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FEBRUARY

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FEBRUARY 2021 PRESS RELEASE HIGHLIGHTS



1X2 NETWORK / SUN GAMING

Full House: 1X2 Network completes Sun Gaming integration

Developer's full suite of slots now available at popular bingo and casino sites which will also launch a Branded Megaways™ slot

Players at SunBingo.co.uk, thesunvegas.co.uk and fabulousbingo.co.uk will now be able to access content from 1X2 Network and its 1X2gaming and Iron Dog Studio subsidiaries after the operator and the popular game developer joined forces.

The partnership means that players at the UK facing brands will be able to access chart-topping slots such as Pirate Kingdom Megaways™, Battle Maidens™, Megaways Jack™ and 1 Million Megaways BC™, as well as long-standing player favourites such as Rainbow Wilds™ and Blood Queen™.

The deal also includes a Branded Megaways™ slot based on the Sun, that will allow the operator to quickly and cost-effectively launch a bespoke Megaways™ title that captures its brand identity for instant player recognition and engagement.

[READ THE FULL STORY](#)

SKILLONNET / PUSH GAMING

SkillOnNet adds Push Gaming content

SkillOnNet, the platform and content provider for operators targeting core regulated markets across Europe, has added popular developer Push Gaming to its content offering.

Players at online casinos powered by SkillOnNet will now be able to access the developer's full suite of slots for the first time, including chart-topping titles Jammin' Jars, Wheel of Wonders, Razor Shark and Joker Troupe

Push Gaming has built a formidable reputation for designing and developing online and mobile slot games that deliver a fun and thrilling player experience by combining striking visuals and authentic audio with smart math and innovative mechanics.

The integration takes the SkillOnNet game portfolio to more than 3,500 online slots, casino, table, live dealer, bingo and instant win games which brands such as PlayOJO, Mega Casino, Spin Genie, PlayToro and Turbonino have used to stand out from their rivals.

SkillOnNet also provides operators with cutting-edge responsible gambling and safe gaming tools, a wide range of payment options, localised currencies...

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PLAYSTAR CASINO

PlayStar Casino targets New Jersey via Ocean Casino Resort partnership

PlayStar Casino has announced a multi-year agreement with Ocean Casino Resort, which will provide the newly established online casino brand market access to operate in New Jersey.

The entity plans to launch in the second half of the year to players in the Garden State, subject to securing the necessary licences and approvals from the jurisdiction's Division of Gaming Enforcement.

Adam Noble, co-founder and executive vice president at PlayStar Casino, said of the agreement: "We are delighted to have secured access to the thriving New Jersey market through Ocean Casino Resort.

"We have shaped our proposition through extensive market research and analysis of customer behaviour to ensure maximum engagement and entertainment. This is the first step towards PlayStar Casino becoming a favourite amongst players across the US."

PlayStar Casino, which asserts that its New Jersey launch is set for the fourth...

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STAKELOGIC / SINGULAR

Singular adds Stakelogic slots suite to portfolio

Online casino content supplier Stakelogic has bolstered its distribution network further still after inking a commercial tie-up with igaming and sportsbook platform provider Singular.

The partnership will make the Stakelogic suite available to those powered by the latter's platform, ensuring that the provider's portfolio could become accessible by more than 500 online casino operators and via eight aggregators.

"We have built our reputation on our state-of-the-art technology but also on the incredible game portfolio we offer to our casino and sportsbook partners, which features some of the biggest developers in the industry," stated Robert Dowling, chief commercial officer at Singular.

"Stakelogic is blazing a trail right now with its classic slots and modern video slots, and it was a must have addition to our portfolio. We believe the developer will be a big hit with our operators and their players and look forward to a long and successful partnership together."

Under the terms of the deal, an integration will include Stakelogic's entire suite of video slots, including games such as Book of Adventure, Book of Cleopatra™...

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FEBRUARY 2021 PRESS RELEASE HIGHLIGHTS



CRUCIAL COMPLIANCE

Crucial Compliance introduces behavioural monitoring system

Crucial Compliance has debuted its behavioural management player protection system amid an industry shift “towards a more sustainable way of conducting business”.

Crucial Player Protection was launched by the Gibraltar-based safer gambling consultancy in a bid to enable gaming companies to traverse regulation and create a safer gambling environment in one package.

Andy Masters, COO at Crucial Compliance, commented on the introduction: “Your team’s goal is to prevent gambling related harm and manage it accordingly. We are very proud that we have developed a system that gives you a bird’s eye view of where you are in relation to your compliance goals and minimising risk to both players and operators.

[READ THE FULL STORY](#)

INTELITICS

Intelitics adds Colorado licence

Performance marketing and analytics platform provider gets the green light to work with online sportsbook operators in the state as well as those in NJ and PA

Intelitics, the leading performance marketing and analytics platform provider, has been granted a licence by the Colorado Division of Gaming allowing it to work with licensed sportsbook operators in the state for the first time.

Intelitics already holds licences in New Jersey and Pennsylvania, with Colorado the third with more to follow in the coming months.

Intelitics provides online sportsbook and casino operators with a single platform that allows them to track, analyze and grow all acquisition partnerships and campaigns across web and mobile through access to real-time data which in turn allows them to unlock hidden revenue and boost ROI.

Intelitics’ real-time data hub keeps media buyers, analysts and executives on the same page about spend and results. Operators can use one set of metrics to “slice and dice” media performance to discover what activity is delivering the best results.

Powerful, streamlined reports provide full visibility into cross-channel...

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AMBER GAMING / LOTP

LOTP secures Isle of Man licence

Online sportsbook operator aimed at esports and sports fans now in final preparation for launch.

Lord of the Pot (LOTP) has been awarded a B2C licence by the Isle of Man Gambling Supervision Commission and will now enter the final stages of preparation before launching its online sportsbook aimed at esports and sports fans.

