



FOCUS ON

DECEMBER

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

WISHING ALL OUR CLIENTS & FRIENDS A

Happy, Healthy and Prosperous 2022

DECEMBER 2021 PRESS RELEASE HIGHLIGHTS



EMINENCE

Eminence brings in industry veteran Robson as new CEO

Blockchain-focused technology supplier Eminence Holdings has appointed Mark Robson, previously of Microgaming and SHFL Entertainment, as its new chief executive.

In his new role, Robson will be tasked with leading Eminence's growth strategy, including the launch of CasinoCoin, a new digital token designed for the regulated gambling industry.

Robson joins Eminence from Champion Sports, a B2B software business that he founded in January 2018 and led until April of this year.

Prior to this, Robson was chief executive of King Gaming for four years and had a two-year spell as head of egaming for the Isle of Man government.

Earlier in his career, Robson had a spell as senior account executive for SHFL Entertainment and also spent almost eight years as a senior account manager at Microgaming.

"We have ambitious plans to harness the power of blockchain and deliver better

[READ THE FULL STORY](#)

HITSQWAD

HITSqwad granted Gambling Commission licence to operate in the UK

The new game studio, HITSqwad, has been granted a Remote Gambling Software Licence by the Gambling Commission in the UK.

This furthers the company's aims to become a successful provider of jackpot games in core markets worldwide, allowing it to provide online games to operators in the UK market via Playzido in early 2022.

HitSqwad is fully compliant with regulatory requirements and the providers will develop a series of identifiable jackpot themes for operators to recognise its brand, and in turn, add future titles. The company will also include a variety of associated games ensuring a varied portfolio.

A mobile-first approach will be developed with each title, delivering player engagement and a range of additional features to trigger each jackpot.

Charl Geyser, HITSqwad CEO, said: "Securing our Gambling Commission licence is a milestone moment for HITSqwad. Not only is it our first major licence, but it allows us to launch our content into one of the world's largest online gambling markets.

"Our strategy going forward is to now secure additional licences in other key...

[READ THE FULL STORY](#)

BETIXON

Betixon cleared to launch in the Netherlands

Online casino content developer Betixon has secured approval to launch its games in the recently regulated Dutch igaming market.

Certified by national regulator Kansspelautoriteit (KSA), Betixon will now be able to provide titles such as Boots of Luck, Wild Wolf, Book of Sheba, Vampire Call, Age of Halvar and Reign of Zeus to licensed operators in the Netherlands.

Betixon said it has already lined up a number of strategic partners in the country and will begin to roll out its content shortly. Talks are ongoing to go live with other operators active in the market.

The developer is also certified to offer games in Great Britain, Lithuania, Estonia, Italy, Colombia and Romania.

"The Netherlands is one of the most important markets in Europe and we believe that it will grow at a rapid rate in the coming months and years now that a proper regulatory framework is in place," chief executive Lior Cohen said.

"Our slots have been designed to deliver an exceptional player experience on...

[READ THE FULL STORY](#)

EMINENCE

Lisa Karran Named Eminence COO

Gaming tech provider Eminence Holdings has appointed Lisa Karran as the company's chief operating officer. Karran has worked with a number of gaming companies as well as the government of the Isle of Man.

Gaming technology provider Eminence Holdings has appointed Lisa Karran as its chief operating officer. In an announcement, the company said the addition will help it "harness the power of blockchain" in the future.

Karran has worked in senior roles with a number of early-stage and start-up businesses in the iGaming and technology sectors, having worked for the Xela Group, Red Tiger Gaming, Memory Lane Games and TGP Group. She also spent four years in iGaming development for the government of the Isle of Man.

"I've always enjoyed the pace of early-stage businesses and I look forward to using my experience in this field to support Eminence to scale quickly," Karran said. "I'm thrilled to be joining the team at this crucial time and look forward to helping to make their ambitious plans a reality."

Eminence CEO Mark Robson said, "I'm delighted to welcome Lisa to the senior management team, her broad experience and skills are going to be invaluable to us in meeting our ambitious growth targets."

[READ THE FULL STORY](#)

DECEMBER 2021 PRESS RELEASE HIGHLIGHTS



ESPORTS TECHNOLOGIES / COLOSSUS BETS

Colossus Bets Announces Filing of Patent Infringement Lawsuit Against DraftKings in the US

Colossus Bets, a global provider of sports jackpots and gaming technology, has today announced the filing of a patent infringement suit against DraftKings in the United States District Court for the District of Delaware. The suit relates to the infringement of seven patents, covering sports betting and gaming products that incorporate a Cash Out feature.

Colossus holds an extensive patent portfolio globally on sports bets and games incorporating Cash Out, including whether or not the Cash Out feature is used by the player. This lawsuit in the US against DraftKings signals Colossus' broader intention to defend its intellectual property and follows the initiation of similar proceedings against Tabcorp in Australia. Global law firm DLA Piper represents the company in litigation as well as all patent-related matters.

[READ THE FULL STORY](#)

SCOUT GAMING

Scout teams up with GBG for safeguarding

Scout Gaming Group has joined forces with digital identity specialist GBG to enhance its commitment to responsible gaming.

It will leverage GBG's technology to automate affordability checks and better protect players from gambling beyond their means.

Andreas Sundal, chief product officer at Scout Gaming Group, said: "Scout Gaming is committed to a best-in-class approach to compliance. GBG's extensive experience in the sector and its smart technology, allows us to deliver exactly that while making it easier to maintain, manage and improve our KYC and AML processes."

Amy Watkins, gaming sector specialist and new business development manager at GBG, said: "Automating the identity verification process of players is becoming vital in the fiercely competitive gaming sector, not just to meet regulatory requirements and mitigate fraud, but to deliver the very best customer experience too."

"We've worked with Scout Gaming to deliver a tailored solution that will ensure it can quickly and securely verify an individual and make the on-boarding process as smooth as possible. The company will also be able to flag potential issues..."

[READ THE FULL STORY](#)

ESPORTS TECHNOLOGIES / ASPIRE GLOBAL

Esports Technologies closes \$75.9m acquisition of Aspire B2C assets

Sports wagering technology provider Esports Technologies has completed its acquisition of Aspire Global's B2C business for \$75.9m (£56.1m/€65.5m).

The acquisition was first agreed in October.

Under the deal, Esports Technologies will own Aspire's B2C online content portfolio and sportsbook brands.

