



FOCUS ON FEBRUARY

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



FEBRUARY 2022 PRESS RELEASE HIGHLIGHTS



GAMINGTEC / RED TIGER

Gamingtec partners with Red Tiger

Gamingtec has entered into a deal with Red Tiger, adding the developer's content to its game portfolio.

The deal means that operators powered by Gamingtec's platform can offer players games such as Gonzo's Quest Megaways, Mystery Reels Megaways, Primate King and Zeus Lightning Power Reels.

The provider of turnkey online sportsbook and casino platforms said that Red Tiger has "emerged as one of the most in-demand developers thanks to the engaging and entertaining experience its games offer," with each slot having a "striking design with authentic sound and innovative math and mechanics."

The partnership will see Gamingtec add 190 new titles to its portfolio, which already stands at 10,000 games across slots, casino, table and live dealer. It works with suppliers such as NetEnt, Pragmatic Play, EvoPlay, and Quickspin.

The sportsbook and casino platform provider recently signed a partnership with ZingBrain, allowing content to be recommended to players based on their own...

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1X2 NETWORK

Kevin Reid promoted to CEO of 1X2 Network

Casino games supplier 1X2 Network has announced the departure of chief executive Sean St. John after more than 20 years in the role, with chief commercial officer Kevin Reid assuming leadership of the company.

St. John co-founded the business alongside Brian Reid in 2002 and will continue to serve the business in a product role, overseeing aspects of content production and innovation.

Kevin Reid joined 1X2 Network in November 2012 and has been responsible for leading the commercial strategy of the group. As CEO, he will assume responsibility for the overall management of 1X2 Network and its 1X2gaming and Iron Dog Studio subsidiaries.

"It has been an honour to serve as CEO of 1X2 Network for 20 years and to watch the business grow from a small but ambitious studio into a tier one provider with several subsidiaries and portfolio of award-winning content," said St. John.

"From day one we have pursued a strategy of creating games that will engage..."

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RAW iGAMING

Hola! RAW iGaming opens new development studio in Malaga

Provider has also kick-started a massive recruitment push and will employ more than 30 people across design and development by end of 2022

RAW iGaming, the casino content developer that is cutting through the Sea of Sameness with its innovative SuperSlice® game engine, has decided to invest in a brand-new and cutting edge game studio in Malaga, Spain.

To coincide with its new development hub, RAW has kick-started a major recruitment drive with a great number of open roles including Lead Artist, Senior Artist, Senior Animator, Head of Platform, Senior Software Engineer, Senior DevOps Engineer and Senior Game Client Developer.

The RAW iGaming management team considered several locations before setting up its game studio in Spain but found the region of Andalucía and in particular Malaga ticked all of the boxes.

The new studio will be designed to offer an environment where all employees can push the boundaries and reach their full potential while also providing the perfect balance between work and play. This includes modern interior in line with what we call the RAWtitude, open space, relax areas, canteen with a chef (pending approvals) and a feel of a very creative studio full of vibe and energy.

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CONTINENT 8

Continent 8 Technologies expands into Puerto Rico market

Continent 8 Technologies has expanded its presence into the Latin American market with the opening of a data centre in Puerto Rico. Continent 8 now offers its full suite of services based out of Puerto Rico.

As per the expansion strategy of the company, services in Peru are scheduled to launch in the second quarter of 2022.

Gabriel Szlaifsztein, General Manager for Latin America at Continent 8 Technologies, commented: "The LatAm market is opening up at pace and in Puerto Rico, we have a jurisdiction that offers a great deal of potential for operators and suppliers.

"The launch of our services in Puerto Rico aligns with efforts to be first to market in the key regions being targeted by our customers, and also in our belief that Latin America will become one of the most significant online gambling markets in the world."

Founded more than 20 years ago, Continent 8 provides network solutions that connect, manage and secure valuable information.

The company has data centres and points of presence in more than 80...

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**GAMINGTEC / AMATIC****Gamingtec lauds Amatic integration as 'one of our most important'**

Gamingtec has enhanced its slot catalogue as the online casino platform and provider links-up with Amatic.

Adding 90 games to its portfolio of titles from the developer, the deal means that operators powered by Gamingtec's technology stack will be able to offer its players Amatic's online slots for the first time.

"Amatic is a fantastic addition to our growing online casino game portfolio, and I know for sure that our operator partners will jump at the opportunity to make its games available to their players for the first time," explained Sapar Karyagydyev, CEO at Gamingtec.

"Amatic is one of only a few studios that offer a great selection of both classic slots and modern video slots, so this integration not only adds quality but also..."

[READ THE FULL STORY](#)**BLUE GURU GAMES / ORYX****Blue Guru Games becomes latest Oryx RGS partner**

"We have high expectations for our partnership," says Oryx Gaming, as the Bragg Gaming Group company welcomes Blue Guru Games as its latest remote gaming server partner.

The alliance will see Oryx release an array of igaming titles from the entity, which it says will primarily be introduced to operator partners across Europe as well as the US.

The deal, says Oryx, will see the fledgling studio "create fresh and unique content" primarily targeted for European igaming markets as part of the firm's Blue Horn distribution programme, with the initial title, Nemean Lion, set to become available to its full operator network.

Blue Guru joins a roster of studio partners developing games through the aforementioned Oryx programme, which looks to offer operators access to a roster of exclusive content.

"Blue Guru has assembled a strong team of talent and their approach to game design aligns incredibly well with our portfolio approach," stated Doug Fallon, group director of content at Bragg.

[READ THE FULL STORY](#)**1X2 NETWORK / RANT****RANT launches its own Branded Megaways™ slot**

Online casino operator is the latest to leverage 1X2 Network's award-winning concept to offer players a unique Megaways™ experience

RANT has become the latest to launch a Branded Megaways™ slot designed and developed by 1X2 Network and its award-winning Iron Dog Studio subsidiary.

The launch of RANT's Branded Megaways slot comes shortly after 1X2 Network entered into a breakthrough partnership with iGamingPlatform, the technology that powers the operator's site.

Branded Megaways™ slots allow operators to leverage the huge popularity of Big Time Gaming's revolutionary mechanic by launching their own unique slot.

The EGR Game of the Year for 2020 is a customizable Megaways™ title with operators able to change certain design aspects of the game including incorporating their logo and colour scheme.

This has allowed RANT to capture its individual personality, character and voice in a game that is instantly recognisable Megaways™ slot.

This is achieved by combining the customisable elements with standard Megaways™ features such as the logo, fonts, counters, symbols and more.

[READ THE FULL STORY](#)**PRESENTER****Hampus Eriksson joins PressEnter Group as CPO**

PressEnter Group has appointed Hampus Eriksson as its new CPO.

His new role will see him accelerate the operator's expansion plans both into new markets and new verticals. This will include the operator's launch into the sports betting sector, scheduled for later this year.

Eriksson has previously held senior roles at both operators and suppliers including ComeOn Group, NetEnt and Evoke Gaming. He also recently co-founded a consulting company in Sweden, Reel Rush AB.

Lahcene Merzough, CEO at PressEnter Group, said: "In Hampus we have one of the most experienced and talented product leaders and he is absolutely the right candidate to drive forward with our ambitious plans to enter new markets and expand into sports betting."

[READ THE FULL STORY](#)**REAL DEALER STUDIOS****Vinnie Jones becomes first celebrity dealer at Real Dealer Studios**

Real Dealer Studios has announced a deal with Vinnie Jones, with the former professional footballer and actor to be the company's first celebrity dealer.

Jones, who famously won the FA Cup with Wimbledon in 1988, will bring his "signature demeanour and charisma to a number of upcoming titles including Real Dealer's Roulette and Blackjack games," a statement from Real Dealer Studios read.

