



FOCUS ON

DECEMBER

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

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A VERY MERRY, HEALTHY & PROSPEROUS**



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DECEMBER 2022 PRESS RELEASE HIGHLIGHTS

BLUE GURU GAMES

Blue Guru's cosy Christmas goes live today

Feel the festive spirit with 'A Winter's Tale', bringing enough warmth and wins to keep the chill out.

What comes to mind when you think about Christmas? For Blue Guru Games it means a roaring fire, hot chocolate, pillowy soft snow, and a healthy dose of Christmas carols. 'A Winter's Tale' is leading the Christmas conga line of seasonal slot games. The five reel, 20 payline game doles out piles of presents in the form of re-spins and free spins. This mellow, medium volatility game comes with a tidy top prize of over 1,400 times the bet, and plenty of wins along the way.

Blue Guru's game designers went full throttle on all things Yuletide. 'A Winter's Tale' is just what it says on the tin – an unapologetic tribute to Christmas, embracing every seasonal symbol, and providing the perfect tonic for the chilly winter months. While spinning the beautifully frosted reels, you might forget what you came for, but the frequently triggered special features will quickly jog your memory.

The re-spin feature means that every scatter symbol will trigger an instant...

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GLITNOR GROUP

Glitnor establishes venture capital arm to pursue investment options

Glitnor Group has disclosed the launch of a venture capital vehicle, named Glitnor Ventures, with a view to accelerating a vision of becoming the "most entrepreneurial and fastest growing business group" in the industry.

The Malta-based igaming group, which counts online casino brands Lucky Casino and Happy Casino as well as content supplier Swintt as part of its stable, said that this move has been made for a pair of crucial reasons.

In addition to voicing a need for "smart igaming venture capital," it is said that the establishment of Glitnor Ventures is also intended to leverage the group's "broad casino value-chain position".

Initial interests held come in the form of affiliate firm KaFe Rocks, the full purchase of which was mutually called off yesterday, as well as India-based games development studio RNGPlay.

With an overarching aim of leveraging the network of divisions and investment areas, David Flynn, CEO, elaborated on the decision to form the division.

"Glitnor Group has always been very open about its ambitions to become the most entrepreneurial and fastest growing business group in the igaming..."

[READ THE FULL STORY](#)

HACKSAW GAMING

Hacksaw Continues Expansion Plans with Italy Launch

Hacksaw Gaming, provider of innovative, mobile-first games, is continuing its expansion into new territories with its latest market entry into Italy.

Some of Hacksaw's most popular games, such as Wanted Dead or a Wild, Joker Bombs and Hand of Anubis are now available on 888.it via 888casino, one of the world's leading casino brands and part of 888 Holdings plc.

Hacksaw has been expanding significantly of late, gaining licences in Romania, Spain, the Isle of Man and Ontario during 2022. It is also set to launch in the United States in Q1, having been granted a provisional licence there earlier in November.

Other Italian operators are due to go live with Hacksaw's games before the end of the year, with more due to follow during Q1 of 2023. According to recent research by Statistica*, the Italian gambling market generated more than 15 billion EUR in GGR in 2021 alone.

Marcus Cordes, CEO at Hacksaw added: "We're delighted to be able to offer..."

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FLAWS / NUXGAME

NuxGame signs partnership agreement to supercharge innovation with Flaws, the industry's no-code innovation platform

NuxGame, the experienced gaming and betting software provider, has today signed with Flaws for the provision of its no-code innovation platform. The partnership will enable NuxGame's customers to build features and applications without code and increase innovation via Flaws automation technology.

NuxGame supplies turnkey casino and sports betting solutions in regulated and emerging markets across the globe. Its offering consists of a strong technical platform and a high-quality selection of casino games and sports betting tools, applying lightning-fast API technologies to implement them efficiently into a partner's offering.

This latest partnership with Flaws will allow NuxGame's customers to supercharge their business by orchestrating different data points from one place. This in turn helps to accelerate delivery and reduce operational and development time and costs, automate key processes, and excel delivery time to create a first-class player experience.

Daniel Heywood CEO at NuxGame said: "Making regular improvements and additions to the products and services we offer is our number one goal..."

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DECEMBER 2022 PRESS RELEASE HIGHLIGHTS

RAW IGAMING

RAW Arena content goes live with PAF, Twin and OlyBet

Newly launched aggregation platform RAW Arena has completed a sweep of new operator contracts with PAF.com, Twin.com and OlyBet.com.

The partnerships will enable each operator to differentiate with RAW Arena's game content including titles such as Wheels of Rock, Journey to Chaos and Lucky McGee's SuperSlice Swirl, as well as access to new third party partners.

"This is an amazing opportunity for our RAW Arena aggregation platform to launch RAW's unique content on industry popular operator sites as well as open the door for our third party partners," said Tom Wood, CEO of RAW.

"Our aim is always to swim against the "Sea of Sameness" by giving the market access to exceptional content from some of the industry's most exciting game studios – ultimately providing players with an unrivalled gameplay experience."

[READ THE FULL STORY](#)

GLITNOR GROUP

David Flynn steps down as Glitnor CEO to 'better serve' in other roles

Major leadership changes are underway at B2C and B2G gaming firm Glitnor Group, as CEO David Flynn confirms his departure from the position.

Flynn will continue to work as part of Glitnor's board, asserting that he can better serve and support the group's commercial ambitions in other avenues.

Moving over to his as of yet unconfirmed Board position in the New Year, Flynn will hand over leadership to company Co-Founder Jorgen Nordlund on an interim basis as the search for a new CEO gets underway.