Amber Gaming assisted LOTP through the licensing process, ensuring that it was able to meet and exceed the standards set by the Isle of Man regulator.

Prior to launch, LOTP will integrate live fantasy and pari-mutuel games from software provider, Tokigames. Back-office functionality will be provided by Pragmatic Solutions while the operator’s affiliate programme will be run and managed by Affiliate Insider.

LOTP will primarily target players in Asian markets and allow them to place wagers on the outcomes of real-life battles on popular games such as Counter Strike: Global Offensive, Dota 2, League of Legends as well as traditional sports.

The operator took the decision to set up operations on the Isle of Man due to the island’s reputation as a tier one jurisdiction with an innovative and forward...

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SPRIBE

Spribe reaches “milestone moment” with UK licence

Highly innovative game developer gets the green light to launch its suite of Turbo, Poker and skill games to operators and players in the UK for the first time

Spribe, the progressive and innovative casino game developer, has been granted a licence by the Great Britain Gambling Commission allowing it to launch its suite of Turbo, Poker and skill-based games with UK operators for the very first time.

Spribe launched in 2018 and has quickly become one of the most in-demand developers thanks to its hugely popular Turbo Games category, which combines elements of social media with simple but engaging gameplay, for a truly fun and entertaining player experience.

The developer’s Turbo Games, which include titles such as Aviator, Mines and Dice, are mobile optimised and have been designed to appeal to a younger...

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REAL DEALER STUDIOS / VIDEOSLOTS

Real Dealer completes Videoslots integration

Real Dealer Studios, the producer of unique online casino games that combine striking recorded video with cutting-edge RNG gameplay, has added another tier-one brand to its growing roster of operator partners by joining forces with Videoslots.

Under the agreement, Real Dealer’s full suite of games will be made available to Videoslots players in markets such as Sweden and the UK. This includes its flagship Real Roulette series, its Real Baccarat series and its upcoming money-wheel series, Fortune Finder.

Designed as an alternative to live casino, Real Dealer Studio’s games are created from high-quality recorded video clips of dealers and gameplay, which are then integrated into the random number generator gameplay to deliver a smooth and seamless experience

The pioneering approach uses professional actors, film directors and post-production crew to deliver Hollywood levels of production value and to guarantee a flawless performance from the first round of the game to the last.

Each game takes place in a private, luxury setting to provide the player with a feeling of one-on-one interaction with the dealer, which is in stark contrast...

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REELPLAY

ReelPlay promotion as David Johnson becomes CEO

David Johnson has been announced as the successor to Scott Smith as chief executive officer at Sydney headquartered slots developer ReelPlay.

The online gaming studio has announced the promotion as it reveals that Smith, who joined the company along with Johnson in 2018, remains with the business in a board and advisory capacity where he will be overseeing the ReelPlay group studios.

Johnson initially joined as CCO after successful periods in senior commercial roles at Cryptologic, NextGen Gaming and NYX Gaming Group, that ultimately saw the business evolve into SG Digital.

Privately held ReelPlay have experienced significant growth since Johnson and Smith arrived, with the duo having implemented the transition of the business from Chance Interactive initially, whilst a number of commercial milestones are lauded as recently being achieved.

Johnson said “I’m delighted to be given the opportunity to continue to drive the business forward as CEO. With great credit to Scott, the founders and the team at ReelPlay HQ, the business is perfectly positioned to capitalise on the solid foundations we’ve placed over the last couple of years.

[READ THE FULL STORY](#)

MICROGAMING / ROOTZ

Microgaming adds Wheelz Casino to Rootz alliance

Microgaming has strengthened its strategic partnership with online casino operator group Rootz by providing its range of igaming content to its group's newly launched Wheelz brand.

The site, which debuted last month in collaboration with David Hasselhoff, of Baywatch and Knight Rider fame, will initially take on-board 125 Microgaming titles, including the recently launched games Golden Stallion and Diamond King Jackpots from Northern Lights Gaming and SpinPlay Games respectively.

"We are thrilled to extend our successful partnership with Rootz, an operator which has found the formula when it comes to delivering a top-rated casino experience for its players," noted Neil Bancroft, Microgaming head of partnerships.

"Its state-of-the-art technology combined with Microgaming's vast content offering makes for a winning partnership. Wheelz has what it takes to become a firm player favourite, and with David Hasselhoff as the face of the brand, it will do so with added glitz and a little Hollywood glamour."

Rootz and Microgaming first joined forces back in 2019 when the operator launched its flagship Wildz casino, which was subsequently followed by the arrival of Caxino in 2020.

"Microgaming has been instrumental in the success we have enjoyed with..."

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SPRIBE

Spribe secures prestigious Malta licence

Innovative game developer certified by the Malta Gaming Authority allowing it to enter additional markets and strike new operator partnerships.

Spribe, the progressive and innovative casino game developer, is delighted to announce it has been awarded a licence by the Malta Gaming Authority allowing it to offer its games to more operators in more markets than ever before.

Spribe has become one of the most in-demand casino content creators since its launch back in 2018 thanks in part to its highly entertaining Turbo Games which combines elements of social media with simple but engaging gameplay, for a truly fun and entertaining player experience.

Titles under Spribe's Turbo Games category include Aviator, Mines and Dice with each game having been built for mobile play from the get-go. They have also been designed to appeal to a younger audience than traditional slots and in particular Millennials.

Spribe offers operators a series of skill games including Poker, Backgammon, Bura, Seka and Domino. Each of the developer's titles have been designed and built by a team of experts based out of its modern studios in Kyiv, Ukraine.

Spribe's games have been developed using cryptographic technology called "provably fair" which means it is impossible for any third-party to interfere in the game process, taking security and trust to the next level. Games are hosted on AWS and Microsoft Azure.

