE FULL STORY](#)

NEXIUX / ALTENAR

Altentar and Nexiux Solutions enter into strategic partnership

Nexiux Solutions has strengthened its sportsbook offering by entering into a strategic partnership with Altentar.

The Nexiux Player and iGaming Platform now offers a fully managed sportsbook solution provided by Altentar, with the former noting that the latter’s software “delivers the stability of an established product, the flexibility and knowledge of global regulatory bodies and betting landscapes, while offering a wide range of sports content, including esports, sourced from multiple premium data partners.”

Altentar Account Manager Giannis Papakonstantinou commented: “We go to great lengths to ensure our sportsbook solution remains at the cutting edge and in Nexiux we have a partner that shares our vision and approach, which makes this relationship such a strong one.

“To be able to offer our sportsbook product to its new and existing partners significantly increases our operator reach, while at the same time...

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AUGUST 2022 PRESS RELEASE HIGHLIGHTS

FSB

FSB Scales into South America with New Colombia Office



Global B2B sports betting and iGaming supplier FSB has further expanded its international footprint with the opening of a new South American technology hub in Colombia.

Positioned in the Medellin area of the country, the headquarters will be the base for a newly onboarded local technology team that will help support the delivery of FSB's growing North American business.

The 30+ strong team will also play a crucial role in the technical operations of FSB's ongoing efforts in the Latin America region as the award-winning supplier bids to build on early progress within the area.

This new South American hub comes just weeks after FSB appointed former GVC CEA Ken Paterson to lead the suppliers delivery function globally as the EGR Multi-Channel Supplier of the Year continues to scale up in key regulated international markets.

[READ THE FULL STORY](#)

1X2 NETWORK / IRON DOG STUDIO

Iron Dog Studio flies high with sequel to Wolf Strike, the developer's most successful game to date

Iron Dog Studio is letting the big wins soar in Eagle Strike, the latest hold and win title to be released across the 1X2 Network and based on the studio's most successful slot in its history, Wolf Strike.

Eagle Strike will launch exclusively via Entain and builds on its predecessor's success by improving aspects of the game while introducing exciting original features and expanding on the core mechanics to deliver an even more thrilling player experience.

This game takes the big win potential to new heights thanks to its stacks-based maths model. This means that Eagle Strike delivers chunkier wins compared to Wolf Strike, and tumbles are also added for even greater anticipation and win opportunities with each spin.

Wilds and scatter symbols can also swoop onto the reels on their own, while the hold and win nuggets generate in stacks like the regular symbols even in the base game. There are three jackpots – mini, minor and major – for players to hit.

Eagle Strike's high hit rate during the base game delivers a consistently engaging player experience, driving longer playing sessions and pushing to trigger features. This is balanced by a lower minimum win per winning way. Of course, the stacks and tumble mechanics increase the size of wins when they do appear.

The hold and win bonus has an expected trigger rate of 1 in 120 spins, with free spins 1 in 150. Combined, this means that players can expect one of the features to trigger 1 in 66 spins. Thus even casual players are likely to experience feature rich sessions. Considering session lengths for Wolf Strike, Eagle Strike is set to deliver feature after feature for those who play.

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SKILLONNET / WAZDAN

SkillOnNet Launches with Wazdan Content in Ontario

SkillOnNet has confirmed that it has rolled out Wazdan's titles in Ontario. The operator of online casino platforms behind some of the world's biggest brands, including PlayOJO. Wazdan has had a license to operate in the newly regulated provincial market in Canada since May and its games have been an important part of the local ecosystem.

SkillOnNet will be among the first to launch with the proprietary Wazdan games developed to build upon fresh iGaming experiences. Players at PlayOJO will be able to enjoy 9 Burning Dragons, Dwarves Fortune, Sizzling Moon, and others. Wazdan will be able to access casinos besides PlayOJO, including Slots Magic, KnightSlots, and SpinGenie.

The partnership was welcomed by SkillOnNet head of games Jani Kontturi who said that the company was excited to be working with Wazdan and break ground into new regulated markets. Wazdan games have already proven extremely popular with players around the world. Kontturi added:

"We are now very excited to introduce them to our Ontario audience and I'm very confident that they will be just as popular." SkillOnNet head of games Jani Kontturi

Wazdan is licensed to operate in more than 20 jurisdictions worldwide and offers a staggering portfolio of more than 150 slot games.