Aspire will run back-end operations for the acquired brands, which include Karamba, Hopa and BetTarget.

Also through the deal, Esports Technologies will enter into tier one regulated markets including Great Britain, Germany and Denmark as the deal gives it access to Aspire's licences in those countries.

"Acquiring Aspire Global's portfolio of innovative B2C brands, access to new markets, and its 1.25 million depositing customers is a strategic leap in our journey to become a world leader in esports wagering," said Aaron Speech, CEO of Esports Technologies.

"We look forward to our partnership with Aspire as we continue to scale."

Aspire reported B2C revenue of \$78.3m in the full year ended September...

[READ THE FULL STORY](#)

1X2 NETWORK / 32RED

1X2 Network launches Britain's Got Talent Megaways™ exclusively with 32Red

Show stopping slot has been developed using the provider's innovative Branded Megaways™ concept and promises to help players top the big-win charts

1X2 Network, the provider behind some of this year's hottest slot games, is helping 32Red make its players feel like the star of the show following the exclusive launch of Britain's Got Talent Megaways™.

Britain's Got Talent Megaways™ has been built using the developer's Branded Megaways™ product, which allows operators to quickly and cost effectively launch bespoke Megaways™ slots based on their branding or other themes and IP.

The slot is a six reel, two to seven row game with variable win ways from 64 to...

[READ THE FULL STORY](#)

LIVESPINS

Michael Pedersen joins socially-charged Livespins as CCO

Livespins, which bills itself as a provider of "socially-charged casino games," has strengthened its ranks via the appointment of Michael Pedersen as chief commercial officer.

The proprietary platform allows multiple players to view their favourite streamer and bet behind their play, effectively creating a group bet and a shared betting experience on the same spin. Each player can choose the bet amount and number of spins they prefer.

Furthermore, an added degree of user engagement is gained by the ability to chat with the group and add reactions as the streamer spins the reels.

Robin Reed, co-founder at Livespins, commented: LiveSpins was founded with a vision to socially charge the igaming space. As we are moving to web 3.0 – we need the industry to follow suit if we are to stay relevant and increase the appeal of our product.

"Since delivering his master thesis on social media a decade ago, Michael has worked both on the supplier and operator side and has both the passion, experience and network needed to make LiveSpins valuable to users, game studios, streamers and operators alike. We are extremely pleased to see..."

[READ THE FULL STORY](#)

STAKELOGIC / STARCASINO

StarCasinò agreement brings Stakelogic Italian depth

Stakelogic has deepened its presence in what the supplier lauds as a "significant market for us," after taking its entire slots suite live with the Betsson Group's StarCasinò brand in Italy.

Under the terms of the agreement, players of the igaming entity will gain access to content such as Extreme Megaways, Hero Clash, Book of Adventure Super Stake Edition, Black Gold 2 Megaways, and Mystery Drop.

Marco Strazzulla, gaming manager at Starcasinò – Betsson Group, commented: "Stakelogic's classic and video slots are among the best in the business and are proven when it comes to delivering exciting and thrilling experiences to players."

"The addition of its games to our already impressive portfolio is further evidence of us providing our players with variety and quality, and that we continue to do all we can to ensure that StarCasinò remains a leader in the Italian market."

Furthermore, StarCasinò users will also be able to utilise features and mechanics such as its flagship Super Stake and Mega Super Stake.

These allow players to effectively double their bet with every spin to be in with the chance of triggering one of the game's bonus features, which in turn improves the chance of them landing win combinations.

[READ THE FULL STORY](#)

1X2 NETWORK

Certified: 1X2 Network receives ISO 27001

In its aims to prove its commitment to meeting high technical standards, developer and aggregator 1X2 Network has received its ISO 27001 certification.

An ISO 27001 is a widely known certificate in the industry, allowing those who obtain one to boast a demonstration of meeting specific requirements in relation to information security management systems.

1X2 Network has been recognised as a company secure with its compliance across its two studios, 1X2gaming and Iron Dog Studio, and across the entire business. This is reassuring for clients that want to take the best approach to data and security.

This certification will help the company strengthen its relationships and partnerships with its operators, alongside pathing the way to innovative opportunities across regulated markets worldwide, including branching into the US.

1X2 Network CTO, Neeraj Yadav, said: "We have taken a very considered approach to data and information security and receiving ISO 27001 status is testament to our efforts to constantly meet the highest possible technical standards.

"We believe this certification will allow us to strengthen the relationship we have with our existing partners while further establishing 1X2 Network as a tier-one..."

[READ THE FULL STORY](#)

FSB

FSB appoints Grimshaw to build on European momentum

Former SIS Sales Manager will lead Business Development strategy in Europe as FSB prepares to build on transformative year of growth.

Global sports betting & iGaming supplier FSB has strengthened its Business Development team with the appointment of Andrew Grimshaw to lead its European sales function.

Grimshaw, appointed Business Development Director in UK, Ireland & Europe, will take charge of the sales strategy in the region and lead the growing cross-vertical Business Development team in the territories across online and retail.

Joining FSB from global data suppliers SIS, Grimshaw brings a wide range of relevant experience to the organisation including end to end understanding of sports data rights and feeds, vital expertise in the criticality of superior UI and UX from a CX perspective and a deep command of the core horse racing product.

Grimshaw's appointment comes at an exciting time for the award-winning global supplier who recently moved into new international headquarters in London, whilst securing market entry in North America via a major multi-location sports wagering retail partnership in South Dakota.

Ian Freeman, Chief Revenue Officer at FSB, said: "Global growth has been a key element of our year at FSB with major partnerships secured in Europe, North..."

[READ THE FULL STORY](#)

INCENTIVE GAMES / BET365

Incentive Games to supply bet365 with free-to-play products

A supply agreement has been etched out between bet365 and Incentive Games, with the latter providing the online sports betting and gaming operator with its free-to-play and play-to-play products.

As a result of the agreement, Incentive will develop a series of bespoke free-to-play and play-to-play jackpot games for bet365, which will be made available to the company's customers in all global markets where it maintains a presence.

This service will include consultation on game design and gamification, as well as game development and mathematical support to power the products. By linking with bet365, Incentive aims to assist with driving player acquisition, reactivation and retention at scale via its free-to-play content offering.

"We were impressed with Incentive's track record of developing Free-to-Play content that delivers significant results when it comes to acquisition, reactivation and retention," a bet365 spokesperson commented.