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REELPLAY

Mark Crocker becomes COO at slots developer ReelPlay

Australian casino games developer Reelplay has made a second senior appointment within days as industry veteran Mark Crocker becomes its new chief operating officer.

Crocker joins the Sydney-based developer after periods in senior operational roles at NextGen Gaming, SG Digital and Animal Logic. He replaces David Johnson, who last week was promoted to become the new chief executive of the business behind Infinity Reels slots.

Crocker said: "I'm delighted to have joined ReelPlay as COO. I look forward to working across the business to help achieve our aims of building on ReelPlay's solid existing partnerships whilst delivering on our expansion plans into new markets and verticals.

"With great credit to the team, we enter an exciting period for the business."

Crocker was a former colleague of Johnson at NextGen Gaming, with the latter..

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INTELITICS / BET SEVEN ONLINE

Intelitics to power SuperSeven's affiliate programme

Online gambling operator Bet Seven Online has chosen Intelitics to power the performance marketing platform for its SuperSeven brand, which will provide players with a jackpot focused gamification experience.

This will see Intelitics provide the soon-to-launch SuperSeven Affiliate Programme with its data-driven product suite and platform, which the operator will use to manage all affiliate and paid media activity including real-time media campaign monitoring and player tracking.

These will also provide publisher partners of SuperSeven, which is to launch in the coming months, with access to real-time data and analytics, as well as flexible pixel tracking allowing them to manage their own campaigns and monitor their effectiveness.

"We decided to partner with Intelitics as we put great value and importance on the ability to analyse campaigns. Providing publishers partners with real-time data within our affiliate platform has been a priority, and with Intelitics we can do this," noted Hanna Dahl, head of affiliates at SuperSeven.

"Not only that, but through Intelitics we can offer our affiliate partners a modern back office including features such as media options and important stats and data, all from a single platform and portal. This is a great collaboration and one that will allow us to build lasting partnerships with affiliates."

[READ THE FULL STORY](#)

REAL DEALER STUDIOS / SOFTSWISS

Real Dealer Studios takes titles to SoftSwiss' platform

Real Dealer Studios has rolled-out its second commercial tie-up of the week, after joining forces with online casino and sports betting software supplier SoftSwiss.

This will see games producer make its entire suite of titles available to operators that are powered by the SoftSwiss platform, with the integration including its flagship Real Roulette series as well as Real Baccarat and money wheel series, Fortune Finder.

SoftSwiss delivers content from a range of studios and providers to operators in Sweden, Belgium, Estonia, and those that hold licences from the Isle of Man and Curacao.

"Real Dealer is responsible for some of the most authentic and entertaining casino content in the market and we are excited to be able to offer it to our clients," added Nikita Keino, partner managers team lead at SoftSwiss.

"The addition of Real Dealer brings more quality content to SoftSwiss game aggregator portfolio, which grants access to more than 10,000 games, with over 3,000 being crypto-games. We're sure that Real Dealer's games will be a big success among our partners and their players."

Real Dealer Studios' games are designed as an alternative to live casino and are created from recorded video clips of dealers and gameplay, which are then integrated into the random number generator gameplay in a bid to deliver a...

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BETIXON

Betixon adds slots to Pariplay aggregation platform

Betixon is targeting an accelerated distribution in a number of key global jurisdictions, as the mobile-focused casino games studio links-up with content aggregator Pariplay.

This will see the group's entire suite of online and mobile slot games become available to operators that use Pariplay's Fusion game aggregation platform to power their online casino game portfolios.

"The reason so many operators have chosen Pariplay to provide content is because of the wide range of quality developers that we work with, and the addition of Betixon is testament to our position as a leading content aggregator," stated Christine Lewis, chief commercial officer at Pariplay.

"Betixon's early releases have proved to be incredibly popular with players in markets around the world and we look forward to seeing its flagship Fortune Breakers series in game lobbies later this year. This is a great partnership for Pariplay, Betixon as well as our operators and their players."

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FEBRUARY 2021 PRESS RELEASE HIGHLIGHTS



REAL DEALER STUDIOS

Real Dealer Studios unveils Fortune Finder™ show-game series starring Sarati and Holly

Cinematic games developer expanding into new product category with two money-wheel titles.

Real Dealer Studios, known for its moviemaking approach to RNG games production, will be breaking new ground this week by launching the first of two titles in its new money-wheel series, Fortune Finder. The move marks the studio's debut in the increasingly popular show games genre.

Fortune Finder with Sarati, set to premiere February 25th, will be joined in early March by the second game, Fortune Finder with Holly. As with the studio's Real Roulette and Real Baccarat series, the new money-wheel games are created by integrating high-quality recorded video clips into an RNG framework.

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STAKELOGIC / BLUEOCEAN GAMING

Stakelogic signs distribution deal with BlueOcean Gaming

Developer's full suite of classic slots and video slots now available via the platform and content provider's GameHub.

Stakelogic, the progressive and pioneering slot developer, has significantly increased its distribution network after joining forces with platform and content provider, BlueOcean Gaming.

Under the partnership, Stakelogic's full suite of classic slots and video slots have been integrated into BlueOcean's powerful GameHub content aggregator, allowing operators that use the platform to bolster their portfolios with proven, quality content.

This includes some of Stakelogic's most popular titles such as Book of Adventure™ and Book of Cleopatra™, as well as Super Stake™ versions of each game. Super Stake™ effectively allows players to double their bet with every spin.

Other titles now available via BlueOcean's GameHub include Serengeti Wilds, Gods of Secrecy™, Voodoo Reels™ Unlimited Free Spins, Mayan Rush™ and Mighty Joker Arcade as well as branded slots such as Rambo Stallone™ and The Expendables Megaways™.

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CAROUSEL GROUP

Carousel in gambling deal with Caesars

Carousel Group, the owner and operator of SportsBetting.com, has entered a 10-year partnership with Caesars Entertainment that will see its online sportsbook made available to customers in New Jersey, Indiana and Iowa.