The outgoing CEO remarked: "With our continued strong growth aspirations in mind, I've decided that now is the time to look further ahead for Glitnor and make a change which, I believe, will help take Glitnor, and everyone involved, to the next level.

"Thus, with the full support of our Founders and Board, I shall move to a Group Board role where I will continue to develop our long-term strategy and support our operational management.

"After 20 years in igaming I really believe that my experience will better serve the Group as a member of the Board supporting the incoming CEO, as we continue to grow and expand the business."

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RAW IGAMING / RAW ARENA

Raw Arena partners with three operator integrations

The deals mean players at brands including Spinero, Whamoo, OmniSlots, Fruits4Real, WestPoint Casino, Spinnalot, and Casino777, among others, will now be able to access Raw Arena's games.

Games include the newly released Blackbeard's SuperSlice®Rings, Popeye vs Brutus SuperSlice® and Lucky McGee's SuperSlice Swirl, all of which are from Raw's in-house studio.

Operators can also offer their players access to new third-party providers on the Raw Arena Platform.

Raw Arena, previously the Leander LeGa platform, has been developed with the aim of bringing new ideas and solutions to operators.

Tom Woods, Raw CEO, said: "We are really ramping up our operator partnerships and our latest batch of launches includes some amazing casino brands in major markets from Belgium to the Netherlands.

"We are on a mission to stand out in the sea of sameness, both through our proprietary titles and those from the exciting and innovative third-party developers we've integrated into the RAW Arena platform."

Meanwhile, Sarah Fox at Infiniza wanted to suggest that Raw Arena is a...

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INTELITICS / ASPERS CASINO

Intelitics secures Aspers Casino deal

Intelitics, the leading performance marketing and analytics platform provider, has been chosen by big-name operator, Aspers Group, to power the customer acquisition programme for its new UK-facing online brand, Aspers Casino.

The deal will see Aspers Group use Intelitics' data-driven premium product suite and cutting-edge platform to manage all affiliate and paid media activity for its Aspers Casino site. This includes real-time campaign monitoring and player tracking.

The platform and product suite will also allow Aspers Casino's affiliate partners to access real-time data and analytics as well as flexible pixel tracking. This means they can effectively manage their own campaigns and monitor their effectiveness quickly and easily.

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SKILLONNET / PLAYSON

SkillOnNet signs content partnership with Playson

The agreement will see the integration of Playson's full suite of games onto SkillOnNet's games platform.

Based in Malta, Playson's portfolio comprises over 85 omni-channel casino games, operating within over 20 regulated markets and with over 140 partners worldwide. Its titles include Treasures of Fire: Scatter Pays, Pirate Sharky and Royal Coins: Hold and Win.

"SkillOnNet is a major tier one operator and software provider, so this deal is another major milestone in our amazing growth story," said Playson Sales Director Blanka Homor.

"Through this deal, and others like it, Playson is strongly positioned to meet its ambitions of delivering entertainment and satisfaction to the lives of the busy world."

Currently offering over 3,500 titles, including classic slots, video slots, progressive slots, table games, live dealer, bingo and instant-win, SkillOnNet operates online casinos such as PlayOjo and LuckyNiki.

SkillOnNet Head of Games Jani Kontturi commented: "We're thrilled to partner..."

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LIVE 5 / WILLIAM HILL

William Hill Vegas partners with Live 5 for branded slot

As noted by Live 5, there is 'plenty of big-win potential in the game,' with a max win of 5,000x the player's bet. The RTP is set at 92%, with the volatility at the medium to high end of the scale.

William Hill Head of Gaming Content & Global Gaming Craig Staples commented: "Great content is key to the success of any online casino brand and at William Hill Vegas we put a lot of weight behind branded and exclusive games that our players can't find anywhere else.

"Working with the team at Live 5 has been a pleasure and the result, William Hill Vegas Lightning Lines, is a slot that stands out from the others in our lobby and delivers a fun, thrilling and compelling experience with big excitement and big win potential with every spin."

The game is based on the studio's mechanic of the same name, with the Prize Wheels made up of cash values in the form of total stake Multipliers and Free Spins.

"Having a close relationship with William Hill has allowed us to create an electric, entertaining slot game that's fully branded to the operator's Vegas offering," said Live 5 CEO Lloyd Butler.

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BLUE GURU GAMES

Napoleon vs Rabbits hops onto the Relax platform for a fluffy 15 dec release

Blue Guru's Cascading Reels, Free Games, Multipliers, Mystery Symbols and more bring bounces and bounty to all.

Have you ever witnessed a rabbit swarm? The year is 1806. We visit a Parisian estate where a rabbit hunt is underway. But things don't go to plan, as a 1,000 strong rabbit revolt sends Napoleon and his army running for cover. You can watch the bunny siege play out in Napoleon Vs Rabbits, Blue Guru's latest action-packed release.

Napoleon Vs Rabbits is born of a partnership between Blue Guru and Relax Gaming's Silver Bullet program. The game's pixel art design pairs well with the playful theme, and the 7 x 7 cluster play grid adds to the game's fantastic visual energy. But this deceptively cute game comes with an edge, concealing high volatility that keeps you at the edge of your seat throughout. The cascading reels are supercharged, each one an opportunity to trigger any of the slot's rewarding special features – as well as multiple wins per spin.

The Rabbit Run feature sees Napoleon himself appear beside the grid, setting loose more bunnies which convert Mystery Symbols, swarm Napoleon Wilds and unlock Mystery Rabbit Boxes – which are the key to releasing the Free Games feature. In the Free Games, you'll get seven tries to build up cash wins with multipliers, extra spins, and achieve the coveted maximum prize of almost...