[WATCH THE FULL INTERVIEW](#)

LIVESPINS

Livespins adds Yana Tsyganova to Senior Management Team

Innovative social gaming platform names former GVC, Betsson and High 5 Games executive as Chief Operations Officer

Livespins, the world's first provider of socially engaged casino games, has added firepower to its senior management team with the appointment of Yana Tsyganova who joins the fast-growing business as Chief Operations Officer.

Yana is an industry heavyweight with a career spanning more than ten years across various senior roles at some of the biggest names in the business. This includes GVC (now Entain), the Gauselmann Group, Betsson and most recently High 5 Games.

Yana will bring her unrivalled experience to Livespins where she will be responsible for overseeing the day-to-day operation and to ensure that players, operators, streamers and game studios receive the best possible experience.

The proprietary platform allows multiple players to view their favourite streamer and bet behind their play, effectively creating a group bet and a shared betting experience on the same spin. Each player is free to choose the bet amount and number of spins they prefer.

Adding a further degree of user engagement is the ability to chat with the group and add reactions as the streamer spins the reels and the anticipation builds.

Yana Tsyganova, Chief Operations Officer at Livespins, said: "Livespins will..."

[READ THE FULL STORY](#)

CRUCIAL COMPLIANCE / EYAS GAMING

Eyas Gaming Deploys Crucial Business Intelligence from Crucial Compliance

Online Operator of popular MerkurSlots and MerkurCasino brands is using compliance specialist's Crucial Player Protection system to protect at-risk players

Eyas Gaming, the operator behind popular online casino brands MerkurSlots and MerkurCasino has expanded its services with Crucial Compliance to drive sustainable player value, responsibly.

Eyas Gaming has integrated Crucial Business Intelligence (CBI) into their gaming platforms, a system that provides a Single Customer View, with Advanced Behavioural Segmentation, Predictive Modelling, Marketing Attribution across all channels, Analytics and over 25 Highly Intuitive KPI Reports.

The integration of CBI was two-fold for Eyas. Firstly, into the Bede platform and secondly to calibrate and customise its chosen CRM provider, Adobe Campaign. The integration is going live with an initial 18 separate customer journeys, with another 40 expected to go live as the product portfolio increases.

The predictive modelling covers off 13 key areas ranging from churn prevention through to "Affordability Check Trajectory", allowing RG teams to prepare players for Source of Funds checks. CBI works in conjunction with Crucial Player Protection to give the best single system an operator can use to provide responsible, sustainable revenues in multiple markets which also...

[READ THE FULL INTERVIEW](#)





DECEMBER 2021 PRESS RELEASE HIGHLIGHTS

ESPORTS TECHNOLOGIES / TURNT GAMING

Esports Technologies partners with Turnt Gaming as exclusive data provider

Esports Technologies has signed a letter of intent with Turnt Gaming to be the exclusive data provider for NFT fighting simulator, Taunt Battleworld.

The highly anticipated fighting game is targeted for release in early 2022, with the skill-based simulator built on Polygon's blockchain solution. It has also been announced that boxing icons, Floyd Mayweather and Deontay Wilder, will feature as non-fungible tokens (NFTs), with a host of others to follow in due course.

The game, which has been given the slogan "Play, watch, earn", will be powered by a blend of odds, game balancing, outcome maths and logic by Esports Technologies. The unique predictive modelling will provide live in-game data and events to create new gaming products and second-screen experiences for players around the world.

Bart Barden, COO, Esports Technologies, said: "We look forward to becoming the exclusive in-game data and wagering partner for Turnt Gaming, starting with Taunt Battleworld. We are focused on creating new and engaging ways for players to interact with live content. We can't wait to start leveraging the power of our quantitative analytics, modeling, and AI platforms and products to unleash a whole new experience for gamers on the blockchain and off."

Legendary boxer, Floyd Mayweather, commented: "I'm honored to be one of the first combat sports athletes to appear in Taunt Battleworld and can't wait to see the game come to life. Taunt Battleworld and Stardam Images are reimagining the future of gaming. I'm proud to be officially part of it."

While the esports industry has been growing for a number of years, this represents one of the first agreements with high-profile athletes to star as NFTs. The ability for players to own real-life fighters as NFTs, and use their characteristics against other players, is slated to bring a new level of popularity to NFT gaming.

[READ THE FULL STORY](#)

DGC / BETMGM

DGC and BetMGM extend partnership to Michigan

Digital Gaming Corporation has extended its collaboration with BetMGM to a third US state, after the online gaming solutions provider made its debut in Michigan.

This will allow players of the operator to benefit from the addition of the DGC igaming suite, which includes an array of titles such as Adventures of Doubloon Island, Queen of Alexandria and Diamond Inferno.

Matt Sunderland, VP of gaming at BetMGM, stated: "BetMGM has held the top operator spot in Michigan since the industry's start in January, due in part to our focus on building the strongest games portfolio. We're thrilled to offer BetMGM players in Michigan access to DGC's full suite of quality titles."

This latest launch is lauded as an "important part" of the multi-state partnership between the two, which had already brought previous roll-outs across BetMGM's platforms in New Jersey in 2020 and in Pennsylvania during August 2021.

Neill Whyte, chief commercial officer of B2B igaming at DGC, said: "DGC remains steadfast in its dedication to developing games that exceed player expectations throughout the regulated US.

"We're delighted to have launched our games to players in New Jersey, Pennsylvania, and now Michigan through our partnership with BetMGM."

Michigan's online casino and poker rooms reached a record high through October, as the region's online and retail sportsbook fell shy of becoming the fifth state to record \$500m in wagers during a single month.

The former secured \$109.7m in gross gaming revenue, which is up 71 per cent from \$102.4m generated one month earlier, and marks the third successive...

[READ THE FULL STORY](#)

STAKELOGIC / DANSKE SPIL

New Danske Spil deal sees Stakelogic set to take Scandinavia by storm

Stakelogic has announced they will be continuing their rapid expansion across Europe via a new partnership agreement with Danish online casino, Danske Spil.

The deal will see the popular Scandinavian casino platform host Stakelogic's full suite of real money slots, meaning players will be able to enjoy all of the studio's hottest releases as well as a wide range of titles from the hugely successful Greenlogic Partner Program - an innovative initiative that sees Stakelogic supply the game logic and back-office integration for games from other boutique software developers.