This is the second partnership that Carousel Group has entered following last year's landmark deal for market access in Colorado.

The agreement with Caesars will increase Carousel Group's addressable market in the US from \$109m to an estimated \$1.8bn, with 24.5 million people residing in the target states.

The agreement also provides Carousel Group with the opportunity to enter an extremely attractive US online casino market.

The market has grown rapidly with New Jersey's igaming GGR increasing from \$483m in 2019 to \$961m in 2020.

SportsBetting.com is powered by Carousel Group's proprietary platform and in-house trading and risk teams, which provide US sports bettors and casino players with tailored, online gaming experiences in each state.

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BIG TIME GAMING

Gamesys launches Megaways™ Casino with Big Time Gaming

London-listed iGaming operator Gamesys has launched a Megaways-branded online casino in the United Kingdom in partnership with Big Time Gaming.

MegawaysCasino.com offers players a host of Megaways games such as Bonanza Megaways and Tiki Totems Megaways as well as exclusive new first-look Megaways games and content, alongside other popular slots, casino and live casino games.

Gamesys said that the new casino further demonstrates its successful strategy of partnering with leading brands and publishers to develop an innovative, engaging range of games and destinations, cementing its position as the go-to operator for exclusive game brand tie-ups.

"The launch of Megaways Casino further underlines Gamesys' commitment...

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SKILLONNET / 1X2 NETWORK

SkillOnNet bolsters portfolio via 1X2 Network addition

Online casino platform provider SkillOnNet has unveiled a collaboration with 1X2 Network which will see the provider's igaming suite become the latest addition to its portfolio.

The partnership means that players at a number of online casinos, such as PlayOJO, Turbonino, Slingo, Lord Ping and PlayToro, will now be able to access games from the provider's 1X2gaming and Iron Dog Studio subsidiaries.

This integration includes games such as Rainbow Wilds, Blood Queen, Battle Maidens Cleopatra, and 1Million Megaways BC, plus Pirate Kingdom Megaways and Viking Wilds.

"This is a great partnership for 1X2 Network and for SkillOnNet. It means our games are now available to more operators and players than ever before, and for SkillOnNet it means more quality content for their partners," stated Kevin Reid, chief commercial officer at 1X2 Network

"We are also delighted that a number of casino brands have opted to take our Branded Megaways games. They have proved to be incredibly popular with players and in some cases have been the most spun game of the year."

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ARETONET / WATCHANDWAGER

AretoNet and WatchandWager.com extends partnership with new two year deal

WatchandWager.com (WaW), a US-based leading horse and greyhound racing operator are pleased to announce a new two-year deal with AretoNet, which extends their previous deal and builds of the successes already achieved.

The two-year extension will allow WaW to continue utilising AretoNet's full suite of realtime data analytics, business intelligence, advanced segmentation and marketing automation features to deliver contextual, real-time marketing campaigns to maximise player conversion and retention.

In signing the agreement, Terri Harrison VP Retail Operations for WaW said: "The automation, segmentation and optimization features of AretoNet allow us to effectively target and engage customers who otherwise might have fallen through the cracks of our traditional marketing efforts. We have seen improvements in conversions to active customers and depositors from the implementation of a registration funnel. Their AI predictive analytics generate a significant part of the customer lifetime value extension, by providing insight into customers who might drop off soon or are showing less engagement."

She added "Engagement rates on retention communications have averaged more than 62% and over 34% on reactivation campaigns, both significant..."

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WIN IN ROME - LIVE 5

Live 5 has taken players to the heart of ancient Rome in its latest slot title release, Win in Rome, live exclusively across PokerStars Casino and Sky Vegas.

The game is now live across PokerStars Casino and Sky Vegas, and will be made available network wide from February 26.

Win in Rome is a five-reel, 20-payline video slot which includes Persistent Stacked Wilds, Random Fixed Multipliers and Free Spin bonus rounds.

This title includes Persistent Stacked Wilds which land at random during the base game and step down by one position on each paid spin until, like an army marching off into the distance, they are out of view.

Furthermore, the Infinite Free Spins With a Random Fixed Multiplier has the potential to generate riches beyond those held by the greatest of Roman Emperors.

The feature is triggered when three Free Spins bonus symbols land anywhere on the reels. Free spins will play so long as a Wild is in view and can also be hooked up to a Multiplier, a Wild Stack or Wild Reels.



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THE GOLDEN SAIL - SILVERBACK GAMING

Popular game developer launches latest pirate-themed slot via Relax Gaming's powerful Silver Bullet platform.

Silverback Gaming, the developer of fun and thrilling online slots, is taking players on the high seas with its latest swashbuckling release, The Golden Sail.

Players will need to get their sea legs on in this 4x5 reel, 40 payline slot that will shiver their timbers thanks to explosively volatile gameplay and the chance to claim immense riches.

The Golden Sail is packed with tons of features including Fire in the Hole which sees Wilds fired out of a cannon and onto the reels where they expand.

Players can also set their course for the Big Wheel Bonus if three Scatter symbols land on the reels. They can then choose from four sectors to unlock a prize.

If that wasn't enough to get players shouting "Yarr", up to 100 Free Spins with increasing Multipliers, Retriggers and Canon Shot Wilds are also awarded.

Players are also taken on a side adventure via the game's Trail Bonus...



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ELEMENTO - FANTASMA GAMES

Fantasma Games raise standards for others to follow with ELEMENTO, a Cluster slot that will conjure the power of earth, wind water and fire to incredible wins. ELEMENTO will be released on the 9th of March on Operators all over the world.

Mats Westerlund, the slots veteran who is behind mega successes like Starburst and Gonzo's Quest, is back with a new potential bestseller in collaboration with Fantasma Games, the up-and-coming game studio. ELEMENTO is a Cluster game that gives the player the possibility to win up to 16,000 x bet.