The footballer-turned-actor, who has appeared in films such as Snatch and Mean Machine, will begin filming in the coming weeks, providing players with an immersive gaming experience.

"It's lights, camera, action for the team at Real Dealer Studios as they embark on their most exciting endeavour yet, joining forces with the prolific Vinnie Jones," said Real Dealer Studios. "Be on the lookout for Vinnie Jones hosting a selection of Real Dealer titles. These and other Real Dealer titles will be available exclusively through the Games Global platform in the coming months."

Real Dealer titles combine RNG table games with cinematography to create a one-to-one gameplay experience. The studio has released a full portfolio of titles that range from roulette to blackjack, along with Spanish-language...

[READ THE FULL STORY](#)**SCOUT GAMING****World Championship of Online Fantasy Football Finals tournament kicks off**

The World Championship of Online Fantasy Football (WCOFF) Finals has begun, offering a €500,000 (\$570,552) prize pot and promising participants "a daily fantasy sports experience like no other."

From 8 February, the tournament, hosted by Swedish B2B provider Scout Gaming, will run over two consecutive English Premier League game weeks.

However, both weeks will be played separately, so finalists will be able to create a brand-new team for week two without incurring any penalties.

The winner of the tournament will receive €100,000, while second place will net its recipient €60,000 and third €35,000.

In fact, as long as participants place 121st or higher, they will win a tidy sum, though more than half of the total prize pot will be awarded to the top seven players.

More than 500 teams will compete to be crowned World Champion. Most participants have already battled their way through a series of satellite tournaments that took place in the fourth quarter of 2021.

Scout claims to have developed an "optimal satellite structure" with entry from...

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RUBIK

The Forces Transition Group welcomes Rubik Talent as a Silver Partner

Rubik Talent, a technology and sales consultancy focused on diverse talent, declares its support for the men and women leaving the Armed Forces.

The Forces Transition Group, an initiative supporting the transition from Military to Civilian life is delighted to welcome Rubik Talent as a Silver Partner.

Rubik Talent, a fast-growing startup supporting the iGaming, Payments & FinTech industries, has a mission to cultivate brilliant minds, through technical training programmes with industry focus; to help leading technology companies foster a talented, diverse and inclusive workforce.

The Partnership will provide a bridge to those leaving the Forces through professional skills, industry education and technical vocational training. As part of the agreement those who leave the Forces and join FTG will then become eligible to join Rubik Talent's Academy for Sales or Technology. Through this Partnership, the organisations aim to develop meaningful skills, support positive mental health and inclusion in the workplace.

Robin MacDonald, Rubik Talent Co-Founder said: "We are thrilled to be partnering with the Forces Transition Group to offer career opportunities to Veterans through our Academy. High growth, tech-based industries like iGaming, Payments and FinTech are all suffering from a lack of talent. This Partnership will provide access to highly skilled, dedicated professionals who are serious about their careers and supporting the industries we serve."

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FSB

FSB enters partnership with Hungarian State Lottery backed SZRT Slovakia

Award-winning technology provider to power SZRT Slovakia's new online sportsbook in multi-year deal.

Global B2B sports betting & iGaming service provider FSB has secured a significant European partnership by becoming the sportsbook technology provider for the Hungarian State Lottery backed SZRT Slovakia.

In an exclusive multi-year agreement, FSB will power SZRT Slovakia's newly-launched sportsbook, www.betRing.sk.

Working closely with their new partner, FSB has developed, built and launched a new innovative, feature-rich sportsbook that brings together localised content, dedicated mobile apps, loyalty and gamification programmes and player forums. The multi-award winning supplier will also provide the full PAM tech stack coupled with comprehensive trading and risk management services.

Backed and selected by the Hungarian State Lottery to support the WLA members first international gaming operation, FSB believes it can deliver a leading product and service offering to global State Lotteries looking to enter new verticals and markets.

Dave McDowell, Chief Executive Officer at FSB, said: "We're delighted to team up with SZRT Slovakia in this exciting multi-year agreement to become their trusted technology partner."

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SCOUT GAMING / ATG

Swedish operator ATG joins the Scout Gaming Network

Operator will launch with a Champions League Knockout Tournament with a guaranteed SEK2.5m prize pot up for grabs

ATG, the Swedish Horse Racing Totaliser Board, has become the latest operator to join the Scout Gaming Network and from today will be offering its customers the chance to take part in a wide range of fantasy sports tournaments with prize pools.

This includes a SEK2.5m Guaranteed Champions League Knockout Tournament where the overall winner will receive a minimum prize of SEK500,000. The launch also includes a number of English Premier League contests with combined prizes of more than SEK1m in the first week alone.

Under the deal, ATG will also join Scout Gaming's growing network of tournaments and will gradually add more daily and season-long fantasy contests across more sports and leagues to ultimately provide a comprehensive fantasy sports offering to its customers.

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GIFT & GO / PLAYTECH

Playtech Joins The Gift & Go Platform

Gifting technology provider Gift & Go has recently welcomed Playtech, the world's leading gambling technology company, to its innovative new platform.

Playtech is a true market leader in the gambling and financial trading industries. With over 170 licenses, they provide a huge range of cutting-edge, turnkey solutions to some of the biggest operators in the industry. It's an impressive new client for the start-up gifting technology company from London.

By integrating with Gift & Go's state-of-the-art software, Playtech will be able to simplify its solution for gifting and rewarding their customers.

Speaking on the announcement of the new partnership, Joe Hall, co-founder of Gift & Go said:

"We're excited to offer our best-in-class software to Playtech, supplying the gifting and rewards technology that will help Playtech deliver exceptional service to their customers, who are some of the world's biggest brands."

"We're thrilled the team at Playtech recognises our commitment to outstanding technology, and we're looking forward to working with them on their incentive marketing plans."

"The technology and service offered by Gift & Go has been hugely successful in cutting down operational and logistical difficulties for our marketing teams."

[READ THE FULL STORY](#)

ON AIR ENTERTAINMENT / BETWAY / 32RED

On Air pens Betway and 32Red deals

On Air Entertainment is poised to ramp up its reach in the UK after penning deals with two of the market's leading online casino operators, Betway and 32Red.

Both companies will gain access OnAir's premiere blackjack offering, allowing them to deliver the game to their UK players' devices.

Having previously partnered with Super Group-owned Betway to provide its live casino product in other markets, the latest move will see OnAir roll out its content to Betway's UK-facing casino, providing a range of dedicated tables and tapping into extensive market reach.

"On Air have been a fantastic provider of live casino in our other market, so it's great that we're able to extend that offering to UK customers through our latest agreement with them," commented Anthony Werkman, CEO of Betway.

"The online casino experience is important for our customers who will be able to enjoy our new premium content."

By founding the new partnership with 32Red, the online casino operator which is part of Kindred Group, the live casino studio has set about strengthening its UK presence further.

Adam Newnham, Commercial Operations Manager at 32Red, said: "We are delighted to be able to offer our players the refreshingly new live casino product from OnAir Entertainment via the Microgaming platform."

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1X2 NETWORK / LOTO-QUEBEC

1X2 Network launches new Branded Megaways™ slot with Loto-Québec

Branded Megaways™ developer 1X2 Network has strengthened its partnership with Loto-Québec, meaning players in Quebec will now be able to experience online slots on a Branded Megaways™ platform for the first time.

The partnership, initiated in 2020, now sees the regional operator launching its first-ever branded slot game via Branded Megaways™.

Branded Megaways™ provides operators the chance to alter or personalise design aspects of a slot game; this includes incorporating their own logo or colour scheme. As such, Loto-Québec has been allowed to add its own personality, character and voice to the game that many will instantly recognise as a Megaways title. By combining standard Megaways™ features and modifying the customisable elements such as font, symbols and the logo, a game was achieved that will be easily identified as the Loto-Québec brand.