Having already made substantial inroads into the recently regulated Dutch igaming market and also put pen to paper on a huge deal with Ukrainian giants, Parimatch, the partnership with Danske Spil represents another significant step forward in Stakelogic's European distribution plans and will now see their innovative catalogue of slot machines and games brought to a brand-new Scandinavian audience.

This means Danish players will now be able to experience titles that feature the studio's trademarked Super Stake™ mode - an optional extra that allows them to increase their starting stake in exchange for a number of incentives.

Games to include this signature Stakelogic addition include Extreme Megaways™, Lucky Gold Pot™ and the recently-released Jade Of The Jungle™, which plunges players deep into the heart of the Amazon as they search for Free Spins and wins of up to 2,976x their stake across two sets of 3x3 "Dual Reels".

With all that and more now available at Danske Spil, the new deal represents an exciting time for players at the site - and both parties are optimistic the partnership will prove a huge success going forward.

"At Stakelogic, we believe that if you're not moving forward, you're staying still - and our latest partnership deal with Danske Spil reaffirms our commitment to..."

[READ THE FULL STORY](#)

STRIVE GAMING

Strive Gaming makes Arizona debut with the Desert Diamond Brand

US and Canada focused platform specialist has been selected by Desert Diamond Mobile for its player platform and managed services solutions

Strive Gaming, the first player platform business designed specifically for the modern, multi-state requirements of operators targeting the North American market, will make its debut in Arizona with Desert Diamond Mobile LLC.

Desert Diamond Mobile LLC is owned by the Tohono O'odham Nation, one of the largest casino operators in Arizona. Its Tohono O'odham Gaming Enterprise operates the four Desert Diamond Casinos.

Desert Diamond Mobile, through its collaboration with Strive Gaming, will now launch an online and mobile sportsbook under the Desert Diamond brand to players in the state for the very first time.

Under its multi-year agreement with Strive Gaming, Desert Diamond Mobile will use Strive Gaming's player platform and managed services solution to allow new and existing bettors to experience online the world-class enjoyment they also receive at the Desert Diamond Casinos.

Strive Gaming's managed services solution runs 24 hours a day, seven days a week and offers dedicated customer support directly to the operator's players via a team of highly trained agents based across North America and Europe.

Desert Diamond Mobile also will benefit from Strive Gaming's deep integration with the Kambi tech stack, which is powering Desert Diamond Mobile's sportsbook, allowing it to unlock tremendous upsides.

Strive Gaming already has a first customer to go live in Colorado and excels because it has been built purely for the post-PASPA North American market and to meet the individual needs of operators while also being compliant with...

[READ THE FULL STORY](#)

WINS OF NAUTILUS - FANTASMA GAMES

Stockholm-based slots studio Fantasma Games is taking players on a submarine adventure in its latest release, Wins of Nautilus Megaways.

The countdown bomb blocker includes a number ticking down as the game avalanches, which creates a full reel wild with a big multiplier if exploded.

The respin torpedo removes any random non-winning symbols, causing the reels to avalanche which forms a second chance for wins to land, whilst the deep sea spins feature is a progressive multiplier.

Furthermore, deep sea free spins are triggered when three scatter symbols drop onto the reels. Seven Books Unlimited's major extra feature.

"Wins of Nautilus Megaways takes players to an underwater world packed with adventure and big win potential," commented Tianzhi Zhou, product owner and game mathematician at Fantasma Games.

"We have taken the legendary work of Jules Verne and put our own twist on it to create a game that visually is like no other – it is truly striking.



READ THE FULL STORY

WILD STOCKING - STAKELOGIC

Sought-after software providers get in the holiday spirit with new release that's bursting with Free Spins and other festive features

Get ready to go dashing through the snow with Wild Stocking from StakeLogic – the new seasonal slot from the in-demand software providers that combines all the hallmarks of the holiday season with a flurry of festive features.

Designed to get slot fans in the mood for the Christmas period, Wild Stocking invites players to explore a winter wonderland that's decked out with candy canes, glowing lanterns and cheerful snowmen. Featuring a 5x4 grid that provides an incredible 1,024 ways to win, unique symbols to appear on the reels include elves, reindeer and even jolly old St. Nick himself, who's the game's most valuable icon.

With a top maximum payout of up to 25,000x players' bet, Wild Stocking also comes stuffed full of bonus features, with expanding wilds, Free Spins and pick-and-click wins all waiting to be unwrapped. Whether players have been naughty or nice, all they need to do to get started on the sleigh ride to riches...



READ THE FULL STORY

FIRSTLOOKGAMES



WAY OF THE TIGER™



LUCKSOME

DISCOVER THE RICHES OF BENGAL IN THIS EXOTIC NEW TITLE!

Welcome to the jungle, where Lucksome's majestic tiger roams the reels and assists able explorers to hunt wins in an epic gaming adventure.

Helping players through the dense undergrowth are locking and rising multipliers, free games with two ways to trigger and the Jungle Boost, which boosts multipliers up to 1,500x for each symbol with the Tiger's claw slash.

The Tiger Trails feature randomly activates within the base game, adding sticky multipliers on the reels for a minimum of the next two spins. Losing spins will upgrade subsequent multipliers while sticky bonus symbols can award free games with a bigger starting multiplier.

Landing three bonus symbols triggers the bonus game where players can utilize the trademark Lucksome option of selecting the volatility and win potential, placing the player firmly in the driving seat.

Other player-favorite features from previous games make a welcome return, with Lucksome Locks locking and spinning for more free games bonus symbols to trigger the bonus.

Features

- Tiger Trails Mystery feature with Scatter Multipliers
- Free Games with Multiplicative Multiplier
- Super Powered Free Games from Tiger Trails Linked Trigger
- Wild Stacks

Plus the standard Lucksome Features, Lucksome Locks - Bonus Respin Gamble and Bonus Buy (Operator Configurable)



DOWNLOAD THE 'WAY OF THE TIGER' MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM



DECEMBER 2021 GAME RELEASE HIGHLIGHTS



CARAVAN OF RICHES - FANTASMA GAMES

Fantasma Games launches Caravan of Riches exclusively with Kindred

Developer's latest slot puts players on the road to discovering treasures and big wins with a thrilling level-up free spins feature

Fantasma Games, the developer of slots beyond gambling, has strengthened its long-standing partnership with tier one operator Kindred following the launch of its latest slot on an exclusive basis.