Commenting on the latest partnership, Wazdan CCO Andrzej Hyla said: "We are always looking to expand our international reach and have identified Ontario as being a market of great potential, therefore building our presence via our partnership with SkillOnNet is a significant moment for us."

Wazdan recently released its Sizzling Kingdom Bison and has been actively expanding in other jurisdictions. The supplier has partnerships with StarCasino in Italy and Casino777 in the Netherlands.

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GREEN JADE GAMES

Green Jade Games Unveils New Arcade Game 'Tap Tap Splat'

ew from skill-based arcade games pioneer Green Jade Games comes Tap Tap Splat, a cartoon whack-a-mole style game that allows players to bet on their splatting skills.

Tap Tap Splat invites players to choose a wager amount, then whack as many jelly monsters that pop up randomly on their screen as possible in one minute. Players tap on the targets to gain points and payouts while avoiding the bombs that will deduct points if they're detonated.

It's the latest addition to the Green Jade lobby, which includes a suite of state-of-the-art skill-based gambling games like Jade Puzzle, Casino Blocks, Cash Quiz, Cash Smash, Galaxy Wing and Speedy Candy.

The Arcade Lobby offers many different genres of games, from Brick Breaker, to Puzzle, and from Hyper Casual to First Person Shooter. Players can also take advantage of special promotions and track their progress on leaderboards.

Green Jade has spent years researching, developing and building this brand-new vertical in the igaming space. Arcade games offer the same volatility, prize range and hit frequency as slots, but with a completely different interactivity and reward sensation.

Green Jade believes arcade games help operators grow their audience through the acquisition of players who wouldn't have previously been interested in sports betting or slots, generating increased revenues and more loyal players.

Mark Taffler, Chief Commercial Officer at Green Jade Games said: "Tap Tap Splat says it all really. It's inspired by end-of-the-pier whack-a-mole games, but with a gambling element. Over the past 12 months, we've seen a huge growth in the audience for skill-based arcade and we believe that will continue for..."

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SPRIBE / 1X2 NETWORK / GAMINGTEC / PRESSETER

Roundtable – What is the state of play in the Romanian market?

Contributors: David Natroshvili, Spribe. Rory Kimber, 1X2 Network. Andrei Beu, Gamingtec. Iulian Bontea, PressEnter.

Rory Kimber, Account Management and Marketing Director at 1X2 Network

Romania is an evolving market, with a slew of operators making moves and bringing the weight of their expertise to the market. There are also Romania's established operators who continue to lead there and push the market in the right direction.

Andrei Beu, Commercial Director at Gamingtec

Romania is a thriving market based on solid regulations with both operators and affiliates having to secure a licence to get in on the action. In addition, the tax structure is clearly defined both for operators, suppliers and affiliates as well as players. Romania was rather slow to legalise online gambling which was technically neither legal nor illegal because no legislation existed up until 2010. The government then made online gambling legal, but no regulatory body existed to grant online licenses. The National Gambling Office was then created in 2013 to oversee the country's gambling industry, and it continues to rule over the industry up to this day.

Iulian Bontea, Country Manager at PressEnter Group

The Romanian market is still in its early days with online gambling having only...

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DIGITAL ISLE OF MAN

Building a blockchain ecosystem

As the Isle of Man continues to report an increase in enquiries from businesses wanting to relocate to the island, Tony Ure, Head of eGaming at Digital Isle of Man, details the executive agency's role in this growth and building a reputation as a home for crypto and blockchain businesses.

What are the agency's priorities to create the right environment for the Isle of Man's digital sector to flourish?

Our focus is primarily on creating a supportive ecosystem for businesses to grow and flourish. We serve as a conduit for businesses to access the government and help resolve any issues or problems.

I see our job as twofold – to help businesses on the island grow and to help bring businesses to the island. Once they are on the island, we've got a massive ecosystem – operators, B2B suppliers, data centres, corporate service providers, banks, and infrastructure.

The Isle of Man's relocation services don't just help in business matters but assist in helping to make a relocation seamless such as finding schools and doctors.

We've got a significant number of B2B, B2C, and blockchain companies, and we've recently issued licences for software companies and crypto casinos. Recently, Digital Isle of Man has been instrumental in working with the Financial Services Authority to launch an innovation hub and also to create an innovation challenge for the Fintech sector.