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PLAYSTAR

PlayStar nets \$15m private equity investment to help fund 2023 Pennsylvania launch

US-facing online operator PlayStar Gaming Group has secured \$15m in equity funding from technology-focused investment firm Meyer Global Management. PlayStar has executed a letter of intent with the investor, and will use the proceeds to support its launch in the state of Pennsylvania next year.

PlayStar Casino is currently live in New Jersey, where it aims to offer an online casino experience "with a heavy focus on personalisation and player engagement" by leveraging real-time data to create tailor-made player journeys.

In its five months of operating in the market since soft launching in August, PlayStar said it has "made a flying start ... exceeding all major KPI forecasts and already competing against notable peers in this market," although it did not provide any data to support this assessment.

Meyer Global Management is a New York-based investment firm managing a venture capital fund, private equity fund, multiple special purpose acquisition vehicles and a traditional long/short equity hedge fund.

PlayStar CEO Per Hellberg: "Meyer Global Management's confidence in PlayStar to provide \$15m to support us in a time of such economic uncertainty says a lot about PlayStar's performance over the past few months."

Meyer is seeking investment opportunities "at the forefront of innovation and believes PlayStar has the potential to grow substantially in the US,"...

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FLOWS

Flows integrates large language model to enhance automation capabilities

Flows, a leading no-code automation platform, has announced the integration of a large language model trained by OpenAI. The integration will enable Flows users to easily incorporate natural language processing into their automations, enabling more efficient and effective communication with customers, partners and stakeholders.

"We are excited to partner with OpenAI and integrate their state-of-the-art language model into our platform," said James King, CEO of Flows. "This will provide our users with powerful new capabilities for generating high-quality text and responding to natural language queries. It's a game-changer for the no-code automation space."

The large language model, which has been trained on vast amounts of text data, is capable of generating human-like responses to a wide range of prompts. This will enable Flows users to automate tasks such as customer service inquiries, marketing materials and transcribed audio or video.

"We believe that natural language processing is a critical component of..."

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BETER

BETER Setka Cup Expands with New Venue in Poland

BETER's Setka Cup, an international table tennis platform, has opened a brand-new venue in Gdańsk, Poland. It's the 13th overall such venue launched by BETER in support of its Setka Cup, and the first one to be based in Poland, the company confirmed. All of this is part of a larger expansion strategy that BETER has for its product with the new venue hosting one tournament a day.

The tournament will be based on a round-robin system and will feature six players who compete for various prizes. Each tournament will include 15 matches, and BETER expects to be able to provide audiences and partner operators with more than 450 additional matches to watch every month.

Setka Cup has been successfully expanding across the board, having launched similar venues in Prague and Chisinau, and a range of Ukrainian cities, to name Sumy, Lviv, Dnipro, and Kyiv. Setka Cup has also been collaborating with a range of local table tennis federations and associations to ensure that it has a constant stream of players who are keen to play.

Presently, Setka Cup hosts more than 10,000 table tennis events every month, making it one of the biggest assets to BETER Sports. Each match lasts approximately 30 minutes, which means that there are around-the-clock events and footage for table tennis fans and bettors to enjoy. Commenting on the latest launch, BETER Sports general manager Maria Mashchenko said:

"We are thrilled to share news about the Setka Cup's international development."

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MARKOR TECHNOLOGY / RELAX GAMING

Markor Technology partners with Relax Gaming

The agreement sees Relax distribute its in-house content across a variety of Markor's online casino partners. Titles involved in the deal include the Temple Tumble series and Money Train.

With over 5,000 casino releases from various industry providers, Markor noted that the inclusion of Relax games will give its clients access to an even greater library of titles, enabling them to offer more choice to customers in several key markets.

"Markor Technology has rapidly built a reputation for being one of the industry's leading providers of game aggregation services – and partnering with the biggest names in iGaming has undoubtedly been key to our growth," said Markor Technology CEO Melissa Summerfield.

"By bringing on board a brand with the global reputation and stature of Relax Gaming, we'll be able to offer an even greater variety of top-quality titles to our online casino partners and we look forward to hearing the feedback from their players after they take some of these great new games for a spin."

Markor is certified to supply games in the UK, Malta and Gibraltar, and was recently granted certification from Spain's Dirección General de Ordenación del Juego (DGOJ).

Relax Gaming Chief Commercial Officer Nadiya Attard commented: "We're..."

[READ THE FULL STORY](#)

LIVESPINS / HUB88

Livespins expands to over 150 brands via Hub88 integration

Livespins has inked a deal with Hub88 as the social online casino looks to push its streaming platform to more than 150 brands across the globe.

The deal between the duo will see operators powered by Hub88 able to offer its players a new category of online casino play through Livespins. This will sit within the casino lobby and offer shared, socially interactive gaming experiences via its live streaming platform.

Ollie Castleman, Head of Hub88, stated: "We are committed to bringing the latest innovations to our operator partners and in Livespins we have a cutting-edge product that provides an entirely new way for players to experience online casino."

"It is engaging, highly entertaining, interactive and just incredibly fun – all things that players now expect from an online casino."

Livespins has assembled a team of streamers, with players able to watch their streams and get directly involved by betting behind the action across the reels.

[READ THE FULL STORY](#)

FLOWS

Keeping Up The World Cup Momentum

With online sportsbooks experiencing an unprecedented number of new registrations during the 2022 World Cup, we sat down with Flows sales director, Domenico Mazzola, to learn more about how data and no-code automation tools can help operators to convert casual bettors into long-term customers.

With the World Cup in Qatar creating a surge in new sign-ups, the main challenge for sportsbook operators now becomes finding new ways to convert these "big event" bettors into regular customers. As is so often the case in the gambling industry, the key here is customisation and personalisation, but in a way that really focuses on bettors' needs and offers them something different, something special.