Players at all Kindred brands including 32 Red, Unibet and Maria Bingo are being taken on a mystical journey to the Caravan of Riches where a potential fortune awaits. Caravan of Riches is a 5x3 reel, 20 payline slot that has an RTP of 96.03%.

Players that enter the Caravan of Riches will be greeted by a series of fortune tells. But lady luck is most certainly on their side thanks to various bonus features that have been built into the game, which sits at the higher end of the volatility...



[READ THE FULL STORY](#)

GOLDEN REINDEER - SWINTT

Swintt's Golden Reindeer spreads the holiday cheer in two new markets

Swintt is gearing up for the holiday season by making its popular Golden Reindeer slot available at all partnering casinos in Malta and Sweden. Having been something of a staple in the studio's Christmas catalogue since its release last year, players have already enjoyed the slot's 243 ways to win and festive Free Spins – and now it's time for those at MGA and SGA licensed casinos to get in on the action too.

Taking place across a 5x3 reel matrix, Golden Reindeer provides everything you'd want from a holiday-themed slot. The gentle ringing of sleigh bells and whistle of cold winter wind provides the perfect soundtrack for players as they go dashing through the snow in search of top wins of 14280x their bet.

Unique symbols to feature in the game are also perfectly suited for the season...



[WATCH THE FULL STORY](#)

HOT POTS - STAKELOGIC

Stakelogic and Reflex Gaming to Present Hot Pots

Forward-thinking provider of casino slots, Stakelogic, has once again joined forces with Reflex Gaming – the provider of top releases Sea God, Jurassic Jackpots, and Guido's Gold. Based on the new deal, they will release the latest game, Hot Pots.

The newest slot from Stakelogic comes up with different features such as bonus Spins, respins, and 3 wild modifiers. The main action of the game takes place across a 5x3 board and 20 paylines. Players are invited to discover the depths of hell, where they can reveal hot chillies across the reels. As you spin the reels, you will see an orchestra playing a waltz as lava erupts and symbols remain in place. The maximum multiplier in the game is 3,000x available if you fill the board...



[READ THE FULL STORY](#)

ALICE IN ADVENTURELAND - FANTASMA GAMES

Fantasma launches Alice in Adventureland exclusively with Paddy Power

Developer's latest slot is a reimagining of the timeless classic and promises fun, adventure and plenty of big win potential

Fantasma Games, the developer of slots the go beyond gambling, has launched its latest blockbuster hit, Alice in Adventureland, exclusively with tier one online casino operator, Paddy Power.

Alice in Adventureland is Fantasma's take on the timeless classic and sees players venture down the rabbit hole in search of fun, Free Spins and potential Big Wins in what is one of the most visually striking slots to leave the developer's production line.



[READ THE FULL INTERVIEW](#)

PYRAMID STRIKE - STAKELOGIC

Stakelogic journey back to Ancient Egypt in Pyramid Strike™ slot

Popular software providers return to action with a new Super Stake™ release that brings players Free Spins and an innovative new payout system

Stakelogic, the innovative game studio behind successful recent releases Joker Drop, have announced they'll be inviting players to join them on an expedition to Ancient Egypt this winter with the launch of their new Pyramid Strike™ slot.

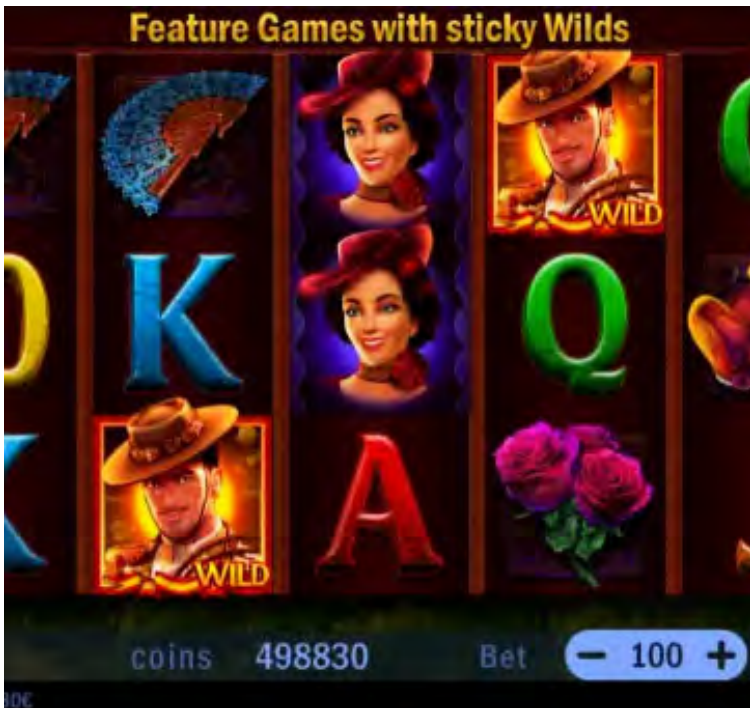
The game – which features five reels and 20 fixed paylines – will become the latest title in the provider's ever expanding selection of Super Stake™ slots, meaning players will be given the option to increase their initial bet to add scatters and improve their chances of landing the main bonus feature.

Taking place deep within the bowels of a long-forgotten tomb where torches flicker and mysterious music plays, players will be tasked with lining up a range of unique symbols that includes pharaohs and ancient gods in order to trigger a maximum prize multiplier of up to 3,140x their selected stake.

To add to the excitement, special scarab beetle wilds will substitute for any regular base game symbol in order to create winning paylines, while golden pyramid icons will activate the slot's Pyramid Strike™ feature – which offers players the chance to win one of nine progressively rewarding instant prizes.



[READ THE FULL STORY](#)



EL ANDALUZ - SWINTT

Swintt gets back on the horse in El Andaluz

Sought-after slot provider invites players to saddle up for a new Spanish-themed adventure that features Free Spins and sticky wilds

Having already treated players to a festive flurry of releases this winter, popular software provider Swintt is back in action again this month with another new title set in slightly warmer climes of southern Spain – El Andaluz.

The latest slot to come galloping out of the Swintt studio, El Andaluz is a five-reel, 10-payline game with a cowboy theme. Right from the off, players will be immersed in the culture of the region as they spin to the sound of flamenco guitars and set their sights on a maximum jackpot of 1,200x their stake.