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INTRRESS MEDIA

Intrress Media's Maryna Sokirko talks about reinventing the affiliate review

To say Intrress Media's Co-Owner and Product Manager Maryna Sokirko is dealing with a lot of change in her life is an understatement. A Ukrainian citizen, she is back in her country full time, but still dealing with the unrest that comes with war. She is doing this while building up Intrress Media. The company is an affiliate organization with a focus on US states with online casino offerings. Sokirko is an experienced affiliate with expertise in product development in the fully regulated US space.

"I have eight years of experience in affiliate marketing, I started as a social media manager a long time ago, then moved to the position of SEO, and then SEO team leader. Two years ago I made a decision to move on to developing a product from scratch," Sokirko said.

What stands out about Intrress in the US space is the company is solely focused on online casino content, at least for now. While there are more states with sports betting as a legal gambling option, the company is instead focusing on an often overlooked and, in most cases, significantly more profitable industry.

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PRESSETER GROUP

The customer is always right

Carl Degiorgio, COO at PressEnter Group, says that customer service is a powerful differentiator that most operators are not currently taking advantage of

Online casino operators such as PressEnter Group go to great lengths to ensure their brand delivers more value than those of their rivals. To do this, many focus on areas such as marketing, bonusing and the slots and games stocked in their lobbies.

But one of the most powerful ways to differentiate is also one of the most underestimated, and that is customer support.

Customer support is one of the most vital departments when it comes to the success of any company but especially an online casino. In an industry where creating a unique yet sustainable competitive advantage is challenging, this can be a key differentiator.

Customer service is so important because it is often the first point of contact for customers. It is where they go when they are considering signing up for the first time but have a question, need assistance during their time at the casino or if they have had a bad experience and are going to close their account.

This makes it a fundamental part of the overall player experience, and if run correctly can be used to convert more players, boost retention and drive...

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HONORE GAMING

CCO Christophe Casanova on African Growth and Future Opportunity

Honoré Gaming is a prominent provider of sportsbook and iGaming platforms that has been expanding its global reach systematically over the past several months. The company has pushed strongly into Africa with operations in Senegal as well as launching a dedicated loyalty program in the region. Today, we sit down to talk to COO Christophe Casanova and find out how this pivot has worked out for the company and why Honoré Gaming has put so much effort into the region.

Honoré Gaming offers a large array of iGaming and interactive wagering solutions. How well-received is your product so far in Africa?

When not including African countries where sports betting is forbidden, there are two distinct markets for operators to target – those that are English-speaking and those that are French-speaking. The English-speaking market emerged first and remains the largest, with operators utilizing shops and franchise networks to drive players online. French-speaking markets followed, but with kiosk networks that operators use to map the territory. This means betting sites and applications look very different in each market. Our solution was created more than ten years ago for operators in French-speaking countries, and we are a leading provider for operators targeting these markets. Of course, we are now looking to expand into English-speaking countries across Africa.

You have made several targeted moves into the African continent. What has motivated this push?

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STRIVE GAMING

Q&A: Strive for success

Recently appointed Andrew Holmes talks to EGR Tech about his new role as COO at Strive Gaming and why the technology provider has big ambitions to break ground in the North American market

Strive Gaming has recently launched in Arizona and Ontario, Canada. Debuting as the "first platform to be built specifically to meet the multistate requirements of North American operators", Strive Gaming is setting its sights high, with aspirations to become the leading iGaming provider in the market.

EGR Technology: You have recently joined Strive as COO from TwinSpire. Can you tell us more about your background and why you chose to make this move?

Andrew Holmes (AH): I have more than 20 years of experience in software and product management as well as a passion for horseracing and wagering in general. While working at TwinSpire (Churchill Downs), I was fortunate enough to learn about and experience many platform providers in the market and Strive stood out because of its truly flexible rules engine, toolset that gets you closer to customers in real-time enabling genuine best of breed cross sell, the quickest...

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AUGUST 2022 EDITORIAL HIGHLIGHTS



FLOWS

Tech Innovation: The Key to Cracking North America

With major corporations spending big to corner the US online gaming market, smaller operators need to be smarter than ever to compete. But technology that can increase efficiency and help get the marketing right means everyone's got a shot, says Flows.

For operators looking to enter the US market, how important is it to get the tech right?

It's probably the most important consideration. Entering the US market has proved to be very challenging for many operators. Major corporations, from Caesars, to MGM Resorts, to Fox, are splashing huge amounts of money on acquiring players. Last year, Caesars vowed to spend \$1 billion marketing its sport betting app in the ensuing 24 to 30 months. It's very difficult to compete with...