Rory Kimber, Account Management and Marketing Director at 1X2 Network, said: "Branded Megaways™ slots offer an experience like no other and it is great to see that the people of Quebec can now experience the edge of your seat thrills..."

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SCOUT GAMING / PARIPLAY

Pariplay strengthens Fusion with Scout Gaming content

Aspire Global's subsidiary Pariplay has strengthened its Fusion platform through its latest partnership with Scout Gaming Group.

The latest addition to Pariplay's expanding Fusion offering, Scout Gaming will offer numerous games and a full suite of sports with the ability to add other events upon request.

"Pariplay's aggregation platform is well-established as a market leader, and we are excited to become a trusted distribution partner," noted Andreas Ternström, chief executive officer of Scout Gaming Group.

"This deal will see us reach prominent operators in key regulated markets and will propel our growth as a provider of fantasy sports experiences."

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GAMINGTEC / RUBY PLAY

Gamingtec adds Ruby Play to burgeoning roster

Online casino platform Gamingtec has added slot developer Ruby Play to its roster of game provider partners.

Incorporated within the deal are 60 online slot and casino games from Ruby Play that will be added to Gamingtec's 10,000 title strong catalogue, including its flagship slot Mayan Cache.

Andrei Beu, Commercial Director, at Gamingtec, noted: "Ruby Play has quickly earned a reputation for designing and developing online slot games that pack a punch and deliver unprecedented levels of excitement to players, which is why we have added its suite of titles to our portfolio.

"We believe that quality content is the foundation of delivering the best online casino experience and that is why we go to great lengths to identify the developers creating thrilling and innovative slots and then integrate them into our growing portfolio.

"I believe Ruby Play will prove to be a big hit with our partners and, most importantly, their discerning players."

The addition of Ruby Play forms part of the Gamingtec's ambitions to gain "the largest portfolio of online casino content in the market".

[READ THE FULL STORY](#)

INTELITICS / KINGMAKERS

Intelitics makes Africa push with KingMakers deal

Provider will deliver its performance marketing and analytics platform to operator's BetKing brand.

Intelitics, the leading performance marketing and analytics platform provider, has been chosen by tier-one African operator KingMakers to power the customer acquisition program for its hugely popular BetKing brand.

Under the deal, Intelitics will deliver is data-driven premium product suite and cutting-edge platform which the operator will use to manage all affiliate and paid media activity. This includes real-time media campaign monitoring and player tracking.

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

BetKing has emerged as a leading online sportsbook operator across key African markets including Nigeria, Kenya and Ethiopia, and it will be launching shortly in Ghana. The operator has more than 20,000 betting shops across Nigeria via a network of agents.

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ARETONET / KTO

KTO extends partnership with AretoNet

Fast-growing online sportsbook and casino operator will continue to use the provider's real-time business intelligence and CRM platform until at least 2024

KTO, the leading online sportsbook and casino brand, has extended its partnership with real-time business intelligence and CRM platform and service provider, AretoNet.

The multi-year extension runs until 2024 and allows KTO to continue to access AretoNet's full suite of real-time data analytics, business intelligence, advanced segmentation and marketing automation features and tools.

This includes artificial intelligence, acquisition tracking, instant campaigns and AretoNet's proprietary Messaging Channel, allowing KTO to execute contextual, real-time marketing campaigns that maximise player conversation and retention.

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STRIVE GAMING / GOLDEN NUGGET

Strive Gaming adds Golden Nugget

Strive Gaming, a player account platform solution for online operators targeting the North American market, has added Golden Nugget Online Gaming to its growing list of prestigious partners.

The Strive Gaming team, with its modern PAM, will initially power GNOG's online sportsbook launch in the state of Arizona.

In addition to this initial US state commitment, the partnership extends into Ontario, where GNOG hopes to become a regulated online casino operator, legislation and regulatory approvals permitting.

The Strive PAM stands above the competition due to it being specially developed to meet the compliance needs of "post-PASPA" North American digital operators who desire to conduct a unified customer experience across multiple US states.

Built for performance at scale, the Strive PAM possesses the market-leading Infinity Engine, a flexible rules-based engine bringing operator insights and customer relationship management closer to real-time player data.

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INCENTIVE GAMES / FANDUEL

Partnership agreed between Incentive Games and FanDuel

Free-to-play sports and casino game provider, Incentive Games, has partnered with sportsbook giant and online casino, FanDuel Group.

This deal will see Incentive Games providing the Flutter Entertainment-owned FanDuel brand, with a bespoke Daily Free Game that aims to encourage traffic, as well as retention and reactivation of regular players across its online casino platform.

The game will be available for players in states where FanDuel offers its online casino products, with prizes available that are personalised for each individual player.

Based in Edinburgh, Incentive Games aims to create sports-related gaming content that appeals to gamers who wouldn't usually be interested in casino products. Its CEO, John Gordon, commented on the partnership: "We have taken our time to choose the best partner for us in the US.

"It was clear from the first meeting that FanDuel was that partner. They have a great culture and we believe in their vision for the product. We are delighted to be working with the FanDuel brand and company, and we hope this is the start of things to come."

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FLOWS / PRETTY TECHNICAL

Pretty Technical partners with Flows

Online gaming solutions provider Pretty Technical has signed an agreement with the industry’s innovation platform, Flows.

Pretty Technical’s first project with Flows will be to accelerate the release of its upcoming bonus engine. The bonus engine is part of Pretty Technical’s Mikado platform, its very own player account management solution. Using Flows’ high performance real-time data processing pipeline, Flows builder and no-code interface, Pretty Technical is able to work towards a Q2 launch for its new bonus management system.

Pretty Technical is a software development business, technology provider and operational support partner to the gaming and finance industries. It services clients who have a bespoke software design and build requirement (products and platforms), alongside providing technical and operational consultancy and a range of curated in-house products built for regulated industries. Using Flows enables Pretty Technical to fully utilise Mikado’s real-time transactional core to interact with Flows for behaviour-based triggers and events.

Flows allows partners to quickly and securely integrate its systems and empower its entire organisation to drive digital delivery. Flows is reshaping businesses’ and individuals’ relationship with technology in allowing them to innovate, react at speed and create within a no-code, user friendly interface that can be widely adopted.

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EMINENCE / CHIMONEY

Eminence joins forces with Chimoney

Eminence Holdings, the B2B and B2C gambling and cryptocurrency technology provider behind Casino Lobby, has added more utility to its innovative CasinoCoin by joining forces with Chimoney.

Chimoney is the developer of platforms, APIs and in-app embeddable apps that enable businesses to transfer value and increase the utility of their products, tokens or projects.

This means that CSC holders can now purchase popular gift cards (the likes of iTunes, Amazon and Uber eats) as well as in-game credits (for FIFA, CoD and GTA, plus many more).

The CasinoCoin token has long been available to purchase through a number of exchanges and is on the XRP Ledger (XRPL) as an issued token. Eminence’s revolutionary Casino Lobby is offered within the XUMM wallet, which ensures true utility for CSC holders and users.

On a mission to harness the power of blockchain, Eminence wanted to take utility to the next level and engaged Chimoney which had recently launched ChiSpend, an easy-to-use embedded app allowing XUMM users to purchase gift cards, airtime and mobile money with XRPL issued tokens.

Chimoney then created a simple API to allow third parties such as Eminence to use ChiSpend in their applications and to unlock additional utility for their tokens.

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SWINTT

Swintt games debuting in Latvia

Supplier Swintt is to expand its presence in the Baltic iGaming market this month, by making its entire suite of slots available in Latvia.