ELEMENTO embraces the four elemental symbols earth, wind, fire, and water. Each has its own unique feature that will make the game exciting and unpredictable.

The base game is pure entertainment, but when you trigger all four elements you'll get the real excitement of the game. This will lead to the free spins bonus where the Fifth Element kicks in, an accumulative multiplier which will increase with every win and stick for the duration of the bonus. Get a re-trigger of the bonus to go for the epic wins!



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WONDERLAND WILDS - STAKELOGIC

Popular game developer has created a visually striking slot that takes players down the rabbit hole and to a picnic table where they can feast on a number of bonuses.

Stakelogic, the developer behind some of the hottest online slots in the market, is taking players down the rabbit hole in its latest visual masterpiece, Wonderland Wilds™.

The game offers up a feast of bonuses, including Sticky, Added and Transformed Wilds, Stacked Symbols, a Double Win Multiplier and Free Spins.

Free Spins are triggered when three or more Scatter symbols land anywhere on the reels. The number of Free Spins awarded relates to the number of Scatters that triggered the bonus:

- Three Scatters = Six Free Spins
- Four Scatters = Eight Free Spins
- Five Scatters = Ten Free Spins

Before the Free Spins are played, a Pick and Click mini game is activated and...



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FEBRUARY 2021 EDITORIAL HIGHLIGHTS



SPORTINGWIN

Investment is key to success in Bulgaria

Mark Chakravatri, Head of Investment at Sportingwin, explains that whilst operators must be well capitalised to succeed in Bulgaria, the returns will be significant for those that get it right.

To leverage the greatest opportunities, one must overcome the greatest challenges and that is certainly the case for those looking to enter the regulated online gambling market in Bulgaria.

The jurisdiction offers tremendous potential - the market is currently worth around €300m per year and we believe it can reach €500m per year over the next five years. With limited competition (there are five licensees live) these is scope for additional brands to enter the fray and, so long as they have the right product, capture significant market share.

Make no mistake about it, Bulgaria is an expensive market to obtain a licence to operate. Just to pass through the application process will set operators back in excess of €1m. the regulator wants to see that operators have this capital to hand. Not only that, but cash must be raised through a local ban or investor so that source of funds can be easily ascertained.

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MICROGAMING

SBC Leaders: Why Germany is brimming with opportunity

The German market is "brimming with opportunity and potential" and will be well worth the investment says Microgaming CEO John Coleman in the latest edition of SBC Leaders.

As the title of the magazine suggests, Coleman is not the only industry leader to feature. In an exclusive feature interview, Elen Barber, chief marketing officer at Kindred Group.

Drawing upon lessons learned, Barber explains how Kindred Group has defied the challenges posed by COVID-19, before going on to discuss how the operator group has built a foundation for strong future performance.

We may not be able to physically travel at the moment, but this magazine promises to take you on a whistle-stop tour of the major markets around the world.

[READ THE FULL STORY](#)

ARETONET

Building success together

Here at AretoNet, we want to make sure all of our partners are onboarded successfully and can take advantage of all the system's capabilities as quickly as possible. In the first edition of 'Building Success Together', Matt Larter, co-founder and CCO of AretoNet caught up with Christine Foulds, Head of CRM at IGP Holdings to discuss her experience onboarding with AretoNet and how the platform is already delivering results and increasing her daily productivity. IGP Holdings operate 11 Instant Games and Bingo brands, two of the most prominent being ChitChatBingo.co.uk and BingoBarmy.com.

ML: Christine, thanks for taking the time to respond to a few questions. IGP Holdings was the first operator to take advantage of the full integration between AretoNet and 888/Dragonfish. How did you find the experience of setting up the AretoNet platform with the 888/DF data?

CF: The experience from start to finish with AretoNet has been excellent. Whether that's technical expertise, advice on data and analytics setup or campaign setup, the team have been responsive and extremely helpful. The whole team is very knowledgeable and it's been a pleasure working with them. Obviously as we were the first to launch with the integration...

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1ACCOUNT

Free to play games are back in business

Caroline Steele, Senior Client Director for Gaming at 1account, says that the latest technologies allow affiliates to offer free to play games to age-verified players.

Back in July 2019, the Gambling Commission took the decision to require operators and affiliates to age verify players before allowing them to access free to play games. The rule was brought in under the LCCP Social Responsibility Code Provision 1.1.2, which states that free to play games cannot be accessed by children and those under the age of 18.

The decision had a seismic impact on affiliates that used free to play games as a way of engaging players and ultimately driving them to the operator brands they were partnered with. The reason for introducing the rule is perfectly understandable but nonetheless, it dealt a hammer blow to affiliates that had built their sites around free to play games.

As such, some affiliates tried to devise and develop their own age verification gateways so that they could continue to offer free to play games to their users. But these have proved to be ineffective and damaging to the user experience. Worse, they have done little to inspire confidence in operators...

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REAL DEALER STUDIOS

Bringing a touch of Hollywood to online casino gaming

CasinoBeats spoke to Shane Cotter, chief product officer of Real Dealer Studios, to discuss what sets the company's offering apart from live casino.

CasinoBeats What were the thoughts behind the development route that Real Dealer Studios has taken?

Shane Cotter: Live casino players are drawn to the 'real casino' feel that studio-based games provide but are often frustrated by the technical limitations of this setup and the disrupted experience this can and does lead to.

This led us to believe that a better solution was out there, one that would provide greater stability and which would deliver a superior experience.

That is why we took the decision to combine recorded video clips of dealers and gameplay with a powerful RNG-based engine to run the game.

The result is an engaging private-table environment delivered with...

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EZUGI

Live dealer can compete with slots in Italy

Ezugi made its mark on the fast-growing Italian online casino market last year when it launched its suite of live dealer games with LeoVegas, and it now has big plans to expand its presence in the country.