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INTRESS MEDIA

The Deep End

Intrass Media Co-Founder Maryna Sokirko discusses being an affiliate start-up and the brand's strategy for trying to stand out

Tell us about Intrass Media. How did the brand come into creation and what's the story so far?

The goal to enter the regulated US market shaped up quite a long time ago, when the PASPA overturn took place, to be exact. Since I had been involved in other projects in different geos, we didn't get a chance to move on from the idea stage to full-scale development right off.

We realised that entering the regulated US iGaming market was one of the greatest opportunities for iGaming affiliates; mainly because it would only take so much time for most states to adopt and implement regulations.

It took us about two years to finally start taking action by the end of 2020. Intrass Media was created in July 2021, which is when active work on the company's portfolio started. Prototyping the website, creating its logic structure and creative assets took about nine months. We aimed to develop an exemplary website to later effectively scale it to other locations; however, it ended up taking a bit more time than was expected. Simultaneously with that, we were studying...

[READ THE FULL INTERVIEW](#)

1X2 NETWORK

Harry Proudley: "Employing Individuals who Can Empathize with Young Audiences Should Be Priority"

We sit down with 1x2 Network's marketing coordinator Harry Proudley to discuss what parts of the iGaming industry may appeal to young professionals and college graduates to seek employment as part of it. Proudley is confident that the industry needs to focus on the 20-25 bracket to develop sustainable leadership for the future. iGaming is fun, Proudley notes, which is one of its biggest strengths when seeking to attract new and young people to work within it. Besides, the growth opportunities are there. Here is the full interview with Proudley:

What is your role at 1X2 Network and how long have you been there?

I am 1X2 Network's Marketing Coordinator, I handle the day-to-day delivery of marketing materials across the studio brands, as well as developing broader strategies, PR, shared media channels etc. I'm coming up on six months at the company.

What attracted you to the online gambling industry in the first place?

I've always been attracted to B2B marketing, and working from an in-house position seemed like a fantastic way to start. In terms of the iGaming industry, it...

[READ THE FULL INTERVIEW](#)

APPARAT GAMING

Apparat Gaming: "Germany Is One of Europe's Most Important Markets and This is Where We Thrive"

Alina is the Co-founder and Director of Apparat Gaming. She is one of the leading talents in Germany's highly competitive gambling industry having served as Head of Transition at the country's third-largest slot machine manufacturer. Alina is a doer with a strategic mind. Her optimism is infectious and she has an unstinting belief in Apparat Gaming's success. She now spearheads Apparat Gaming's bold ambitions to become one of the top developers of slot content not only for the German market but beyond.

You are a brand-new developer in the iGaming market, but this has not stopped you from developing innovative, pleasing, and visually appealing slots. How hard is it to break onto the market as a new supplier of games?

[READ THE FULL INTERVIEW](#)

PANDAScore

Collaboration is key to North American esports betting

Esports betting in North America clearly offers a huge amount of potential, but almost all of this has so far been untapped. Pandascore head of sales Oliver Niner argues that collaboration between operators, regulators and – most crucially – suppliers is the key to unlocking this potential.

Regulators, operators and suppliers alike see the opportunity the North American gambling market presents. It has the potential to be one of the biggest sports betting markets in the world, and esports has a firm place in that.

North America is the second-biggest consumer market for esports in the world, only after China. It follows that there will be a significant number of potential customers available for operators who want to combine their love of their favourite esports titles with the same thrills of betting on their favourite NBA or NFL team.

However there are few easily translatable models for esports betting success in the region. While in markets like Europe generally there is only a national-level body to engage with, the state-by-state approach in the US means that each conversation comes with its own nuances, particularly when it comes to knowledge about esports itself.

[READ THE FULL INTERVIEW](#)

FLOWS

Now it's personal: how tech can 'humanise' VIP schemes

In today's regulatory environment, building a VIP scheme simply around throwing bonuses at high-spending customers is no longer viable. However, Domenico Mazzola, sales director at Flows, argues that a more "human" touch is the ultimate way to build brand loyalty.

Since the dawn of the online gaming industry, operators have used bonuses and VIP programmes to acquire and retain players. But gone are the days when you can just chuck bonuses at your VIP players to keep them happy.