Previously launched in Estonia last year, the game studio is now looking to extend its customer reach by debuting titles from the Swintt Select and Swintt Premium ranges in the country, meaning Latvian customers will be able to sample its range of slots for the very first time.

The Swintt portfolio currently houses over 120 titles, with new releases being added every month. Players in Latvia will have the option of playing video slots such as the recently released Hawaiian adventure, Aloha Spirit XtraLock, in addition to more traditional fruit machine-style games, including Seven Books Unlimited and the new prize wheel game, Extra Win X.

To initiate this move, Swintt will team up with online casino Optibet, the same operator it partnered with in Estonia. Through this collaboration, the casino will be granted a limited time exclusivity period where it will be the only site in the country to offer Swintt slots.

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GLITNOR GROUP / KAFE ROCKS

KaFe Rocks acquired by Glitnor Group

Malta-based igaming affiliate KaFe Rocks has been acquired by Glitnor Group for an undisclosed sum.

The acquisition of KaFe Rocks, Glitnor said, will be a key factor in the long-term growth of the business and accelerate its move into the lead generation space.

As a result of the takeover, KaFe Rocks Co-Founder Feda Mekan will join the Glitnor Board of Directors while CEO Simon Pilkington will join Glitnor Group’s executive management team. Meanwhile the day-to-day management of KaFe Rocks will continue in its current format.

Simon Pilkington, KaFe Rocks CEO, commented: “I’ve been hugely impressed with the leadership team at Glitnor and am massively excited for what the future holds for both KaFe Rocks and the Glitnor Group.

“Since initial talks began, it’s been clear that both companies share a vision for growth, but that they also value the people driving it and believe in developing a culture where people can thrive.

“The trust that they are showing in us to continue being KaFe Rocks is gratefully received and I’m extremely driven to deliver the results that will help the new group achieve its goals.”

Over the last few years, KaFe Rocks has cemented its position as a leading igaming affiliate, with multiple power affiliate top 10 rankings.

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STAKELOGIC / KANSINO

Double Dutch: Stakelogic Live extends deal with Kansino with addition of Live Dealer Dutch speaking suite

Provider’s cutting-edge Dutch speaking live casino games including a series of branded tables will soon be available to players at the popular Dutch online casino brand

Stakelogic Live continues to establish itself as the leading provider of live dealer and online slot content in the fast-growing Dutch market after extending its partnership with player favourite operator, Kansino.

Stakelogic already provides its full suite of classic slots and modern video slots to the operator who will now add Stakelogic Live Dutch content for the first time. These titles deliver an interactive, immersive and entertaining player experience like no other.

Stakelogic Live’s recently established live dealer division provides a wide range of premium games covering roulette, auto-roulette, blackjack, baccarat and gameshows. The extended deal with Kansino also includes a selection of exclusive Dutch speaking branded tables that will display the operator’s logo.

Tables are set in front of a glamorous casino backdrop and use highly trained professional dealers who know each game inside out and interact with players in Dutch to guide them through the action.

Stephan van den Oetelaar, CEO of Stakelogic, said: “We are delighted to be providing our friends at Kansino with our full suite of Stakelogic Live titles as...

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SKILLONNET

SkillOnNet adds Apple Pay to reinforce payment gateway

PlayOJO and DrückGlück’s operator SkillOnNet has strengthened its payment gateway with the inclusion of Apple Pay for both deposits and withdrawals.

The addition of Apple Pay is said to offer “high levels of security and unprecedented privacy” as players’ payments can be validated either with a passcode, touch ID, face ID or by double-tapping the side of their apple watch.

“Apple Pay has become one of the most popular payment methods thanks to its ease of use and high levels of security and privacy,” explained Michael Golemb, Sales and Marketing Director at SkillOnNet.

“This is certainly the case for online casino players, who like the speed at which it allows them to make deposits and withdrawals securely.

“SkillOnNet has built its reputation of providing players with the best possible experience across all areas of the casino and this includes payments. The addition of Apple Pay is evidence of our commitment to this and further establishes us and our casino brands as true market leaders.”

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7 FRESH FRUITS - SWINTT

Swintt strengthens slot line-up with 7 Fresh Fruits game

Swintt has announced it'll be giving players the chance to spin up a fruity fortune this February with the launch of their new both-ways-pay slot, 7 Fresh Fruits.

The game is the latest addition to Swintt's ever-expanding collection of Premium slot releases; a range of games that combines the retro aesthetics and simple gameplay of popular land-based fruit machines with a selection of modern bonus features.

Featuring a multi-coloured backdrop and a dazzling array of fruit-themed symbols on its reels, 7 Fresh Fruits offers players an increased chance to win on each spin thanks to wins that pay both from left-to-right and right-to-left. This means that any three symbols starting in either direction will award a payout, with special wild symbols on the slot's three central reels making it even easier to score big.

Depicted as majestic-looking foxes, should players collect one of these unique wilds, not only will it expand to entirely fill the reel that it lands on, but the Wild...



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HOLD 4 TIMER - STAKELOGIC

Hold4Timer from Stakelogic

Stakelogic continues to establish its presence in the Dutch market after launching the most recent addition to its gaming catalogue to operators and players in the country.

Hold4Timer is a 6x3, 20-payline video slot that incorporates a maximum win potential up to x200 the bet.

Symbols in the game include classic fruit symbols with oranges, plums, pears and lemons representing the low-pays, offering x8 the bet for three-of-a-kind wins. These are followed by raspberries, classic red sevens, watermelons and golden crowns offering x16 the bet for three-of-a-kind wins. Lastly, a bag of money is the premium symbol, offering x40 the bet for three.

The slot incorporates features such as wild symbols, auto hold, a four player mode, a gamble option and a Super Stake mechanic.

In the game, players can choose whether to play one game with five win lines...



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FIRSTLOOKGAMES

WILD PORTALS



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WILD PORTALS BY BIG TIME GAMING

Step into a futuristic world with Wild Portals™! This six-reel slot features Big Time Gaming's Megaways™ and combines it with Win Exchange™ for a sci-fi slot that is sure to thrill for eons to come.

Every spin, a 2x2 Wild Portal may appear on reels 2 to 5 and substitute for any symbol except Scatter. After any wins are paid, the Wild Portal will reveal either the Ace, King, Queen, Jack, Ten or Nine. Each instance of the revealed symbol is portaled off the screen and increments the Wild Portal Multiplier by one. New symbols drop in and the Wild Portal may update to reveal a different symbol.

The process repeats until no new instances of the revealed symbol occur. Wins with the Wild Portal substituting are multiplied by the Wild Portal Multiplier for wins that are out of this world. Landing 3 or more Scatters will transport you to 8 Free Spins, plus 2 for each Scatter beyond the third. In this realm, a Wild Portal is guaranteed to appear in every Free Spin! The Wild Portal Multiplier carries over from the triggering game into the Free Spins and may increase throughout the Free Spins.

For a truly visionary feature land 3 or more Scatters in the Free Spins to award 2 additional Free Spins, plus 2 for each Scatter beyond the third. Win Exchange™ gives players an epic opportunity to exchange Big Wins for a chance to trigger the Free Spins. When you win 100 times stake or more, you have the option to collect or exchange 100 times your stake for 10 Free Spins.

When you win between 25 and 100 times stake, you have the option to exchange the entire win for the chance to be awarded 10 Free Spins.

Take your wins to another dimension with Wild Portals, exclusively available from 16 March.



FEBRUARY 2022 GAME RELEASE HIGHLIGHTS



TWIN 4 TIMER - STAKELOGIC

Stakelogic Discloses Newest Classic Slot in The Netherlands: Twin4Timer

Stakelogic, a software provider that has become recognized for creating some of the most appealing and entertaining slots, has added another game for Dutch players. Going forward, players are invited to check Twin4Timer, coming up with ongoing thrill and great win potential.