Ahead of the firm's participation in this week's SBC Digital Italy conference and exhibition, its territory manager for Spain and Italy Rais Busom spoke to CasinoBeats about those plans and why he believes live casino games can match the popularity of slots.

CasinoBeats: The regulated online casino sector in Italy grew by 46.5 per cent in 2020, while poker and bingo also saw huge growth. Was this simply a result of the enforced closure of retail venues or the sign of a long-term trend?

Rais Busom: In my opinion, the ban on advertising has hit sportsbook more than casino. In addition to that, the lockdowns have also concentrated the casino gaming offer, especially in live dealer, which is one of the fastest-growing segments.

CB: The Italian market has historically been somewhat sceptical of online casino; why has that changed?

[READ THE FULL INTERVIEW](#)

BETSSON

Operators and Suppliers (iGaming)

It's fair to say that the events of last year rendered useless most of the predictions made in advance of the new decade. Now operators and suppliers share their thoughts on how the unprecedented events of 2020 have impacted the industry and give their prognosis on how they think things will unfold over the coming year.

Looking back at 2020, what – other than the Covid-19 pandemic – did you feel was transformational for the industry? And how much of a lasting effect do you think the Covid-19 pandemic will have going forward?

Ciara Nic Liam: Remote working has undoubtedly been transformational for the industry and has now become the new normal, at least for the time being. For a global industry, this has undoubtedly presented challenges, especially for organisations that have offices in multiple locations around the world. But the industry has risen to these challenges and demonstrated that it can continue to thrive while also ensuring that players can be properly protected even in the most uncertain of times. I do believe that on some level, remote working is here to stay and that it will allow the hugely talented people that work in this industry to strike a better work/life balance and ultimately perform better as a result.

What do you feel is going to be a game-changer for the industry in the coming year?

CNL: Regulation and compliance will be the biggest game-changer for the...

[READ THE FULL INTERVIEW](#)

BIG TIME GAMING

Big Time Gaming partners future anthem for game data

Slots developer Big Time Gaming has partnered game data specialist Future Anthem to enable deep player behavioural understanding on its portfolio of games.

The agreement will give Big Time Gaming access to Future Anthem's game data science platform Anthometrics, initially on the Relax Gaming platform, providing the slot developer with the capability to predict performance and identify optimisation opportunities that will benefit Relax Gaming's operator partners and their players.

"Leveraging the data provided by Future Anthem and applying that to our games, could be a huge milestone for BTG, providing us with an opportunity to continue optimising our innovative slots," said Big Time Gaming CEO Nik Robinson. "This is the first step in an important partnership that offers multiple growth opportunities that will benefit our customers and their players."

Future Anthem CEO and founder Leigh Nissim said: "Big Time Gaming has always been a leader within our industry and its commitment to game data science and player personalisation, protection and optimisation is exciting."

"Whilst we are starting with player-level insight on an important BTG distribution partner like Relax Gaming, I'm confident that there will be multiple opportunities for us to work together across the entire BTG portfolio in the future."

[READ THE FULL STORY](#)

CONTINENT 8

"HPC Infrastructure is expensive, complex to setup and maintain; right-sizing that environment is a difficult process"

Keith Stafford, Head of cloud architecture, Continent 8 Technologies are starting to offer more solutions tailored to the HPC industry's needs, like "investment in specialised hard-ware and solutions, which can be consumed in multiple options such as spot instances, reserved instances and hosts better control costs."

Reaching Maturity

The pressures of the past year have thrown unprecedented challenges at consumers, enterprises alike. As data centre operators continue to respond and adapt to increased demand for data and cloud services in response to industry trends and the continuing pandemic, Johnson believes that the sector is reaching a new era of maturity. "As a result of our ever-increasing thirst for data, 2020 has been a real maturing of the data centre landscape. It has grown from an 'IT support system' to an on-demand scalable service, a truly mission critical..."

[READ THE FULL STORY](#)

EZUGI

Gioco online, il provider Ezugi scommette sull'Italia: "Mercato maturo con margini di crescita, casinò live il prodotto del futuro"

Ezugi, provider che fa parte della multinazionale Evolution, ha da poco lanciato i propri servizi in Italia con LeoVegas. Alla vigilia dell'evento online "Sbc Digital Italy", in programma mercoledì, il responsabile per l'Italia, Rais Busom, illustra le prospettive del gruppo nel nostro paese.

Rais, qual è il business principale di Ezugi?

Ezugi è una azienda internazionale pioniera nel prodotto live dealer con soluzioni innovative per l'online, il retail e i casinò retail. Facciamo parte del gruppo Evolution ma siamo completamente indipendenti. Siamo specializzati nella localizzazione del prodotto. Per esempio, in India abbiamo diverse varietà di giochi locali e poi siamo presenti in mercati molto esigenti come quello americano, in particolare con Golden Nugget in New Jersey.

State già operando in Italia? E quali sono gli obiettivi della società?

Abbiamo la certificazione di Adm per la roulette, blackjack e molto presto per "punta e banca". Siamo live con LeoVegas e stiamo lavorando con altri clienti importanti. Ma soprattutto disponiamo di tante soluzioni per il retail, con sofisticate opzioni di marketing sul mobile.

Che idea si è fatto del mercato online italiano?

Il mercato italiano è abbastanza maturo ma non saturo. Specialmente per il "live dealer" c'è ancora abbastanza percorso da fare. Per Ezugi, l'Italia rappresenta...

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DIGITAL GAMING CORPORATION (DGC)

The US in focus as Digital Gaming Corp plots stateside assault

In September 2020, Digital Gaming Corporation rolled-out a collaboration with BetMGM; lauding an "esteemed partner" which would form the base of the online gaming solutions provider's US charge.