Regulatory reforms in jurisdictions like Sweden, Denmark and the UK mean that the era of carefree bonusing is at an end. Now, regulators seek to impose limits on what are perceived as irresponsible promotional strategies.

As such, operators now need to be much more creative about how they retain players. With restrictions on bonuses, operators need to be more careful about when and how they present any promotions to their customers. And to do that, they need to be packing the right tech.

While regulations may be getting tougher, the good news is that tech solutions are getting smarter and more agile, allowing operators to explore new ways of keeping their players happy.

[READ THE FULL INTERVIEW](#)

RISKNARRATIVE

CB100 pathways through gaming and beyond, with Adam Doyle

The necessity of building and maintaining a strong network is a familiar construct among numerous industries, and is certainly one that is not lost in the gaming community.

However, among the multitude of strategies and expert tutorials on how best to achieve such a goal, is the question of: how much do you know about your network? With this in mind, CasinoBeats is aiming to take a look under the hood, if you will, and has tasked the 100 Club to help out.

Tales of a financial crisis leading to a departure from a past career path, the fortuitousness of being in the right place at the right time and the impact of tightening regulations are all touched upon by our latest participant, Adam Doyle, Head of Gaming at RiskNarrative.

CasinoBeats: Could you begin by talking us through any past experiences that have been gained outside of the gambling industry? Could your career have taken any different paths?

Adam Doyle: Outside of the world of risk and compliance, my previous working life was very much centred around sports and property. I first entered the gambling industry back in 2015 when I joined identity verification solution provider GBG as New Business Sales Manager for ID Verification.

I spent almost a decade with GBG, rising to the role of Head of Gaming and New Business Team Sales Manager before moving to Bede Gaming as Sales...

[READ THE FULL INTERVIEW](#)

GAMINGTEC

Exclusive interview with Andrei Beu, Commercial Director of Gamingtec

This week, we've sat down with Andrei Beu, Commercial Director of Gamingtec, and managed to capture some vital information. You can find the piece below.

Brazil represents an exciting opportunity for operators, and Gamingtec claims it can get you up and running in LatAm within six weeks. How is that possible?

It is only possible via our GT Launchpad solution which consists of all of the components that the operator needs to go live with a competitive sportsbook or casino. These components have been fine-tuned and optimised over more than a decade, so work and perform at the very highest level. By combining this with our modern front-end templates and the unrivalled experience of our team, we can guarantee to have operators up and running within six weeks. Of course, if operators want to take a more bespoke approach to their front-end or add in certain providers for payments, games, etc then we simply adjust the deadline for launch based on the work that entails and then commit to the extended deadline. But ensuring a quick launch is just one part of the process; we also want to set the highest possible standards from day one as this is the foundation for working with the operator in what will become a long and successful relationship.

What do operators get with the Launchpad solution? Is it enough to be competitive in a new market?

Our GT Launchpad consists of all the elements that operators need to launch and run a successful online sportsbook or casino. There is a player account...

[READ THE FULL INTERVIEW](#)

CONTINENT 8

Roundtable – Continent 8's Leaders and Legends

The Continent 8 Leaders and Legends series has been running for several years now, bringing together some of the industry's biggest names to share their thoughts, insights and experiences on the hottest trends of the moment. The latest Leaders and Legends took place at the KPMG Gibraltar eSummit and saw heavyweights Shay Segev (Chief Executive Officer at DAZN), Joanne Whittaker (Chief Executive Officer at Betfred), Edo Haitin (Chief Executive Officer at Playtech Live) and Vaughan Lewis (Chief Strategy Officer at 888 Holdings) take to the stage to discuss a wide range of topics from the review of the UK Gambling Act to the future of retail in an increasingly digital world.

MS: What changes do you expect to see as a result of the UK government's review of the Gambling Act? What impact might tighter restrictions have on the market and how are you preparing for them?

JW: We just need to know what is coming. The review is hanging over us and we just need to be able to move on as an industry. We are agile, we evolve. We have heard some of the expected changes around slot stake limits, enhanced...

[READ THE FULL INTERVIEW](#)

LIVESPINS

Sub-second latency is key in social gaming space

Michael Pedersen, Chief Commercial Officer for Livespins, believes user experience will set platforms apart from one another in the gaming industry when it comes to the social streaming space.

Livespins is a social live-streaming platform that offers players a chance to bet behind the streamer they're watching, adding another level of engagement and social interaction within a streamer community and on behalf of the operator.