Twin4Timer comes with three rows and from four up to seven reels. As part of the title, players have an opportunity to select the number of active reels during every spin. The more reels included in the play; the better chances are for landing a big win.

While all base game winnings can be bet in a gamble feature that sees players guess the colour or suit of a hidden playing card to double or quadruple their current prize respectively, this is merely the aperitif in terms of the refreshing...



[READ THE FULL STORY](#)

VIKING HONOUR - SWINTT

Swintt set sail on an all-new Norse adventure in Viking Honour XtraWild

Software provider's Viking-themed slot challenges players to sharpen their blades and raid the reels armed with a fleet of Free Spins and epic expanding wilds

Swintt, the award-winning software provider behind action-packed slots Aloha Spirit XtraLock™ and Book of the East, is raising anchor and setting sail on an epic new adventure in Viking Honour XtraWild™ – the latest smash hit in the Swintt Select range.

Featuring five reels and 30 paylines, the brand new slot draws its inspiration from the Norse warriors of old and invites players to heed the battle call as they raid the reels for maximum multipliers of up to 6,261x their stake with the help of an exciting game mechanic that adds fresh wilds on every spin.



[READ THE FULL STORY](#)

CONTINENTAL PRINCESS - SWINTT

Swintt Shows Off South American Swagger In New Continental Princess Slot

And so we enter 2022 – and with the dawn of a new year comes the release of a clutch of exciting new slot games. One of the ones creating the biggest buzz this year is the Triple Juicy Drops game from Betsoft, which aims to replicate all the fun of a classic fruit machine with high-octane gameplay and serious winning opportunities.

The formula thus far appears to be a winning one, with Triple Juicy Drops attracting punters in their droves in the first few weeks of its release. But what, exactly, is the secret to its popularity? Here's a brief rundown of the some of the more attractive features and functions that set Triple Juicy Drops apart from its competition.



[READ THE FULL STORY](#)

EL PATRON - STAKELOGIC

El Patron from Stakelogic

Stakelogic is asking players who dare to take to the streets and rise up through the ranks of its gangster-themed title, El Patron.

El Patron is a 3x3, 3,125-payline video slot that incorporates a maximum win potential of up to x25,000 the bet.

Symbols in the game include five low-pay represented by an array of weapons as well as a cigar and a bottle of whiskey next to two shot glasses, offering x0.40 to x1.50 the bet for five-of-a-kind wins. These are followed by three imprisoned characters offering x2, x5 and x10 the bet for combinations of five-of-a-kind.

The title incorporates a machine gun free spins bonus, an action feature and...



[READ THE FULL STORY](#)

GAMINGTEC

Technology and why it is the driver of operator success

Andrei Beu, CCO at Gamingtec, says that innovative yet stable technologies are the key to operator success in what is fast becoming one of the most challenging and competitive industries

The success of any online sportsbook or online casino is absolutely underpinned by the technology that powers it. Without a cutting-edge platform that is not only feature-rich but stable and secure, operators – regardless of the market they are in – will simply never gain traction with players.

Branding and marketing are crucial, but if an operator cannot deliver the experience they promise then the player will walk away from that sportsbook or casino and straight through the digital doors of any of their many rivals. This is a tough industry and one that is only getting tougher.

This is certainly true for operators that lack the resources and budgets of the power player who over the years have invested hundreds of millions – even billions – of Euros in developing their own platforms and technology stacks. But that is not to say more nimble organisations can't compete.

For those looking to outsource platforms and technologies, there is a long line of providers offering their products and services. But not all of these technologies are of the same class and quality and picking the right partner can be, and often is, the difference between success and failure.

Here at Gamingtec, we have gone to great lengths to design, develop and...

[READ THE FULL STORY](#)

SPORTSGAMES TV

Industry predictions: More start-ups and break-outs and live sports games to make a mark

Vladislav Artemyev, co-founder, CEO, SportGames TV

Live sports games to make a mark

I believe 2022 will be the year that live sport games will be widely embraced by operators and players alike.

Just like live casino, which is set to account for 50% of the market by 2025, live sports games have the potential to become a significant vertical in their own right.

This is because of the interactive nature of these games, and the ability for players to bet 24/7.

Consumer preferences are changing with entertainment, interactivity and shared social experiences becoming increasingly important. Live sports games provide this, as well as the ability for players to bet on the outcome of contests and games.

The fast-paced nature of live sports – from bet placement to completion can take just 30 seconds – makes them perfect for mobile play.

While live sports are unlikely to account for 50% of the total sports betting market by the end of 2022 – or indeed 2025 – I do believe live sports will take the industry by storm in the coming 12 months.

[READ THE FULL STORY](#)

FSB

A Look Back - and Forwards with Chris Graham, Heading of Marketing

2021 has been a transformative year for FSB. We made a number of new global partnerships across various continents and also successfully launched our retail product.

As we position ourselves for success in North America and Latin America, we have continued to build out dedicated teams in each market. Companywide, we have increased our headcount by 89% and moved into new international headquarters in London. The biggest highlight, though, was securing our first World Lottery Association client in the shape of the Hungarian State Lottery backed by SZRT Slovakia. This multi-year partnership launched in November and pushed FSB into a new segment of the market.

The entire team is excited about building on the transformative 2021 by driving further growth in 2022. We have a number of new partnerships that we will be announcing in Q1 that span several continents. This includes the migration of a tier one operator onto our platform. I would say we are most excited about our continued progress in North America. We have established operational hubs in...

[READ THE FULL STORY](#)

ON AIR ENTERTAINMENT

Industry predictions: More start-ups and break-outs and live sports games to make a mark

Simon Field, director of commercial operations, OnAir

Continued innovation

The drive for innovation in live casino will persist, but it will be difficult for anyone other than the top providers, given the competencies required. Competitors will attempt to catch up by adding a spin to what we've seen before, but it's unlikely they'll overtake the market leaders in the short term. I do hope that all suppliers in our space will continue to push boundaries, keeping the overall quality on a par with other verticals.

More growth and market consolidation

The global appetite for live casino continues to grow and, with the US being the hot topic, more M&A activity is surely on the cards for 2022. The purchase of Authentic was likely to be a US-facing decision and we know others are going there aggressively, so I expect to see ambitions mounting throughout 2022.

More start-ups and break-outs

Alongside consolidation, we'll see more start-up suppliers slipping into the marketplace due to the margins, but what's unclear is how that will impact the industry. Many people think they can ski until they put on skis – I believe this realisation will see many new market entrants delaying business and product launches.

[READ THE FULL STORY](#)

DIGITAL IOM

Industry predictions: More start-ups and break-outs and live sports games to make a mark

Tony Ure, head of egaming, Isle of Man Digital

Use of tech to meet compliance rules

I think one of the biggest trends that will emerge is the use of technology to fulfil compliance requirements.

As more jurisdictions embrace regulation, I hope that we will start to see regulators align on international standards to make it easier for operators and suppliers to enter multiple markets while still ensuring the highest levels of player protection.

If regulations can be better aligned, tech suppliers will be able to meet global requirements and make the player acquisition and onboarding process much easier for operators with tools that satisfy the multiple regulators they are reporting to.

This ultimately benefits all stakeholders – operators, suppliers, regulators and also players.

I also believe that Covid will be with us for a long time to come but I do believe we will get to a point where we can get back to some form of normal life and interact face to face with our friends and colleagues around the world.