Five months on and Neill Whyte, chief commercial officer of DGC B2B igaming solutions, has been offering an update to CasinoBeats, looking into how the firm will rise above the rest, why localisation is not an issue and assessing short and long-term strategies.

CasinoBeats: Why was now deemed the right time to enter the US market?

Neill Whyte: Digital Gaming Corporation has been at the forefront of developing online digital content since 2014 and upon the repeal of PASPA we saw it as a natural progression to explore the igaming opportunity in the US market. And what an opportunity it is.

Over the past 12 months both New Jersey and Pennsylvania have been growing at a phenomenal rate and with Michigan having just launched, now is the right time for us to enter the action.

CB: New Jersey's igaming performance last year represented a record for the Garden State, how will Digital Gaming Corporation go above and beyond what is already on offer?

NW: If you look at the providers currently in the market, you see a number of...

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MANCALA GAMING

Time to play the game

Nikita Gorškov, CEO of Mancala Gaming, says that developers must look to video games and mobile games if they are to create titles that tap into the psyche of millennial players.

The online casino sector is fiercely competitive and for a new game studio the odds are very much stacked against you with the market dominated by a number of power players.

There are two ways to take the fight to these giants; the first is to spend big and the second is to identify a niche and through creativity and innovation, dominate that space.

Mancala Gaming is taking the second approach; we believe developers have yet to come up with games that truly engage and entertain millennials and we see this as a missed opportunity.

We know that a new generation of player is going to take over the market soon...

[READ THE FULL STORY](#)

FSB

'FSB Meets...' Rasmus Sojmark and his vision for SBC

Following the inaugural "FSB Meets..." with Mark Blandford late last year, the series continues with Chris Graham – Head of Marketing at FSB – speaking to SBC's very own CEO & Founder, Rasmus Sojmark.

In a fascinating discussion, Sojmark looks back at his Danish roots, reveals his inspiration for setting up SBC and touches on the proudest moments in his career, including the opportunity to rub shoulders with some of his sporting heroes that he can now call friends.

As you can hear in the interview, he also gives an honest account of the challenges that 2020 created and how SBC faced these head on.

Here are some of the highlights:

- Discover how Sojmark learnt to be a leader and deal with 'hardcore' situations during his time as a Sergeant in the Danish navy
- Hear how his network of informed sports experts – plus his frequent large wins led to his accounts being blocked by most of the bookmakers
- Understand how SBC was created in 2009 as a reaction to the lack of passion in the industry for sports betting
- Sojmark walks us through the early months of the pandemic, as the devastating implications of COVID-19 started to sink in
- We reflect on surviving the toughest twelve months an events-planner could ever imagine, while looking forward to a better 2021.

[LISTEN TO THE PODCAST](#)

PLAYSTAR CASINO

Focusing on a new approach to the US gaming market

With two new deals recently signed – a long-term agreement with GiG and a multi-year partnership with Ocean Casino Resort – PlayStar Casino is making good headway towards its stated ambition to become a player-favorite in the US. We spoke with Co-Founder and Executive VP Adam Noble to find out more about the firm's progress stateside.

By way of introduction to our readers, tell us about the PlayStar brand and its offer.

PlayStar Casino has been developed to offer an online casino experience like no other to players across the US. The team behind PlayStar Casino has a proven track record of building successful, disruptive businesses and we aim to replicate this with PlayStar Casino by launching the brand into regulated states across the US.

In order to compete in a competitive market, we know we need to bring something different to the table and that is what we plan to do with PlayStar Casino.

How will the company differentiate itself in what is becoming a crowded marketplace?

In a market where all of your competitors are offering the same content and experience more or less, the differentiation has come down to strength of brand and of course very aggressive acquisition strategies.

With PlayStar Casino our focus will be to deliver value to the player, by putting personalization, engagement, and exemplary customer service at the heart of our proposition and this will allow us to differentiate in the market.

We want to deliver an engaging and immersive experience to players from the moment they walk through our digital doors, and to also reward them for...

[READ THE FULL INTERVIEW](#)

SPRIBE

Talking regulation, streamers and certification, with Spribe

It's certainly been an eventful period of late for Spribe, with the igaming developer lauding a pair of key certifications amid ambitious plans to stamp its authority on the sector throughout the year.

Approvals received from the Malta Gaming Authority and UK Gambling Commission have been met with much fanfare internally, however, the latter comes amid much public scrutiny and follows the regulator introducing a wave of enhanced protections for online slots.

With this in mind, David Natroshvili, managing partner of Spribe, begins by looking at how the future enactment of regulation will affect games development, and how suppliers can pro-actively rise to meet the challenge.

"Of course, for game publishers this is a big challenge, but I believe this will lead to innovation, since studios must get creative to provide good player experiences under these new conditions. When the rules of the game change, strategies adjust," he says.

Continuing, he touches upon if he sees recent measures concerning slots having a much wider impact across the industry, and if similar such rules could become commonplace across further jurisdictions.

"I always welcome fair regulation with the goal to reduce problem gaming. In this regard, some of the changes that are being introduced in the UK market, for example banning celebration of losses as wins, is a fair move," Natroshvili says.

"On the other hand, limits on bets, deposits or wins, in my opinion is not a well-thought move. It will cause players to migrate into unregulated markets.

"I don't necessarily think that these changes will be copied by other jurisdictions. For most countries land based and online gaming is an industry that generates a significant amount of tax revenue, and they will be much more..."

[READ THE FULL STORY](#)

STAKELOGIC

How Greenlogic is driving creativity among Stakelogic partners

Smaller games development studios can often struggle when it comes to distribution, but partnering with a larger supplier can help ensure their content reaches a wider audience.

That's according to Stephan van den Oetelaar, CEO of Stakelogic, who spoke to CasinoBeats about the role that their Greenlogic partner platform can play in allowing smaller studios to do 'what they do best', and how a collaborative approach to game development can lead to more creative releases.