Pedersen's experience includes more than 14 years within the online gambling industry and over 20 years in commercial leadership across brands like Pokerstars and NetEnt.

Speaking to SBC Americas, the CCO explained why Livespins has made its debut in the US with WynnBet, how the firm enhances the online casino experience, and what lessons they have learned from video game streaming when it comes to tailoring its content.

SBC: Congratulations on your US debut with WynnBet. Why has Livespins decided to enter the market and partner with WynnBet?

Michael Pedersen: North America has the potential to become one of the largest legal online gambling markets in the world, and we believe Livespins has what it takes to socially charge the online casino experience for players across the US and Canada.

[READ THE FULL STORY](#)



RISKNARRATIVE

Impending UK regulations to take protection to the next level

Fresh rules set to be introduced next month by the UK Gambling Commission are a "positive move," noted Adam Doyle, Head of Gaming at RiskNarrative, but there's a fear that operators "will rush to make the necessary changes to ensure compliance".

The comments come amid a pending introduction by the regulator, from September 12, 2022, as part of an "ongoing drive to make gambling in Britain safer," with the rules aiming to be stronger and more prescriptive.

They include further information for remote gambling businesses on identifying vulnerable customers; indicators of harm they must monitor for, including what is considered strong; when to use automated systems and processes; and how to evaluate the impact of customer interactions.

Doyle voiced optimism at the directives, noting that the current regulatory framework is "doing a good job" of ensuring a fun yet safe experience, but adding that "there is always room for improvement".

[READ THE FULL INTERVIEW](#)

AUGUST 2022 EDITORIAL HIGHLIGHTS



FLOWS

IGB Live! Review

FlowsDirector of Sales, Domenico Mazzola discussed the company's experience at iGB Live!

How was IGB Live, was it well attended?

After so many year, we finally saw a full iGB. Many people from different countries were willing to discuss new business opportunities at the expo. It was good to see many friends around and new faces too.

Did it meet expectations? Was it a success for Flows?

It met our expectations. We were expecting a busy expo, and that is exactly what it was. We clearly see attention growing around Flows, and during the expo, we met several companies interested in understanding more about what Flows can do to help their organisation. We are definitely expecting a busy few weeks ahead of us, which is a strong signal that we are moving in the right direction.

Were there any particular highlighngts?

Well, I was happy to go around as the company's new Sales Director. It was my first expo after I changed position. It gave me the occassion to reach a large number of people by explaining more about our product and its potential in person. I was really happy to see how curious people were about Flows, what it can do and also the support I received from fellow peers within the industry.

Which stand stood out to you?

We saw several good stands this year. The industry is growing not only in terms of technology but also in stand productions and designs and the way in which brands are using creativity to deliver their key messaging. Every exhibitor...

[READ THE FULL INTERVIEW](#)

SWINTT

Exclusive Q&A: Swintt appoints David Mann as new CEO

Supplier Swintt has promoted David Mann from the role of CCO to CEO. The executive joins Gambling Insider exclusively to break the news and reflect on the appointment.

My first question is a slightly humorous one. Do you have to be called David to be a CEO within Glitnor Group!?

I think it definitely helps and it's been proven! I guess you can never have too much of a good thing.

On a more serious note, how did the move come about? Is the CEO role one you have always targeted?

I've moved up within the industry and within this company in particular, so I've been on that commercial path within my career, and CEO is something I've been looking to take a go at. Obviously, within Swintt, I was the first employee after David Flynn, the Founder and now Group CEO of Glitnor Group.

The opportunity was there for me to step up. In terms of knowing the business and the culture, being able to form a strategy envisioned around the people and the setup we already have in place, it made sense. I know the business inside and out, and I've been a huge part of driving the strategic decisions, the culture within the group and really helping to get Swintt where it is today.

Making the move from Chief Commercial Officer (CCO), a very crucial role within the group, to CEO, I think there's quite a clear progression. It also aligns with our culture, not just at Swintt but Glitnor Group, of promoting from within - giving people the chance to step up and prove themselves.

You've outlined a couple already but what benefits, more broadly, do internal promotions offer when compared to an external hire?