The tournament was a great opportunity to gather data insights and the best way to do this was to add a bit of fun to their promotions while also collecting data that could be used to keep customers betting throughout the World Cup and beyond.

So how could they have done this? Well, as we know some punters can be very competitive and leader board promotions are a proven retention tool for operators. Therefore, one stand-out way for operators to engage with customers could be to offer a promotion where players battle against each other for the title of "best bettor and where bettors fill in their predictions to collect points and climb the rankings.

[READ THE FULL INTERVIEW](#)

LIVESPINS

Interview with Livespins, Provider of Socially Charged iGaming Experience

Established in 2021, Livespins joined the thriving iGaming industry with a mission to offer a socially charged online casino experience. Gathering a team of enthusiasts with decades of experience, the company is determined to push the limits of what is possible and give insights from a completely new perspective.

By combining streaming, playing together and community, the company emphasizes the value of shared experience. In addition to a vivid chat community and the option to add a reaction, their streams incorporate a bet-behind option, which gives players exclusive opportunity to fully immerse into the gameplay and take part in the action.

Stick around as we chat with Michael Pedersen, Livespins' CCO, to find out more about the company's mission, vision, features they offer, and thoughts on the future of slot game streaming!

Q: Tell us more about how Livespins was born, and your company's mission and vision.

A: Livespins was launched to bring a new era of online gambling entertainment to the masses. We could see there was huge demand for online casino and slot-streaming content on platforms like Twitch, but the way content was being created and broadcast was unsustainable. Claims of it being the Wild West ultimately proved true last month with Twitch's decision to introduce stricter guidelines and outright ban certain operators from streaming casino and slot...

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FLOWS

Domenico Mazzola, Flows: Latin America, the land of sleeping giants

Many of the largest online gaming markets in Latin America are currently on the brink of regulatory reform and there is great untapped potential for any operator willing to take the plunge. To better understand the region and its customers, SBC News consulted with Flows Sales Director, Domenico Mazzola, who shared thoughts on the main challenges facing companies entering the Latin American market.

While it may seem that we have been on the cusp of regulatory reform in Latin America for some time now, the good news is that there finally seems to be a light at the end of the tunnel. Generally speaking, the gaming industry is one of the last issues a government wants to tackle on its agenda. It can be a sensitive topic that draws criticism from both the general public and regulators, so it is understandable that they have taken their time in the region and handled the debate with care.

However, Brazil is now looking to update its online gambling regulations and recoup some revenue from offshore platforms, so betting companies looking...

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BETCARE

Exclusive Q&A with Paul Buianov, Founder and CEO at BetCare

Why is customer service so important for online casino operators? How does it allow them to stand out from their rivals?

Customer service is one of the most powerful player acquisition tools available to online casino and sportsbook operators. It allows brands to quickly build trust with players, and to answer any questions they may have before signing up, depositing and playing. This makes it a very important part of the onboarding process. Customer support is very much the front line for operators and the first point of contact the player will have with the brand. It's also vital to retention, with good customer service providing players with answers to any questions they may have, resolving technical issues and strengthening responsible gambling processes and procedures. This means that customer service can be a significant differentiator, making players feel better looked after and more appreciated than at rival brands. The personal touch should never be underestimated, as this is often what keeps players coming back for more.

What are the key challenges that operators face when it comes to customer support? Does this differ from market to market? If so, how?

The greatest challenge with customer support in any market is ensuring that player questions are answered and that requests are satisfied. This might sound easy, but it's not. Customer support must be available 24 hours a day, seven days a week. Agents must have a deep understanding of the online casino/sports...

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NEXIUX SOLUTIONS

Assessing the Africa opportunity

Rob Verdia, Head of Products at Nexiux Solutions, says Africa is a region of challenges and opportunities but cutting-edge platforms and tech stacks can help operators unlock the action.

Africa is a market of challenges and opportunities but for some operators, the balance seems to weigh more towards the former than it does the latter right now.

In most markets, the legal situation is vague at best while limited infrastructure and data costs for consumers mean that taking the opportunities on the table is often easier said than done.

This has seen many turn their attention to other regions such as North America, Latin America and Eastern Europe where the going is a little easier, but this is missing a trick.

While Africa presents plenty of unique challenges, they can be overcome so long as operators leverage the power of innovative, modern platforms and technologies.

First up, let's look at some of the market-specific challenges operators are facing.

Africa is a vast region made up of 54 individual countries, each with its own culture, language, infrastructure, and level of economic development.

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GAMES GLOBAL - GAMEBURGER STUDIOS

Meet the Slots Creators – Gameburger Studios' Creative Designer Matt Carvajal Interview

Hello. Firstly can you tell us your name and job title at Gameburger?

Hi! I'm Matt Carvajal, Creative Designer at Gameburger Studios

What is it about Gameburger that makes you love working there?

Talent and passion. We really love making and playing games, innovating and having fun in the process. We have a smart and dedicated team that is truly passionate about the quality and level of engagement of our products.

We're excited to see you're revisiting Pots of Gold for "Fishin' Christmas Pots of Gold™" - what can you tell us about the game?

Fishin' Christmas Pots of Gold™ builds on the highly-popular original Fishin' Pots of Gold™ game engine with an entirely new holiday-themed art package. The title features direct cash collection in both the base game and free spins, where Santa Flynn reels in any themed cash or jackpot symbols. In Free Spins, the reels expand and double the lines in play. More than one Santa Flynn can appear...