CasinoBeats: How does the Greenlogic platform help create added value for development studios, especially when it comes to international exposure?

SvdO: Greenlogic offers a wide range of benefits to studios. First of all, Greenlogic is about joint game development. Stakelogic reviews and guides the development process and our partners appreciate the support they get from our team. In some cases, a minor 'tweak' of the gameplay or a slight re-arrangement of the UI lay-out can – and does – have a great impact on the commercial success of a game. Greenlogic partners can leverage our experience and proven track record to take their games to the next level.

Greenlogic also enables studios to concentrate on game development. For most studios that is what they do best and what they like doing most. The area where studios often struggle is distribution and commercials, but under the Greenlogic program Stakelogic takes care of these areas.

We undertake sales and marketing, the back-office administration and invoicing, the distribution of the games to over 500 operators around the world and the operating of the games via our ISO 27001 certified server environment. So, yes, each studio gains international exposure as well as a host of other benefits.

[READ THE FULL INTERVIEW](#)



SPOTLIGHT ON

STOYAN TODOROV



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

HEAD OF CONTENT @ GAMBLING NEWS

How & when did you first get into the iGaming industry?

It was 2017 when I applied for a job at a company known as Identidem back then. A breakaway unit from iGaming.com, if I am not mistaken based in Varna, Bulgaria. I was given a few websites about esports to sort out and was quickly trained to write content for web.

The esports gig was over in a little over two months after. Some of the websites still rank as a matter of fact, but I am no longer part of Identidem. They are known as Performalis these days and doing well.

It wasn't until 2019, though, that I got involved with iGaming more seriously. GamblingNews recruited me to assist them with researching topics and help them stay on top of their news coverage. I pulled my industry contacts, few as they were, and we managed to quickly establish a work flow that works for the publication.

What is your job title and what does your day to day responsibilities at GamblingNews include?

The majority of my responsibility lies in content management and assisting the team with topic research on the daily. Whenever writing prowess is needed, I give it my best shot. Otherwise I am looking at potentially good topics that are worth covering and trying to strike a balance between the torrents of new developments that are available every day and what we can realistically cover.

I will look up the topics, send them for approval, and once this has been done, we will assign them out to writers to complete. I am also working closely with marketing agencies and PR contact persons to make sure GamblingNews can offer worthwhile coverage for companies and readers.

Our Insider section will be picking up a lot of steam this year. Apart from researching Q&A's and exploring exclusive content topics, I am trying to bring more people on board to help up our coverage in 2021, reach out to more industry people who are willing to share their story and more.

Actually, 2021 is all about bringing more coverage to the website. I have been connecting with people to do just that and most importantly, try to touch on topics that haven't been touched on by the plethora of other excellent outlets out there.

We are also keen on providing up-and-coming companies with coverage and do so professionally.

There are some other things I am preparing for this year, but they are still hush-hush and will hopefully become public knowledge towards the end of the year.

What are the biggest challenges you face in your role?

I think it's not really about challenges. Just time – do you have the time to reach out to everyone you want to talk to, discuss potential topics and add actual value? When you have so many outlets out there writing brilliant content, your job is to come up with new and meaningful ways to get the message out, otherwise it's just regurgitating the same old.

Then again, when reaching for ideas, I just remind myself what Mark Twain said – there are new ideas, just old ideas that have gone through a "mental kaleidoscope." This may be a very bad quotation here, but I accept the core statement as true.

Thankfully, there are lots of angles I think people have ignored and I still have ideas for content that haven't been endeavored elsewhere.

Possibly because they are not very good ideas.

What makes the publication so special?

Now, look. GamblingNews has a great name and good, conscious effort behind it. We don't think we are special, but we think we are hard-working and thanks to the new relationships we made in 2020 and expect to begin in 2021, we think our publication is in a great position to bring more quality content to readers for free.

We try to always contextualize a story, and relate to old stories that may add a bit more context. Clearly, there are heavy-hitting publications out there that have mastered this like no other, and this is precisely one of the things we are working towards.

Other than that, we have a few more native solutions we are working on and that will be announced in due time.

Do you have a favourite book or podcast that you'd recommend anyone to read/ listen to?

Not sure about favorite book, but books – sure. Then again, I read mostly literature and I have finished the first five Disc World novels by Terry Pratchett, "Sapiens: A Brief History of Humankind," "Thinking, Fast and Slow" and every issue of The Economist so far in 2021. My reading habits have no topical consistency, so I doubt you would find any of these interesting or useful.

What's your favourite quote or motto?

No quote and no motto. I like Jack Ma. He's got plenty of anecdotes where failure always sets him back, but he ends up successful. I particularly enjoyed the story where he decided to leave his job as a university English professor to work "on the Internet." A colleague asked him what "the Internet" was and he simply responded "I have no idea."

WILD BARD

FIRSTLOOKGAMES ★

Peter & Sons

THE WILD BARD HAS ARRIVED TO PORT!

Gather around and listen to the Wild Bard! Songs of his searching for ancient shipwrecks and hidden treasures.

Wild Bard is a classic 3x3 video slot game with 8 pay lines that evaluate from left to right, wilds, scatters quick hit symbols and a free spins bonus game.

In the main game, Quick hit symbols award immediate wins. Wilds are randomly placed on the panel. Scatters can only appear in the middle reel and it unlocks the Free spins mode. A wheel will randomly award 10-25 free spins and 1-3 multiplier.

In Free spins, when a scatter lands on the panel it retriggers the Free spins game with the same amount of free spins that were initially awarded.

A quick hit symbol awards an immediate win (times the totalbet). 3 to 9 Quick hit symbols awards win in the main game. Wilds substitute all symbols but the Scatter and Quick hit symbols.

RTP = 96.27%

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