[READ THE FULL STORY](#)

LIVESPINS / PRESENTER / 1X2 NETWORK

A Look Back - and Forwards with multiple clients

"The most exciting occurrence is undoubtedly the land-based gambling giants going on major shopping sprees as they look to buy their way into the online gaming space. In the US market in particular, we have seen multi-billion-dollar deals far surpass the largest acquisitions recorded in the European market to date" - Michael Pedersen, CCO at Livespins

"Growth was the exciting thing for us. We took another step up the ladder, increased our headcount by 40%, won EGR Supplier of the Year, released some record-breaking content and went live with another tranche of tier one operators." - Rory Kimber, Account Management & Marketing Director at 1X2 Network

"Looking ahead to 2022 I predict that cryptocurrency and NFTs (Non-fungible tokens) will finally be embraced by the industry due to a surge in consumer demand. The largest benefit of crypto in the online gambling space is that it overcomes all of the challenges that operators face in terms of transparency, anonymity, security and fairness!" - Lahcene Merzoug, CEO at PressEnter Group

[READ THE FULL STORY](#)

GREEN JADE GAMES

A Look Back - and Forwards with Ben McDonagh, CEO

2021 has been a fantastic year for Green Jade Games and there have been plenty of important events along the way. While it might sound a bit vanilla, the most important would be our entry into new markets.

Increasing revenue from sustainable well managed markets is critical when planning growth from a stable base and out development focus for Greece and Italy are two milestones that re-enforce a strong foundation. It's also been a highly technical year of background work which sets us up for a stellar 2022.

It is the year Green Jade Games and I cannot wait for. We've been cooking up exceptional products for the longest time and this coming year we finally get to show them to the world! We've always been the arcade games company but up until 2022 we've been in R&D mode. Now it's time to go global and propel...

[READ THE FULL STORY](#)

SPRIBE

A Look Back - and Forwards with Shalva Bukia, Co-founder & Product Director

For sure the most important moment of the year was securing our Great Britain Gambling Commission licence, allowing us to make our full suite of content available to players in the UK market for the very first time. This really was a milestone for Spribe and for our flagship Turbo game, Aviator. Aviator is an increasing curve game that has proved to be huge hit with players in markets around the world, and to be able to debut it to players in the UK earlier in the year and then watch the high levels of engagement that it has subsequently enjoyed has been a real boost to the team and our belief that Crash games are the future of online gambling.

We are really excited about launching Aviator with more operators and in more markets than ever before. Currently, we are live with more than 350 brands but will significantly increase that number over the coming 12 months as we look to secure licenses in additional jurisdictions as part of wider international expansion plans.

Operators are still trying to engage the lucrative millennial and generation Z demographics, but to date have not provided them with a compelling enough reason to ditch other entertainment formats such as streaming and mobile...

[READ THE FULL STORY](#)

FSB

Five minutes with...Chris Graham from FSB

This month's quickfire Q&A comes courtesy of Chris Graham, marketing manager at FSB

Q. What do you enjoy most about your job?

Seeing your creations come to life at an industry trade show.

Q. If you could give one piece of advice to a marketing manager, what would it be?

In this industry, it would be taking the time to soak up the sector's news. Information is power and reading and listening to the daily happenings will make you strong.

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

Stephen Hendry isn't an actor and he's 10 years older than me but he shares my nationality and I was told constantly as a teenager that I looked like him. I'm more exciting than him though.

Q. What's your karaoke song of choice?

The Clash - Should I Stay or Should I Go.

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

[READ THE FULL INTERVIEW](#)

GLITNOR

A Look Back - and Forwards with David Flynn, CEO

There are so many that it's hard to point at a single occurrence. People are the most important part of our journey and having grown our team by another 77 members this year, it's been really exciting to see how each part of the business embraces new talent as we continue our rapid revenue growth over 100% YoY. Seeing their excitement as we announced that we won 2 awards at the SBC Awards last week, was really rewarding for me personally. We have such an amazing team.

Where to start! Having the fastest growing brand in the Swedish Market, LuckyCasino, I'm really excited to see this brand develop further in Sweden and across further markets as we expand geographically. I'm also really optimistic about the growth opportunities for our B2B brand, Swintt, both across existing markets in Europe, and in the US where we'll be monetising our first deals...

[READ THE FULL STORY](#)

PANDAScore

A Look Back - and Forwards with Oliver Niner, Head of Sales

Even with the return of traditional sports, esports is now well and truly established. Esports betting has proven it has legs and will continue to accelerate. It's been really exciting to see fantastic growth not just in the big three titles of CS:GO, LoL and Dota 2, but also new titles. Valorant has burst onto the scene in its first year of competitive play.

We've seen tremendous uptake in this title, and it's already taken the #4 spot for betting turnover amongst our customers. It's also been fantastic to see the growth of the esports betting ecosystem specifically between esports betting operators and new customer engagement tools and websites. This is an industry that rewards ambitious innovations to punter experiences.

Onboarding more tier-one operators and continuing to deliver strong returns for our customers! We're keen to continue making the most out of our distributor relationships and in particular announcing an exciting new one. We've also got new product features coming up, including our betbuilder and revamped widgets in the new year. One relationship we've been observing over the course of this year is how cryptocurrency and NFTs engage with the gambling space. Historically we've seen esports bettors pick up betting using CS:GO skins, which is a big contributor to that game's established betting culture. Crypto and more...

[READ THE FULL STORY](#)

LUCKSOME

Meet the Developer - Lucksome Gaming

Lucksome, a new games studio powered by Blueprint Gaming, recently launched its fourth slot, Way of the Tiger. Josefin Uppeke, Head of Creative and Game Designer at Lucksome, details the process through which a game idea germinates into a slot capable of making a splash on casino lobbies.

Josefin explains how careful co-ordination ensures art, games design and math models marries up with a thorough and well-considered content roadmap.

Josefin, how did you become involved in the gaming industry?

From an early stage I had many friends working in the gaming industry so in the very beginning I went to lots of affiliate conferences and met people from all over the world. Then I started working as an affiliate myself seven years ago and I wrote posts on my own website about games, casino, and bonuses. I played loads of games during a short period of time, and this really kicked off my interest in games in general. I was always interested in tv and computer games, but this really made me more interested in slots and how they work. Since then, I've worked hard to learn as much as possible on the way which has put me in the role I now have at Lucksome.

After stints as Game Producer at Yggdrasil and Game Product Owner at NetEnt, what enticed you to take on the challenge of a new game studio?

[READ THE FULL INTERVIEW](#)

FANTASMA GAMES

The rise of narrative driven slots

Fredrik Johansson, CCO and Founder at Fantasma Games, says it's time for studios to open a new chapter on slot development by creating games based on narratives and characters

The power of storytelling has long been used to immerse consumers in new and exciting worlds, and to deliver experiences that take them away from their everyday life.

Video games are now like blockbuster movies, with complex narratives and a cast of characters that put players at the heart of the action whether that be entering a warzone or competing in the F1 World Championship.

These stories are all consuming, and due to the availability of smartphone technology and internet connectivity, can be accessed at any time and from anywhere.

But to date, the online casino industry has yet to truly explore the power of storytelling and especially when it comes to developing slots that are narrative driven. This is missing a trick as narrative driven slots deliver unprecedented levels of player engagement.

Building stories and characters into slots is something that we have been doing for several years now and the stats these games generate are impressive to say the least.

[READ THE FULL STORY](#)

RAW iGAMING

SuperSlice: charting a different course

Founded in March 2021, RAW iGaming set out with a conviction 'to create something that stands out in the sea of sameness'. Now set to release its debut games, the studio's patent-pending SuperSlice engine is front and centre of its adopted mantra.

G3 sits down with CEO, Tom Wood, to discuss how the engine works and its potential to change the way slots are played.

Tom, you've previously been part of iconic games such as 88Fortunes, Raging Rhino and Rainbow Riches. What inspired you to go in a different direction and found a new studio?