[READ THE FULL INTERVIEW](#)

DIGITAL ISLE OF MAN

Digital Isle of Man returned to iGB Live at stand P11

As we head out of Amsterdam after a hectic but successful few days, and back to the Isle of Man, we reflect on iGB Live 2022 and the key themes and successes that we took away from the two day event.

iGB Live has been a key event in the Digital Isle of Man events calendar for a number of years and exhibiting alongside our partners in industry has helped us to raise awareness of the Island and its proposition, contributing to the prosperous digital economy we have now, making up over 30% of the Island's GDP.

Despite a number of regular exhibitors choosing not to have a presence this year, there was a noticeable increase in the number of both affiliates and payment providers. It was also encouraging to see operators offering a range of new and unique products, which can only be good for the industry. The number of visitors was reassuringly high and our attendance at the event was a success for us and our stand partners.

The Isle of Man is regarded as a premier jurisdiction for the location, regulation and administration of online gambling companies and at iGB Live, we received plenty of interest in the Isle of Man, with many of our conversations centred on AML and compliance - two of our key strengths. The reputation that comes with being awarded an Isle of Man licence is invaluable for companies looking to make their mark on the industry, expand internationally, sign B2B partners, secure investment and access leading financial services. They recognise the reputation of the regulator here and the stability in the Isle of Man is proving attractive.

We also offer a supportive ecosystem with leading advisory, legal, banking, data hosting, software suppliers and corporate service providers all with experience in online gambling. Our low betting duty, low corporation tax and attractive personal tax rates make the Isle of Man financially compelling, too.

One of the other things we found talking to operators was that many of them are now looking to expand into other ROW markets, particularly Latin America...

[READ THE FULL STORY](#)

PANDAScore

Brazil's esports betting potential

The Brazilian esports market has been described as feeling like 'the West in a Southeast Asia reality' - a place with enormously passionate fans whose engagement is impacted by vastly differing economic experiences.

Brazil presents unique challenges and opportunities for betting operators seeking to harness this energy. While the move to properly regulate the Brazilian sports betting market has taken time since it was legalised, it's going to take full effect in December.

Many operators have spent time building their sports betting presence since legalisation and with the potential to be a \$140bn market, there's a high ceiling for sports and esports betting.

ALREADY POPULAR

Esports is the third most popular category for sports betting in the country, sitting behind football and basketball. This makes a lot of sense when we take a look at viewership and betting activity.

Despite being considered a 'minor region', Brazil's domestic League of Legends competition currently outperforms North America's in terms of viewership. And at international Counter-Strike tournaments, matches featuring Brazilian teams generate a larger portion of total turnover compared to the total number of matches they feature in.

With bettors quite often betting on their home team or a national team at international events, there's strong evidence that in Brazil, operators can find incredibly passionate fans and a mature betting culture that carries across domestic and international esports events.

However, income bracket and access are two key factors for esports fans...

[READ THE FULL INTERVIEW](#)

BETSSON

Thanos Marinos (MD Greece at Betsson Group) explains Betsson's strategy in Greece

Today we also sat down with Athanasios-Thanos Marinos – MD Greece at Betsson Group, and talked about the Greek gambling industry.

Betsson has been active in the Greek market for 12 months now. Has the market performed in line with expectations?

We launched Betsson in Greece on 11 June, 2021, and since then we have gained incredible traction in the market. This is because we have leveraged the tremendous experience we have gained in other jurisdictions and used it to deliver a superior player experience in Greece. This includes providing players with access to a wide range of casino games and a compelling sportsbook product, underpinned by award-winning customer support. This has enabled us to gain a significant share of the market in a short space of time and this is something we will now build on as we continue to improve the product and experience we offer to players in Greece, and as the market continues to mature and grow.

What drew Betsson to Greece in the first place?

Greece is one of the largest markets in Europe, so it was a natural step for Betsson to apply for a licence from the Hellenic Gaming Commission when it moved to a regulated model in 2021. To not only secure this licence but to be the first operator to do so was an incredibly proud moment for us and is evidence...

[READ THE FULL INTERVIEW](#)

APPARAT GAMING

Thomas Wendt, Apparat: you don't start a company to stand at the back of the queue

Thomas Wendt, Co-founder and Director of Apparat Gaming, elaborates on the opportunity rather than hurdle presented by the German online gaming market, why sometimes less is more when it comes to online slot development and having to be loud to get noticed.

CasinoBeats: What difficulties did you encounter in establishing a slots studio in what it could be argued is already an overcrowded space?