Unique symbols to feature in the game include roses, hand fans and castanets, but the real money-maker is the handsome vaquero, who acts as a substitute wild. Filling in for any regular base game icon, this special character can help increase the slot's payout frequency by completing winning lines.

Also of great importance is the black stallion scatter symbol, which is used to trigger El Andaluz's main bonus feature. Activated whenever three or more scatters appear anywhere in view during a single round, players will be treated to 12 Free Spins which take place on an even more lucrative set of reels.

When the feature is active, the importance of the vaquero symbol becomes even more significant, as it will now act as a sticky wild and lock in place for the remainder of the Free Spins. Given the frequency with which these symbols hit...

[READ THE FULL STORY](#)

CANDYWAYS BONANZA 2 - STAKELOGIC / HURRICANE

Stakelogic and Hurricane Games start a sugar rush in Candyways Bonanza 2™ Megaways™

Software provider's sweet new slot collaboration offers Free Spins, massive multipliers and up to 117,649 Megaways™ to win

With the original Candyways Bonanza™ Megaways™ proving a huge hit with players following its debut last year, Hurricane Games have proved you don't break up a winning team by again joining forces with Stakelogic to release a sugar-coated sequel.

Featuring the Megaways™ pay system, Candyways Bonanza 2™ Megaways™ builds on the success of its predecessor with a number of sweet additions, including brand-new mystery symbols and an overhauled Free Spins feature that offers players a choice of multipliers.

The game's total number of payways has also received a significant upgrade, with the original 512 ways to win being boosted to a staggering 117,649 Megaways™. On top of that, Candyways Bonanza 2™ Megaways™ also utilises an innovative cascading reels system, which sees all winning combinations disappear from view as new symbols tumble down from above to replace them and new payouts are calculated.



[WATCH THE FULL INTERVIEW](#)

SCOUT GAMING

Debunking the fantasy sports myth

Joakim Renman, CCO at Scout Gaming, believes the assumption that players don't engage with fantasy when real money betting is an option is wrong and details how operators can leverage the potential to product offers when it comes to cross-sell.

There is sometimes an assumption among operators that players won't be interested in fantasy sports products when real-money sports betting is available. But our data tells a very different story and cross-sell is actually one of the primary drivers for integrating fantasy into a sportsbook.

Sportsbooks can expect anywhere between 10-30 per cent of their player base to engage with fantasy sports which in turn can significantly move the needle in terms of turnover and GGR without the need, expense and risk of having to...

[READ THE FULL STORY](#)

SWINTT

SwinttLive: Upwardly mobile

It's been nearly 12 months since Swintt expanded its portfolio with SwinttLive - a live dealer product with a clear emphasis on being 'mobile-first'. G3 catches up with David Mann, Swintt's CCO, to find out what this means in practice and the company's plans in the live space.

How has SwinttLive been received by operators and players?

SwinttLive has been incredibly well-received by operators and players. This is mostly due to the mobile-first approach we have taken, delivering an engaging and entertaining experience especially when played in portrait mode. This is reflected in the activity we are seeing from players who are recognising the power and quality of the product experience we offer. We are also seeing a great engagement with those that appreciate the Las Vegas casino environment we have created - our games are streamed directly from Sin City.

What pace does SwinttLive occupy in your portfolio?

SwinttLive is part of the wider Swintt portfolio which also includes localised online slot and table games plus our gamification engine, SwinttGamify. Our live dealer product is performing incredibly well, and we are seeing it grow month on month in terms of wagers and activity. As we enter additional regulated...

[READ THE FULL INTERVIEW](#)

REAL DEALER STUDIOS

Live! Camera! Action!

Real Dealer Studios employs professional actors, film directors and a post-production crew to create 'Hollywood-style' cinematography. Shane Cotter, the company's Chief Product Officer, talks G3 through the development process and pontificates on whether the cinematic, simulated setup could lead to celebrity dealers one day.

Are you a live casino supplier or a production company?

It's good that you're bringing this up at the start because it's a critical point: we're definitely not a live casino supplier. You can think of us as a film production company and an online casino games developer in one - those are the two areas of expertise we bring together. It means that the games we create are high-quality, polished productions that have a radically different feel from what the live studios put out.

What is Real Dealer Studios' USP?

Our USP is that we provide something nobody else can, namely RNG games built using cinema-quality video to create the feel of playing one-on-one with a dealer. Not only is the visual quality way beyond anything else in the industry, but our dealers are also engaging and deliver a perfect performance 24/7.

[READ THE FULL INTERVIEW](#)

CONTINENT 8

Continent 8 reports record quarter for DDoS attacks

We blocked 546 DDoS attacks in Q3 more than double the 240 blocked in the previous quarter with businesses more at risk than ever before.

Our latest statistics show the number of DDoS attacks more than doubled in 3Q21 compared to the previous quarter. Our expert security team has been closely monitoring the threats and have analysed the data for the period 1 July - 30 September 2021.

The stats relate to 25 of our customers based in different locations around the world. Key highlights include:

- Blocked 546 DDoS attacks, up from 240 in 2Q21
- 60 of the observed attacks had repeat attacks within a 24-hour period
- One customer was attacked 288 times during the period

[WATCH THE FULL INTERVIEW](#)

CEGO

The Danish formula: low stakes, high entertainment

Denmark is a mature market where online gambling has been legal for several years now. Players are comfortable with gambling online and trust the brands that are active in the region. This is certainly the case for those that have been able to provide a fun and entertaining experience but where responsible gambling and safe gaming are also a priority. This is a core part of the CEGO DNA.

Live since 2012, CEGO's Danish online casino site, Spilnu.dk, offers virtual online slots based on the classic titles players recognise from land-based machines. One of the most popular in Denmark, Allan Auning-Hansen, Chief Executive Office of CEGO, attributes the online casino's success to a focus on casual and recreational players looking for a fun and entertaining experience.

How has the Danish market performed in 2021?

The Danish market has performed incredibly well this year. Our Spilnu.dk brand in particular has enjoyed great success also after Covid-19 lockdown restrictions were lifted in the country. We have been really encouraged by growth in new player sign-ups and our ability to keep increasing the total addressable market in Denmark.

[READ THE FULL INTERVIEW](#)

BETSSON

A true industry giant

Betsson Group CEO Jesper Svensson gives INTERGAMINGi the lowdown on one of the igaming industry's major players.