I do have a few games under my belt and feel privileged and proud to be part of bringing those iconic titles online. However, I started feeling that we, as in the whole industry, are mostly following and copying each other and that innovation was sparse.

At RAW, we have been monitoring slot launches for quite some time and there are some 200+ new video slots launched to operators every month. I'll say that again, there are 200+ new video slot launches every single month. That's a lot of content for both players and operators to consume and we lovingly refer to this as the Sea of Sameness.

More than 70 per cent of games in the Sea of Sameness are either 3x5 reel or 4x5 reel sets and a large portion of the remaining games are Megaways or...

[READ THE FULL INTERVIEW](#)

1X2 NETWORK

Kevin Reid, 1X2: the journey so far has been a real rollercoaster

"His shoes are certainly big ones to fill, but I believe we have phenomenal momentum behind the business," those were the words of Kevin Reid last week as confirmation came that he would succeed Sean St John as CEO of 1X2 Network.

This has seen Reid, who joined the company in November 2012, take the lead on the direction and strategy of the company, and take on responsibility for the overall management of 1X2 and its 1X2gaming and Iron Dog Studio subsidiaries.

Here, CasinoBeats quizzes Reid on the executive shuffle of the group, jurisdictions of interest moving forward, and getting into celebratory mood ahead of a significant anniversary.

CasinoBeats: How significant is this executive shift for 1X2 Network moving forward?

Kevin Reid: I believe that it gives us the best of both worlds. There were some elements of the role that I'd taken up as time had gone on, and this reshuffle...

[READ THE FULL INTERVIEW](#)

RAW iGAMING

The future of game mechanics

Tom Wood, CEO at RAW iGaming, says there is a lot riding on innovation and that studios and developers need to step up to the task at hand.

Before discussing the future of game mechanics, it is important to consider where the industry is at today when it comes to the slots that are available to players.

We have been carefully monitoring game releases for a long time now and on average there are more than 200 new video slots launched to operators every month.

Of this number, more than 70% are either 3x5 reel or 4x5 reel sets and the majority of the rest either use Megaways or cluster pay mechanics. The vast majority of these offer free spins as the leading bonus feature in the game. This data suggest that players are offered a lot of very similar content, and on a scale that neither they nor the operators that stock them could possibly consume.

We call this the sea of sameness. It's not that these games are lacking in quality –quite frankly, some of them are brilliant. It's that they simply get lost in the sheer volume of similar content in the market.

Think of it like the cereal aisle in an American grocery store. There are rows and rows of cornflakes and oats sold in rectangle boxes but where named brands win because they have the budget to pay for eye-level placement.

[READ THE FULL STORY](#)

PRESENTER

Getting the basics right with Lahcene Merzoug, CEO

Formerly a single brand operator, newly rebranded PressEnter Group (formerly Betpoint) now operates six online casino assets with a workforce that has quadrupled over the past year. CEO Lahcene Merzoug sets out how the Group has gained a foothold in the industry and why a seamless player journey has to be at the core of any user experience.

Could you tell us more about PressEnter Group and its brand portfolio?

PressEnter Group operates a growing portfolio of online casino brands. Following our recent rebrand from Betpoint Group, we are now driving forwards with our ultimate aim of becoming a tier-one operator and true market leaders. Based out of modern offices in Malta, we have quickly assembled a team of some of the brightest minds and creative talents in the industry. These people have been a huge contributing factor to the success of the business, which has gone from a single brand operator to a company with a portfolio of six online casino assets. This includes 21.com, JustSpin, NeonVegas, NitroCasino, UltraCasino and RapidCasino.

You joined PressEnter in 2021 after spending more than two years as CEO of ComeOn. Part of your remit was to assemble a management team. How is this progressing?

It is going well, and we have recently named a number of big hires for the business as well as promoting from within the organisation. With each person...

[READ THE FULL INTERVIEW](#)

1X2 NETWORK

We want to see more markets regulate but that regulations need to be sensible and proportionate – Kevin Reid

Kevin Reid joins 1X2 Network as Chief Executive Officer following Sean St. John's decision to take a reduced role after 20 years at the helm

Congratulations on being appointed CEO of 1X2 Network. What is it like to step into the top job?

Thank you. It is a real honour to have been appointed CEO of 1X2 Network and to be given the opportunity to lead the company and the incredible team that we have built into the next chapter of its story. I have had the pleasure of working closely with Sean St. John for several years now, and over that time he has taught me a great deal about leadership and the responsibilities that come with the role. His shoes are big ones to fill, but I am excited by the challenge and feel confident that with the team behind me, we can continue to achieve great things.

Have you always worked in the gambling sector, or have you held positions in other industries?

[READ THE FULL INTERVIEW](#)

SPORTGAMES TV

SportGames TV: Bringing a live casino offering to the sports betting industry

SportGames TV CEO, Vladislav Artemyev, speaks to SBC Americas about his firm's entrance into the US market and what SportGames TV has to offer the region.

SBC: For those of our readers less familiar with SportGames TV, can you tell us a bit more about the company?

Vladislav Artemyev: SportGames TV brings to the sports betting sector what live casino brings to the online casino sector. We have taken the same blueprint used by live casinos – studio, presenters/players, camera, microphone, streaming footage, etc – and re-worked it for sports betting.

Our suite of games offers 24/7 live sports betting action on a growing number of sports including darts, boxing, ice hockey, and even slot car racing. The sports games take place within the studio and are condensed into short rounds to deliver a fast and satisfying user experience.

For example, a boxing round takes just one minute while for other games it takes 30 seconds from bet placement to outcome. This provides the same rapid action as casino games like live roulette.

SBC: What's the unique selling point that separates you from your direct competition?

[READ THE FULL INTERVIEW](#)

CHAMPION SPORTS

Finding success in the 'fiercely competitive' Asian market

As global regulatory frameworks continue to evolve – with Asia and the US embracing sports betting at an accelerated pace, operators are faced with unique challenges.

Sharing his insights into operating a sports betting platform in the Asian betting sector and beyond, Simon Noble, Head of Sportsbook Product at Champion Sports, highlighted key regional markets as well as hurdles firms must address in order to secure success.

SBC – You launched your Sportsbook V3 platform last year, what have your main success stories been and what challenges have you encountered?

Simon Noble – The launch of our Sportsbook V3 platform has been incredibly well received by operators who have clearly been able to see the technical leap forwards we made with our technology.

The success of the launch has actually caused the greatest challenge, and that has been working with our partners to customise the technology to their individual requirements while ensuring that the short-term efforts on our product roadmap match our long-term business goals.

This is a major selling point for our platform – we offer high levels of customisation, but we also have lots of exciting enhancements and feature releases scheduled on our product roadmap that we are keen to deliver.

[READ THE FULL INTERVIEW](#)

FLOWS

CB100 pathways through gaming and beyond, with James King

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

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

James King, CEO at Flows, is the latest member to take to the hot seat, elaborating on an events versus marketing dilemma, what is one of the greatest things about the industry, and flushing out problem gambling.

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

James King: I started my professional working life at a PR and experiential...

[WATCH THE FULL INTERVIEW](#)

ZINGBRAIN

ZingBrain: Bringing a new level of personalization to the US

As ZingBrain prepares to launch in the US, the firm's CEO Vladislav Artemyev has spoken to SBC Americas about their AI products and what separates them from their competitors.

SBC: For those of our readers less familiar with ZingBrain, can you tell us a bit more about the company?

Vladislav Artemyev: ZingBrain has developed an artificial intelligence engine specifically for the online gambling industry that allows sportsbook and casino operators to make recommendations to players based on their own data, behaviors, and preferences. It uses the same cutting-edge technologies behind the likes of Netflix and Youtube, allowing operators to deliver a truly personal player experience for the very first time. This presents many upsides to the operator, allowing them to strengthen engagement, increase wagering activity and maximize the lifetime value of each and every one of their players.