Thomas Wendt: If the figure we found of over 25,000 currently available games from 500 different content providers is correct, then 'overcrowded space' is still a harmless understatement. And to claim to be better than the 499 others is a bit arrogant. But on the other hand, you don't start a new company if you want to stand modestly at the back of the queue.

But being a so-called industry veteran also means that you already have one or two scars and don't need to make the same mistakes again. Along with our scars, what we have brought with us, in our rucksack, to use the German accent, are contacts. And a lot of product experience in one of the bigger markets in the world, Germany.

And yes, it is poorly regulated. But that's not only a hurdle, it's also an opportunity. A hurdle for many competitors since they are not simply able to publish their thousands of games in the German market – once again, one of the biggest ever.

[READ THE FULL INTERVIEW](#)

NEXIUX

Interview with the man of the week, Rob Verdia, Head of Products at Nexiux Solutions

Following their latest announcement about partnering with leading sportsbook solution provider Altenar, we sat down with Rob Verdia, Head of Products at Nexiux Solutions, to hear more about the partnership and of course their awesome products.

The global online gambling industry has its fair share of platform providers. What does Nexiux Solutions bring to the table?

It does indeed, but that has never deterred us from our mission to provide operators with access to the best platform, products and services in the market via our modular, cutting-edge Player and iGaming Platform. It is a one-stop shop for operators, allowing them to launch compelling online casino and sportsbook experiences to players in regulated markets around the world. They can also take advantage of additional products and services for compliance, CRM, player management, payments, customer support and more, providing them with everything they need to run competitive online casino and sportsbook brands.

[READ THE FULL INTERVIEW](#)

CEGO

The iGF Magazine Series: The Future of UK and European Responsible Gaming

In this latest eMag edition, produced from our recent Responsible Gaming RoundTable, we speak with some of the sharpest minds in the responsible gaming field – and deep dive into the most pressing challenges facing the future of our industry.

As technology and consumer expectations continue to evolve, we as an industry are standing on the cusp of a New Frontier. With the Review of the antiquated 2005 Gambling Act imminent, traversing this key period of change and transition is more important than ever. Player protection and strategies to protect our customers are now the overriding priority for all iGaming stakeholders.

With fundamental changes set for the UK and European markets, understanding how this could affect you, your business and your peers and competitors, will be key in navigating the future of the iGaming industry.

In this, our latest publication, iGamingFuture has produced an eMag that will give you exclusive, on-the-ground, insight into helping you understand the best ways to mitigate the risks and challenges of new legislation. Concurrently we will be encouraging a truly pro-active approach that will maximise your chances of sustainable growth well into the future.

We've curated exclusive insights from key stakeholders and thought-leaders...

[READ THE FULL INTERVIEW](#)

INTRESS MEDIA

Five minutes with...Maryna Sokirko of Intress Media

This month's quickfire Q&A comes courtesy of Maryna Sokirko, co-founder at Intress Media

Q. What do you enjoy most about your job?

What I love most about my job is launching new projects. It's like stepping into terra incognita – no matter how prepared you are, new challenges always await you right around the corner. That is what makes it exciting.

Q. If you could give one piece of advice to a co-founder/product manager, what would it be?

Find the teammates who are just as passionate and devoted about the product as you are. Once you have found them, you're already halfway to success.

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

Anne Hathaway

Q. What's your karaoke song of choice?

I'm really good at coming up with alternatives when I'm offered to do karaoke :D

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

My mobile phone for sure.

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

[READ THE FULL INTERVIEW](#)

BLUE GURU GAMES

Interview with the Team

Who are Blue Guru Games? We caught up with the team to learn more about the online slot studio and its games. August 2022 saw the release of 'Treasure of Tengshe' and as September approaches, the industry anticipates the launch of 'Clash of the Seraphim'. The young company, founded in 2021, creates games in partnership with two big names in the game, Bragg and Relax Gaming. In fact, the 'Spring-Heeled Jack' slot, in partnership with Relax, will hit the market this October. Stick around to learn more including what they'd like our readers to know.

Q: Please start with an overview of Blue Guru Games and how the team's passion for "mythology, history, folk tales, spirituality and all things esoteric" contributes to game development.

A: It's fundamental to us. From the impetus to found the business, the branding and the direction of our games - it's all driven from a desire to tell stories that people will find interesting and turn them into games. That doesn't happen instantly of course, and we will have some games that aren't so explicitly story...

[READ THE FULL INTERVIEW](#)