Could you give us some background on the company and what it does?

Betsson Group is one of the most established and largest organisations in the global gambling industry. We operate hugely popular online casino and sportsbook brands around the world via 19 licenses.

Our vision is simple - to provide the best customer experience in the industry - and we achieve this by using best-in-class technologies and leveraging and abundance of data and insight to constantly improve our products.

In which markets does the company currently operate?

The 19 licenses we hold are from jurisdictions in Europe, Latin America, Africa and North America. Much of our business is in Europe, however we are growing rapidly outside of Europe.

Due to our geographical spread and broad and diversified product portfolio with many brands, we have been able to continue to drive growth across the business. This also provides a strong foundation for the Betsson Group to continue to enter newly regulated or regulating markets.

[READ THE FULL INTERVIEW](#)

FLOWS

Flows: iGaming has a legacy mentality

The main objective of Flows, a new company launched by former GiG CEO, Robin Reed, is to absorb data from its partners and facilitate the data being presented in any selected format, be it to the front-end, via Slack message or any other API.

James King, former Director of Sales for Gaming Innovation Group and now CEO of the start-up, speaks candidly to G3 about a 'legacy mentality' which has held the iGaming industry back compared to other digital verticals.

To embrace today's digital revolution, James believes stakeholders should open APIs to one another and open-source more technology for the betterment of all.

Could you tell us more about Flows?

Flows is an innovation platform that empowers your organisation to innovate and accelerates digital and technical delivery. Flows has been designed to make innovation accessible to everyone, by integrating with any API or data stream (such as Kafka and RabbitMQ) you point at it.

Flows learns your data in realtime to then allow you to customise what you do and how you interact with that data. Using the Flows intuitive none coding interface, your organisation can create applications, features, workflows and more. Innovate, empower and accelerate with Flows.

Does the iGaming industry have a legacy mentality?

Technology is the core for any digital business and online gambling is no exception. For established companies in the gaming industry, this technology was built eight, 10, 15 years ago – and that core foundation is still there.

As much as this has been built on with new innovations and a multitude of new technologies, there is a foundation of legacy which makes it harder to adapt and be agile.

In a space like gaming which is incredibly fast paced, especially now due to Covid which has seen markets regulate at an accelerated rate and a land grab from operators and suppliers looking to certify in these new markets, this needs to improve.

[READ THE FULL INTERVIEW](#)

SPORTGAMESTV

The Future of Sports Betting – by Vladislav Artemyev, CEO at SportGamesTV

Vladislav Artemyev, CEO at Sport Games TV, says that live sports betting has the potential to revolutionise the vertical in the same way that live dealer has changed the game for casino operators.

Live casino is set to account for more than 50% of the total online casino market in the next five years and this is something that should make online sportsbook operators sit up and take note.

It is clear that consumers are seeking more interactive and entertaining experiences, and while this is available in the casino vertical most operators have yet to embrace live sports products.

Not only do sports bettors want to engage with more interactive content but they also want to be able to wager on sports events 24 hours a day, seven days a week.

This is not possible with traditional sports betting and while some will point to virtual sports as a product to fill the gap, in reality virtuals rarely appeal to sports bettors.

This is because they are random number generator based and players do not get to wager on real sports. They simply don't evoke the same emotions for bettors.

So, what is the solution?

Now broadcasting:

Just as we have seen in the casino sector, live sports games will revolutionise the sports betting space and will drive unprecedented levels of growth for the operators offering such content.

But what do we mean when we refer to live sports games?

They are very similar to live casino in that they are operated out of a studio with the footage of the game broadcast live to players on their desktops, laptops, smartphones and tablets.

[WATCH THE FULL INTERVIEW](#)

PLAYSTAR

Playing the field

With the casino sector booming, INTERGAMINGi spoke to Per Hellberg, CEO of PlayStar, about the company's rise and its future goals for expansion.

INTERGAMINGi: For those who don't know, could you tell us about the origins of the company and the markets in which it operates?

Per Hellberg: PlayStar is a challenger online casino brand that promises to deliver a player experience like no other. We are solely focused on North America where we have already secured market access in two states with many more to follow.

Back in January we announced that we had chosen GiG as our technology provider for the US market and since then we have been fine-tuning the PlayStar proposition and developing ways of delivering a truly personalised experience to each player that walks through our "digital" doors.

We have also been busy building out our senior management team as well as onboarding the brightest minds and creative talents in the business. It is now all hands-on deck as we work towards making our debut in the Garden State at the beginning of next year.

In relation to the North American market, we already have partnerships in place allowing us to launch in New Jersey and Pennsylvania. In the former, we have teamed up with Ocean Zesort and in the later with Caesars.

Our plan is to launch in as many US states as possible and we are currently in discussions with several market access partners to ensure we can meet our ambitious expansion plans.

PlayStar Casino says it gives a "player experience like no other." That's quite a hefty promise – how does it deliver that?

When you look at the casino brands currently live in the US market it is clear that there is a lack of personalisation or any real differentiation in the sector and players are pretty much a by-product of the operator wars for market share.

To stand out from our rivals and deliver a superior player experience, we are focussing on three core factors – personalisation, engagement and customer experience.

[READ THE FULL INTERVIEW](#)

PLAYSTAR

PlayStar's Per Hellberg: putting online casino first in the US

PlayStar CEO Per Hellberg took time out with SBC Americas to discuss the firm's entry into the US online casino sector and how it intends to differentiate its offer in what is shaping up to be a crowded marketplace.

For those of our readers who are unfamiliar with the Playstar Casino brand, can you talk about your business, where it currently operates and its main offer?

PlayStar is a challenger online casino brand with a very clear mission – to deliver a player experience like no other. We are solely focussed on the North American market where we have already secured market access in two states – New Jersey and Pennsylvania – with many more to follow.

Earlier in the year we announced GiG as our platform provider and since then our exceptional team has been fine-tuning the casino ready for launch in the Garden State early next year. We will stand out from our rivals from day one by focusing on three key areas.

They are – personalization, engagement and customer experience. This will ensure that our players feel like the star of the show from the moment they engage with our brand and will ensure once they walk through our digital doors for the first time, they will return again and again.

You have well-documented plans to launch into the US with your sights set on New Jersey and Pennsylvania. Can you tell us more about that and what progress has and is being made?