SBC: What's your unique selling point – what separates you from your direct competition?

Artemyev: There is no other company in the market that is doing what we do. ZingBrain is the first to bring this technology to the online gambling sector, and about time too. If you look at other entertainment industries such as streaming, mobile gaming, and even online dating, consumers receive recommendations based on their previous behaviors and activity. But to date, online gambling...

[READ THE FULL INTERVIEW](#)

RAW iGAMING

RAW iGaming: standing outside of the 'Sea of Sameness'

"We decided that there are enough ships in that sea and that we didn't want to play in those waters," stated Tom Wood, CEO at RAW iGaming, as he expressed his views on the "sheer volume" of games within the market.

Wood expressed that many titles "get lost in the shuffle, never get positioning or don't even manage to get live," explaining, "It's this commoditised world we call the 'Sea of Sameness'."

Joining CasinoBeats, Wood delved into how RAW can "stand outside of that ocean," looking into its SuperSlice engine and how the company aims to "plug the void" that he believes is missing from the market.

CasinoBeats: The company recently debuted its SuperSlice engine through the launch of two new slots – Wheel of Rock and Journey to Chaos. Could you walk us through how the game engine works?

Tom Wood: SuperSlice is all about wheels instead of reels in a way which, to our knowledge, no one is doing today. So, when the player presses spin, the wheel is dynamically and randomly populating the wheel with several slices. The player does not know beforehand how many slices they will get and what symbols the slices will hold.

The symbols can be a high win, medium win, low win, different features or a blank which would represent a miss. This combination of unknowns along with the...

[READ THE FULL INTERVIEW](#)

INTELITICS

Five minutes with...Allan Petrilli from Intelitics

This month's quickfire Q&A comes courtesy of Allan Petrilli, VP of growth and sales, Intelitics

Q. What do you enjoy most about your job? Outside of my passion for helping our clients solve problems and scale, it's definitely the incredible relationships I've been able to build professionally, leading to many becoming personal friends over the years. The igaming industry, while large, is incredibly tight knit!

Q. If you could give one piece of advice to a VP of growth and sales, what would it be?

Know your product or service INSIDE OUT. Not talking high-level, I mean, at the most granular of levels. This will help you be a better leader internally, but also instil confidence with clients you are working on closing. This does not mean you need to be able to answer every single question – but being able to speak in an educated way to each part of the business is key.

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

[READ THE FULL INTERVIEW](#)

FEBRUARY 2022 EDITORIAL HIGHLIGHTS



HONORE GAMING

Honore Gaming's African Ambitions - Aims for South Africa Market Entry

CEO and co-founder of Honoré Gaming, Cyril Casanova, shares his thoughts on the challenges posed by the African betting market and how companies need to adapt their products in order to succeed.

As an industry-leading provider of interactive sports betting, horse racing and lottery solutions that specialises in emerging markets, Honoré Gaming was undoubtedly one of the first companies to recognise the full potential of online betting in Africa. However, establishing the brand in the continent certainly didn't come without its challenges.

The first and most obvious hurdle for Honoré to overcome in Africa was successfully integrating local payment methods. As Casanova, CEO and co-founder of Honoré Gaming recalls: "By far the biggest challenge was..."

[READ THE FULL STORY](#)

PANDAScore

How esports can power the streaming shift in betting marketing

The rise of esports as a betting market in recent years has been undeniable, but some misconceptions remain as to how the product should be distributed, consumed and operated.

Speaking to SBC News, Oliver Niner, Head of Sales at PandaScore, highlighted the importance for operators of leveraging their own esportsbook service to generate odds on the sector, whilst highlighting what the traditional betting space can learn from esports.

With regards to consumption and distribution of esports to a wider audience, Niner observed that there has been a misplaced narrative from some commentators who suggest that esports should adopt traditional broadcast models.

This view is misguided, he argued, and in fact the argument could be framed from the opposite angle – instead of esports learning from the traditional systems, established betting operators and media rights holders could instead learn from esports.

"We're so used to consuming media as part of our lives, and we need to consider that it is changing and is no longer the way it once was," Niner explained.

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GLITNOR GROUP

The right fit: Why Glitnor Group has chosen to branch out into the affiliate sector

Glitnor Group CEO David Flynn lifts the lid on the firm's recent acquisition of challenger affiliate KaFe Rocks and what this deal might mean for Glitnor's future.

Founded just four years ago by former executives from igaming and casino operator Vera&John, Glitnor Group has carved out a niche as a B2C business operator with brands including Lucky Casino and Gambola. In tandem the group operates a casino content business, Swintt, with both being deployed in a number of key markets across Europe.

Glitnor hit the headlines earlier this week with the acquisition of challenger affiliate KaFe Rocks, a deal which springboards the start-up into the affiliate sector for the first time in its short history. Below, EGR delves deeper into the rationale behind the deal in conversation with Glitnor Group CEO David Flynn. EGR Intel: Is there any colour that you can give me in terms of the structure of the arrangement?

David Flynn (DF): It was a win win for both teams, that's really important. The founders and management team at KaFe Rocks really believe in what we're doing here at Glitnor Group. Suffice to say it was certainly a cash and shares led...

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SWINTT

The relentless rise of mobile live casino

David Mann, Chief Commercial Officer at Swintt says that live casino is going mobile and this means that operators and suppliers must do more to deliver an engaging and entertaining mobile live dealer experience

The rise of live casinos has been meteoric with the growth the vertical has seen in recent years showing no signs of slowing down. In fact, data suggests live dealers could account for more than half of all online casino revenue within the next five years.

Allied to the growth in the live casino has been growth in the number of players using mobile as their preferred channel of play, which is why operators must ensure they provide a seamless live dealer experience across all devices but especially smartphones and tablets.

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FSB

Slovak to the future: FSB secures first WLA client

With its move into Slovakia, FSB has not only added a new market to its reach, but also signed up its first lottery client. Chief executive David McDowell discusses the sportsbook specialists' efforts to scale up in the year ahead.

Sports betting and igaming service provider FSB has marked a number of firsts through its SZRT Slovakia supply deal.

The agreement to power the Betring sportsbook signals FSB's first venture into the Slovakian market. It also marks the first time the business has partnered with a World Lottery Association (WLA) member in Hungarian state lottery Szerencsejáték Zrt (SZRT).

All of this follows private equity giant Clairvest Group's £23m investment in the business in 2019. At the time, the deal was heralded as a driver of future growth. Sure enough, the injection of funds helped facilitate FSB's move from being a supplier focused predominantly on the British market to one with designs on international expansion.

"Over the past 18 months we've established divisions in North America, Europe and the rest of the world," chief executive David McDowell explains. "We've built strong development and delivery teams focused on those regions and we've..."

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GAMINGTEC

A solid and stable foundation

Andrei Beu, Commercial Director at Gamingtec, says platform stability is the most critical factor for online sportsbook operators seeking to drive acquisition and retention during the next 12 months of major sporting events

The next 12 months will witness some of the biggest sporting – and betting events – in the world. From Winter Olympics to the Super Bowl via the World Cup, there will be plenty of action above and beyond the standard sports leagues and tournaments that run each year.

This presents a huge opportunity for online sportsbook operators to acquire new customers and to also drive additional value out of those already engaged with their brand or brands.

To leverage this, many operators will focus their attention on multi-million-dollar marketing campaigns combined with frankly insane bonusing. This is often a given around such events, but this spending will be for nothing if operators do not get the basics right.

The foundation of this is of course the platform and tech stack, which must be stable, safe and secure. If it is not and players receive a bad experience, they will simply wager with a rival.

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