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DECEMBER 2022 EDITORIAL HIGHLIGHTS



GAMES GLOBAL - FOXIUM

Foxium CEO Liz Bann Invites Everyone to Unleash Their Inner Animal and Go for Prizes with Akiva the Lion in New Akiva: Claws of Power Slot

CasinoChick is thrilled to present one of the studios working with Games Global! Foxium is a creative game studio established back in 2015. This innovative studio keeps pushing the bar, thanks to an incredible mixture of creativity and experience. Their slot games are built around storytelling, innovative gameplay, and unique and modern game graphics

In celebration of their newest slot release, we decided to sit down with Foxium's Liz Bann to talk about the company and plans, as well as Foxium's latest release specifically. Keep reading to see what we found out about the studio's Akiva: Claws of Power slot.

Hello, and welcome to Casino Chick, a gaming hub for women in iGaming!...

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GAMES GLOBAL - SPINPLAY GAMES

Q&A SpinPlay Games: Andrea Schultz introduces Special Amazing Link™ Poseidon

SpinPlay Games is a new provider on the market but they have already stood out for their quality and resourcefulness. In fact, they are already part of the large Global Games network and are now preparing for the release of many new slots online.

Andrea Schultz, Chief Product Officer at SpinPlay Games, is here with us today to tell us about a new slot, Special Amazing Link™ Poseidon, which will make Greek mythology fans enthusiastic!

SpinPlay Games is a young provider but your team have a long history in the game industry and you already work as a supplying partner to Games Global. Do you mind telling our readers about your story and the achievements you reached so far?

We started SpinPlay Games back in 2019 after successful careers in land-based and social gaming slots. We have brought together the best talent with, as you said, long experience in the gaming industry. With that experience comes great passion to create fun, innovative, exciting games that our players love. We've had great success in particular with our Amazing Link™ series and latest release, Amazing Link™ Poseidon, is no exception.

[READ THE FULL INTERVIEW](#)

BETCARE

Casino International - Innovation and Integration

Paul Buianov, Founder and CEO at BetCare.

The main goal for 2022 was for the business to mature and for us to grow our team with experienced specialists. Our recent hires have allowed us to build a sustainable yet scalable team model which in turn means our customer onboarding process is fast and efficient, while still delivering top-quality support to operators and their players. We've signed several new operator partners over the past 12 months, which is a great sign that we're on the right track.

Just living and operating a business in Europe in 2022 was a challenge in itself. More specifically for BetCare and the solutions we offer, providing 24/7 customer support in this environment has been incredibly difficult with our agents and players often being at the edge of their emotional threshold. But we made sure that each member of the team knew that BetCare had their back and would provide the support they needed, and this actually resulted in the team performing beyond our expectations. It was also great to see our agents interact with players, helping them leave their worries and concerns behind for a short while by enjoying their online casino experience.

2022 has been a year of rapid growth for BetCare with many new partners coming on board. We've also expanded the range of services we offer...

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GAMES GLOBAL - AURUM SIGNATURE STUDIOS

Aurum Signature Studios' Madelein Ozok on New 9 Gifts of Christmas Slot - "This Year It's All About the Gifts"

CasinosOnline had the pleasure of chatting with Madelein Ozok, Aurum Head of Studio about her role, the company, and the studio's future plan. After only three short years in the industry, Aurum Signature Studios has made a name for itself by specialising in developing bespoke titles with a personal touch for online casinos worldwide. Aurum became known to a wider audience after joining Microgaming's platform that now belongs to Games Global.

We already had the pleasure of chatting with Madelein in March when we introduced the studio to our readership. And with the end of 2022 fast approaching, we decided to get together again and discuss highlights that marked 2022 and had a look at the studio's new holiday title 9 Gifts of Christmas. Keep reading to find out what we learned about this title.

[READ THE FULL INTERVIEW](#)

LIVESPINS

Casino International - Innovation and Integration

Michael Pedersen, CCO at Livespins.

2022 was the year that Livespins hit the market, so for us, operations have been the same from day one. That's not to say we haven't had to consider the lasting impact that the pandemic has had on companies and the ways in which people work, such as hybrid working. I do feel we were incredibly lucky to have launched post-pandemic as we've been able to generate incredible momentum behind the business from day one without any restrictions. That momentum will now carry over in 2023 as the popularity of slots and casino steaming continues to enjoy a meteoric rise.

The challenges we've faced have been no different to those for any start-up, especially one operating within a tightly regulated industry. We've had to build and fine-tune our platform and product, secure licenses, onboard game providers, drive awareness among operators, studios and streamers and ensure we are sufficiently capitalised for the next phase of growth. All these challenges can be overcome by having an experienced, skilled, and talented team in place, and that's exactly what we have here at Livespins.

Our macro environment has seen a lot of change in 2022, coming out of Covid...

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SLOTS TEMPLE

Casino International - Innovation and Integration

Fraser Linkleter, CMO at Slots Temple.

We've always been proud of how adaptable we are as a business, and so we fared well both during and after the pandemic. We were already used to working remotely, with our team spread across the UK and in different regions, so the operational side of the business wasn't impacted. We continued to grow as a team this year and this flexibility has meant we can hire the best talent, irrespective of location.

This was a huge year for us as we launched our cash prize tournaments. This came with many challenges as we began operating under our UKGC licence. We had big product updates which needed to be thoroughly tested, Safer Gambling & AML processes to be implemented, new content written and player comms to be built. This all has resource and time pressures but, as the sole focus of the entire business, we were able to successfully launch cash prize tournaments in the summer - to huge success.

The UK economy is hitting everyone hard with cost of living increasing, and that has impacted the entire industry. Because we offer both free demo games as well as free cash-prize tournaments, we've been able to maintain a healthy player base which will help us build revenue over the longer term, despite short...

[READ THE FULL INTERVIEW](#)

GAMEON

Casino International - Innovation and Integration

Sarah Blackburn, Director at GameOn.