We have entered into market access agreements in New Jersey with Ocean Resort and in Pennsylvania with Caesars. Our plan is to launch in as many US states as possible and we are currently in talks with several market access partners to ensure we meet our ambitious goals.

We will make our US debut in New Jersey and are now in the final stages of preparing for launch. We want to make an immediate impact for those players who really enjoy playing casino as we will put the player first from day one.

For example, players will receive a personalized experience from the moment...

[READ THE FULL INTERVIEW](#)

DECEMBER 2021 EDITORIAL HIGHLIGHTS



CONTINENT 8

Cyberattacks – are you protected?

Craig Lusher, senior product specialist at Continent 8 Technologies, shares data that shows an alarming rise in cyberattacks and urges businesses to ensure they are properly protected.

The volume and the sophistication of cyberattacks being launched against online gambling organisations, and in fact all organisations around the world, is increasing at an alarming rate. Distributed Denial of Service (DDoS) attacks are particularly prevalent and in Q3 alone we blocked 546 attempts to breach 25 of our customers' defences – this was more than double the number of attempts in Q2.

During the quarter, we also noted that 60 of the observed attacks had repeat attacks within 24 hours of the first attack. One customer was subject to a massive 288 attacks.

Worryingly, it is not just the number of attacks that has risen but the size of the attacks too. In Q3, attacks hit 1Tbps in size for the first time – the previous highest recorded was 750Gbps.

The largest attack size we recorded in the third quarter was 1.8Tbps, while the average size of attack was 48.9Gbps – a significant increase on the average attack size of 7.9Gbps recorded in Q2.

The number of attacks over 100Gbps increased from 50 in the second quarter to 121 in the third quarter, and we also saw the longest sustained attack rise from 3.1 hours to 22.1 hours. In total, our customers were under attack for 326 hours during Q3 compared with just 29.2 hours in Q2.

When looking at the three-month period, we recorded the largest number of attacks – 371 – in August. In July, we recorded 94 and in September a further 81. Our data certainly aligns with wider trends that show more and more cyberattacks are being launched against businesses and organisations...

[READ THE FULL STORY](#)

REAL DEALER STUDIOS

Real Dealer Studios CPO Shane Cotter: "Festive Games Are a Worthwhile Tradeoff Despite Their Limited Shelf-life"

Real Dealer Studios has leveraged the power of pre-recorded videos into real-time gameplay to create an exciting new iGaming experience. Seen as a bit of a gamble, festive games have proven a successful formula for the company's further growth and expansion. Real Dealer Studios CPO Shane Cotter explains how the company drove success through its festive games.

Q: As a producer, why did you decide that festive games were a good bet for your studio?

A: We know that players really respond well to these holiday games, so operators run special promotions based around them which creates a buzz. As it happened, around the middle of 2021, we'd just reached the stage in developing our cinematic table games where we could branch out from the classics and make something more thematic. Since most players still aren't familiar with our concept, which integrates recorded videos of actors/dealers into RNG games, we figured these promos would be a great way to boost our exposure and drum up some new fans.

Q: What did you end up making and how has it been received?

A: We released two games – Real Spooky Roulette for Halloween, and Real Christmas Roulette – each of which stars a dealer from our standard roulette games. The results, I'm happy to say, have been absolutely stellar. Each one instantly shot to the top of our rankings list, breaking studio records for early post-launch performance.

Q: What challenges did you face in developing this content and how did you overcome them?

A: Working with video is a lot different than working with animation. Our main...

[READ THE FULL INTERVIEW](#)

FLOWS

James King: Problem Solved... Flows can demonstrate the beauty of agnostic delivery

2020 and 2021 saw pressures increase on operators' ability to modify platforms to match market and regulatory demands. Observing arising complexities across the industry's value chain, James King leads the development of Flows, an industry-tailored innovation platform designed to turbocharge delivery, automate workflows and reduce reliance on technical teams.

SBC: Hi James, thanks for this interview. Your new venture Flows states that it will 'liberalise innovation and accelerate delivery'... A mandate that is enticing but what does it mean?

James King (Chief Executive @ Flows): My pleasure SBC and thank you for taking the time to chat with me. To expand on the above quote, the first part "liberalising innovation" is because Flows empowers more within your organization with the ability to deliver technical change.

Right now, all technical change, be it new features, new workflows etc is delivered by your tech teams and more often than not, these teams already have a heavy, overcrowded roadmap to deliver, from new market certifications to integrations and more.

With Flows no-code interface we elevate the pressure on those teams by enabling non-technical employees to drive change themselves. You could be in a team meeting, have a great idea and act on that there and then, in real-time, before ever having to enter a product roadmap. For the second part "accelerate delivery" (beyond the above), is that Flows is also a tool to be utilised by tech teams too.

Flows will enable teams to fast track their development from omnichannel projects, new regulatory workflows through to integrations and more as a lot of the complexity in coding this change is no longer needed thanks to the Flows platform.

[WATCH THE FULL INTERVIEW](#)

CEGO

Q&A: CEGO's chief exec on its marketing strategy and UK entry

CEGO chief executive Allan Auning-Hansen discusses the online casino operator's marketing strategy and recent entry into the UK market.

EGR Marketing talks to Allan Auning-Hansen, CEO of online casino operator CEGO, about the advantages of in-house developed content and how it will give the firm an edge in the UK market.

EGR Marketing: How would you define the approach you take to marketing your brands in the countries where you are live?

Allan Auning-Hansen (AAH): We are currently live in Denmark, Sweden and most recently the UK with our Spilnu, Lyckost and HappyTiger brands respectively. Our marketing messaging is the same in each jurisdiction, and that is to focus on entertainment and casual casino gaming where our customers can enjoy long playing sessions for small deposits.

Casual gaming is in our DNA and our brands and games have been built to deliver fun and thrilling experiences rather than providing the opportunity for players to win big prizes. It is important for us to get this across in our advertising activity, whether that be television and radio advertising, social media or digital marketing.

EGR Marketing: How does your approach and tactics differ to your rivals? Do they differ from market to market?

AAH: I would say that we use the same tactics as our rivals, but our brand values and messaging are what makes us stand out from the competition. We always test new concepts and ideas – our testimonials TV advertising campaign has been a great success – but regardless of the tactics, our messaging always remains the same.

Of course, that is our focus on casual play and providing players with long...

[READ THE FULL INTERVIEW](#)