One of the biggest challenges we've faced is working as a fully remote team. We have an office in Gibraltar and the Isle of Man, and we have colleagues based in the UK and Malta. Luckily our team is carefully chosen, and we all have the same goals and ambition to do the best job possible on behalf of our clients but we've also identified that spending more time together is something we'll focus on in 2023. Other challenges would be working with clients that have been affected by the war in Ukraine and ensuring we are as supportive as possible and that we are giving them the marketing support they need in the most challenging of circumstances.

Advancement into the US market has been a major focus for us and our clients. In the spring of 2022, we commissioned detailed research aimed at better understanding the complexities for our clients' PR strategies stateside. We have also partnered with analytics consultancy Commetric to deliver media analysis of the key topics discussed at the top gaming events, such as G2E. It's essential that we are ahead of the game with new trends to better service our clients.

Changes to platforms, such as Twitch banning remote licensed gambling sites, and the evolution of social media algorithms such as LinkedIn has pushed us to think more creatively about how we position and promote client content and thought leadership.

[READ THE FULL INTERVIEW](#)

SWINTT

Casino International - Innovation and Integration

David Mann, CEO at Swintt.

We wanted to see strong growth during the year, especially as the world was emerging from the worst of the Covid 19 pandemic. This is exactly what we achieved, as we've enjoyed more than 35% growth for the year to date. We've seen an increase of 76% in our Q3 revenue for 2022 when compared to Q3 last year, which shows how fast we're growing. We also wanted to expand into new markets, so we are now able to offer our games to players in the Netherlands, Latvia, the UK and Lithuania.

We released our best performing game in January 2022, called Aloha Spirit XtraLock, as part of the Xtra Series. This was a great platform on which to build our success stories across the rest of the year. In April we released The Crown, our first branded content in collaboration with Vinnie Jones, the footballer-turned-actor who remains a popular figure in the UK. This was a huge step for us in growing our brand recognition and aligning ourselves with a well-known star. Getting licensed in the UK in September was a big deal for us, as it gives us a lot more opportunities to explore. We're now looking forward to creating more highlights during the whole of 2023 - we're ready for all the challenges ahead.

On a personal level, I was promoted to the CEO position within Swintt after over three years of building the business, having been the first employee. It has...

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LIVESPINS

Livespins: Casino ban on 'Wild West' Twitch has caused a 'surge' in enquiries

This year has seen some major changes within the streaming vertical, no more so after the well publicised terms and conditions changes from Twitch on online casino affiliation.

While some scrambled to understand and adjust accordingly to these amendments, Michael Pederson, CCO at Livespins, noted that Twitch's decision was something the firm "saw coming from a long way off" - adding that behaviour of some streamers had been "increasingly out of control" in the build-up to the ban.

Speaking to CasinoBeats to reflect on the last 12 months, Pederson explained that Livespins was partly launched due to the "Wild West nature" of casino and slot streaming, and to provide a platform for operators, studios, and streamers to create and broadcast content responsibly.

He noted: "Because Livespins sits within the casino lobby, players are afforded all of the protections that operators must provide as part of their licence..."

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CONTINENT 8

Reputation matters in cybersecurity

Marese O'Hagan speaks to Continent 8 Chief Commercial Officer Brian Koh about how the end-customer aspect of cybersecurity in igaming has become more important than ever, and why reputation matters.

Cybersecurity is often in the headlines and, when it is, it's always bad news.

The gambling industry has not escaped this - last month, a mass hacking took place on a number of DraftKings accounts, affecting \$300,000 in customer funds.

To Continent 8 chief commercial officer Brian Koh, the first thing operators look for when they entrust a company with its cybersecurity is reputation.

"The igaming market is complex and highly competitive," he says. "So businesses have to work harder than ever to stand out."

Luckily Koh believes that his business has already secured this reputation.

"For us, our reputation is something that is important to us," he continues. "We've worked tirelessly to keep that reputation in the industry. Our strategy to expand with our network that's ever-growing, that's highly secure, is that we're going to obviously continue that - to be able to drive that strategy, to be able to expand into different markets."

Being thought of as reliable and safe has had a practical effect on customers. Koh says that this, coupled with recognising consumer trends, has benefitted...

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HONORE GAMING

Honoré Gaming: Dedicated to incredible opportunities presented by Africa

Savvy operators should consider looking beyond those headline grabbing African nations, such as Ethiopia and Zambia, with other regions possessing significant potential but less fierce competition.

That is the view of Christophe Casanova, COO at Honoré Gaming, which has persistently targeted expansion across this aforementioned continent during recent times.

Speaking to CasinoBeats towards the culmination of the year, Casanova delves into this African focus, where else the firm is keeping an eye on and just why the roadmap for the 12 months that lies ahead is "incredibly strong".

CasinoBeats: Earlier in the year the African region was identified as a growth target by the company, what opportunities do you believe are presented by the continent?

Christophe Casanova: Honoré Gaming has always been dedicated to the African market and the incredible opportunities it presents to operators. Our focus has mostly been on French-speaking countries such as Congo, but over the past 12 months, we've expanded our presence into English-speaking African markets like Ethiopia or Nigeria.

Regardless of whether the market is French or English-speaking, Africa is a region with potential like no other. This is due to a combination of unique...

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SLOTS TEMPLE

Slots Temple: 2022 was 'quite literally a game changer'

The last 12 months have been "quite literally a game-changer", claimed Slots Temple, CMO, Fraser Linkleter.

Over the last year, Slots Temple became the first affiliate site to gain a UK Gambling Commission licence, a decision that led to the firm to offer cash prizes in its free slots tournaments for the first time.

On the decision, Linkleter noted: "Previously, you could play for fun for the chance to win merchandise or avatars, and to earn xpoints to open chests. But now, we could offer our users something else.

"It's something that places us in a unique position in the market and really adds to the user XP. It also means we can roll out paid-for tournaments in the future. Entry fees will allow for bigger prizes, although we will still offer free tournaments for cash prizes.

"The licence also represented our commitment to social responsibility and to working within regulatory frameworks. UKGC licensees are held to the highest..."

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CONTINENT 8

Casino International - Innovation and Integration

Michael Tobin, Founder and CEO at Continent 8.

As the infrastructure partner of choice for the global iGaming industry, we had to ensure it was very much business as usual during the pandemic, although we did have to adapt to new ways of working. Now that we are post-pandemic, over the last 12 months we have once again been able to travel to events, customer meetings and internal get-togethers. As a global company, operating from over 90 locations, this is fundamental to our business and allows us to deliver on our customer-centric approach. I really enjoyed travelling the world once again and meeting with Continent 8 teams across the globe. Our people make our business a success, so it's important for me to be able to spend face-to-face time with members of the team. It's also been great to attend in-person events and meet with customers, peers, and friends.

Our biggest challenge this year has been deploying our ambitious growth strategy which has covered new locations, products, and members of the team. We've been especially focused on the burgeoning US market where we are now live in 25 regulated states with more in the pipeline; each of these connected to our global backbone network.

The rapid roll-out of regulation and the ever-changing regulatory landscape has got to be one of the biggest trends and areas of change since the start of the year. This is certainly the case in the US market where new states are opening...

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BETER

Casino International - Innovation and Integration

Gal Ehrlich, CEO at BETER.

BETER is ending the year on a real high, with significant growth across all our product lines. The pandemic years of 2020-21 created accelerated levels of interest for our fast-betting content, grabbing bettors' attention to this unique, engaging type of product.

BETER is ending the year on a real high, with significant growth across all our product lines. The pandemic years of 2020-21 created accelerated levels of interest for our fast-betting content, grabbing bettors' attention to this unique, engaging type of product.

Although we're seemingly over the worst of the pandemic, we continue to see a rising demand for our products, which suggests fast betting is here to stay and has room to develop even further - rest assured we'll be leading the way with that development.

The sports betting industry would have eventually employed fast-betting content across the board anyway - the pandemic just accelerated its adoption into a tighter timespan of a couple of years.

Today BETER continues to develop new disciplines, open new venues, and increase our geographical presence. Armed with new content, we recently launched products such as Volta football, Dota2 and Basketball through our Sports and Esports unit. We've also added exciting new games to our Live...

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GAMINGTEC

Casino International - Innovation and Integration

Andrei Beu, Commercial Director at Gamingtec.

2022 was the year that Livespins hit the market, so for us, operations have been the same from day one. That's not to say we haven't had to consider the lasting impact that the pandemic has had on companies and the ways in which people work, such as hybrid working. I do feel we were incredibly lucky to have launched post-pandemic as we've been able to generate incredible momentum behind the business from day one without any restrictions. That momentum will now carry over in 2023 as the popularity of slots and casino streaming continues to enjoy a meteoric rise.

The challenges we've faced have been no different to those for any start-up, especially one operating within a tightly regulated industry. We've had to build and fine-tune our platform and product, secure licenses, onboard game providers, drive awareness among operators, studios and streamers and ensure we are sufficiently capitalised for the next phase of growth. All these challenges can be overcome by having an experienced, skilled, and talented team in place...

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BETCARE

Consumers expect high levels of personalisation & want to feel valued

"Make no mistake about it; this is a highly competitive industry where operators must deliver a superior experience to that offered by their rivals across all areas of the online casino," began Paul Buianov, Founder and CEO at customer support specialist BetCare, in his latest sit-down with CasinoBeats.

After delving into detail on the power of differentiation last month, Buianov picked up where he left off by offering his perspective on how operators can stand-out, and soar beyond, competing organisations, aided by a fully performing customer service function.

For too many, the BetCare CEO said, the focus is on big bonuses and generous incentives far too often, which, when used, serve no purpose in a users' decision of stick or twist.

"Consumers now expect high levels of personalisation and want to feel valued by the brands they engage," it was noted, with online casino no exception.

"Gold standard customer support makes each player feel like the star of the show and can be used to take acquisition and retention to the next level," Buianov continued.

"Highly trained agents can guide players through the onboarding process, answering any questions they may have about KYC, payments, bonuses and more."

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BLUE GURU GAMES

Casino International - Innovation and Integration

Kristian Hassall, Commercial Manager at Blue Guru Games.

In 2022 we released our first games, but it was really a year to set up the teams, processes and really get in the groove. Each game has been an improvement on the last and I think we're in a great spot for the future. The biggest buzz for us comes from people liking the themes and stories around our games, the fact that it's being picked up on when we diverge from that storytelling path is great too - it keeps us on our toes.

Spring-Heeled Jack was well received in that regard, and we have a cracker in December- Napoleon Vs Rabbits telling the true story of Napoleon's generals retreating from an army of tame bunnies.

In terms of new content directions, we've seen surprisingly little. That's starting to change now though and game providers, us included, are realising that you need to stand out in such a crowded market.

It's not like there's a shortage of options for players these days and it's increasingly important that a provider offers something different.

I'm most surprised about the lack of knowledge or intent to build around web3, both the tech and the communities. It's still early though and we've seen a few exploratory forays into use of NFTs. Some purely cosmetic but some tied into real NFT projects and communities such as Caleta Gaming's Paradise Trippies collabs. I think we'll see a lot more of these.

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SILVERBACK GAMING

Casino International - Innovation and Integration

Raphael Di Guisto, Founder at Silverback Gaming.

It's been really nice to see industry events and business operations getting back to normal. Although restrictions didn't really come off until the second half of the year, we started seeing more people come back to the office for some face time and for social events, but we also had to adapt as many people chose to remain in a hybrid working mode.

As we were acquired at the end of 2021, for us the biggest challenge was to integrate with GAN, our parent company. We've merged our teams and tripled our headcount since the acquisition. This required setting up a lot of new processes and to get people to work in a different way. We took this challenge very seriously and we are now prepared to grow even further!

The appetite for volatility in slots seems to have decreased and we are now seeing medium volatility games performing really well. It's also been interesting to see the whole Twitch debacle unfold as well as the development of many multiplayer platforms with a race to be the first platform out and to sign...

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DECEMBER 2022 EDITORIAL HIGHLIGHTS

CHAMPION SPORTS

Casino International - Innovation and Integration

Simon Noble, Head of Champion Sports.

We were able to kick-start our long-awaited recruitment drive and over the past 12 months have tripled the number of people working for Champion Sports. We'd planned to do this back in 2019/2020 but then Covid hit, and it quickly became clear that we'd face travel and relocation issues. This year, the shackles were removed so we've recruited at pace and at scale. Another big change has been getting back on the conference circuit. ICE was different this year, but it turned out to be incredibly productive – those that attended were committed to the cause and ultimately were buyers and decision makers. Generally, betting has been back with a vengeance, and this includes esports betting which surged in popularity during the pandemic and, for us at least, has remained a significant vertical.

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FSB

Casino International - Innovation and Integration

Chris Graham, Head of B2B Marketing at FSB.

The most significant trend has been the change in customer expectations, with the majority of players in mature markets now only wagering with sportsbooks that deliver a compelling product and seamless user experience. Put simply, expectations are much higher than they were even at the start of the year. Responsible gambling is now very much a priority for operators and providers, and it's our job to ensure we give our partners and their players the tools they need to stay in control of their play.

The biggest change? The barrier to entry for providers and operators in key mature markets is much higher now than it was in January. A brand lives or dies based on the quality of its product, and that's why providers and operators must deliver.

The complexities of regulation are an industry wide challenge and for any ambitious global company like ours it's something that's very much in our wheelhouse. We've been ambitious in North America this year by procuring licences in a number of states and provinces. Taking this path puts your business and key stakeholders under intense scrutiny, and a successful licence application requires close cooperation with the regulator in each.

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GOLDEN WHALE PRODUCTIONS

Casino International - Innovation and Integration

Eberhard Dürschmid, Founder at Golden Whale Productions.

We naturally experienced a significant shift in our business practices during the pandemic, because like most other people our movements and ability to collaborate in person were restricted. During 2022 we've been able to gradually return to what we consider 'normal' and we believe it's a very exciting year to start a company like Golden Whale Productions, when everybody is so happy and keen to return to personal meetings again. Collaborating in person after such a long time apart has generated fantastic energy for us to use in all our products.

Starting a new venture always presents you with a huge number of tasks to be dealt with, often at the same time. But these moments of creation, even though they can be chaotic and delivered under pressure, are what drives our passion for building products that work well and provide solutions to all kinds of problems.

We spent the year being completely focused on building our core team, and then preparing and launching our first product, which was a new breed of gaming production machine. I'm delighted to say we completed both to great success, which gives us a strong platform on which to achieve more excellence in 2023.

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1X2 NETWORK

Casino International - Innovation and Integration

Kevin Reid, CEO at 1X2 Network.

The biggest change was being able to welcome people back to the office, which has been great. Working from home has its upsides, but there's nothing better than having the team together in our offices and the creative atmosphere that fosters. Of course, we still allow employees to work from home as well, so we've adapted to a hybrid working model. This has come at a time when we have added top talent to the team, growing our workforce in line with the demand for our games in an increasing number of global markets. In recent years, we've really cracked the code when it comes to the process of game development so for 2022, we had a strong product roadmap that we knew we could deliver on. The other big change at 1X2 Network was my appointment as CEO. Our outgoing CEO, Sean St John, had been with the company since its inception so I felt like...

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PANDAScore

Casino International - Innovation and Integration

Oliver Niner, Head of Sales at PandaScore.

Operations went back to being a bit more 'business as usual', but we also had to adapt to the growth that we had experienced during the pandemic following the esports boom. That growth has continued over the past 12 months, so we've had to push on and make the most of it as we've normalised. For me personally, one of the biggest changes has been the return of trade shows and events, finally being able to meet new and existing customers face to face once again. This has helped put PandaScore and esports betting on the radar of tier-one operators, which is good for us and good for esports.

Taking the strong foundation put in place during the pandemic years and then scaling as we continued to ride a strong upwards growth trajectory. We have more customers than ever before and continue to onboard operators at scale and pace, so to do that while still delivering a top-quality product and marketing-leading customer service to our existing partners is no mean feat. To keep driving growth, I've been utilising the huge opportunity of being in front of people at trade shows and events to secure high-level partnerships.

The biggest change is that tier-one operators are now embracing and...

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SILVERBACK GAMING

CB100 pathways through gaming and beyond, with Raph Di Guisto

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.

Raph Di Guisto, SVP, Silverback Gaming at GAN, expressed the differences from his hedge fund origins and the gambling sector, how Silverback came to be and how the acquisition of GAN has propelled the studio to new heights.

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?

I graduated in mathematics and computer science and then I did financial engineering in Columbia and most of my classmates actually went straight to Wall Street at the time. So, I started working in Mayfield for a hedge fund for a couple of years before all this started.

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