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JANUARY

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



JANUARY 2022 PRESS RELEASE HIGHLIGHTS



INTELITICS / FLOWS

Intelitics moves on North American igaming market with Flows alliance

Igaming performance marketing and analytics provider Intelitics has announced a new partnership this week with Flows, the innovation platform that allows companies and individuals to build without code, to provide added value to customers in the North American market and beyond.

The strategic partnership allows Flows' customers to have seamless, real-time access to Intelitics, without the need to go through an additional integration. It strengthens the company's drive to offer choice to its customers through a single integration with Flows and ensure they are not limited with who they can partner with.

For Intelitics, the partnership means it can layer on data to help inform its business intelligence tools. It will allow customers to customize what they can do with the data as well as using Flows to create additional features and applications.

Flows is an innovation platform that securely ingests data from any feed, learns it and then translates the payload into the no code Flows builder. From there, organizations are empowered to connect systems, build features and drive...

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RAW IGAMING

Raw iGaming debuts SuperSlice game engine

Newly established slot developer Raw iGaming has debuted its latest game engine, entitled SuperSlice, patent pending, which is lauded as providing an "entirely new way to play casino games".

SuperSlice, which uses wheels instead of reels, delivers slices on any wheel design so that players never know how many slices will appear on the wheel or what each will contain.

The slice could be empty, or it could contain a multiplier trigger, a high value symbol or even a bonus such as free spin or a mini game. Moreover, symbols and features can appear multiple times on the wheel.

"We see Raw as the pink shark going against an ocean of thousands of 5x3 and 5x4 reel slots," explained Tom Wood, chief executive officer at Raw iGaming. "We can't help but ask ourselves whether players really need or indeed want more of these types of casino games.

"To attract new players and to retain existing ones, operators need to differentiate their game portfolio. To get that real edge, they need to dare to add content like ours which pushes boundaries and that will always strive to deliver a unique player experience."

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SKILLONNET / PLAYUZU

SkillOnNet makes Mexico debut with PlayUzu.mx

Leading iGaming Group has launched a fully localized version of its PlayUZU brand in the fast-growing market supported by a big-budget TV ad campaign.

SkillOnNet, the award-winning Operator and online casino platform with some of the biggest brands in the European Market, has debuted its powerhouse PlayUZU brand in Mexico after obtaining a license in the fast-growing market.

The online casino launch is a fully localized version of its Spanish-speaking casino, which has proved to be hugely popular in Spain as well as other LatAm markets.

PlayUZU offers the same Fair Casino that has made its PlayOJO sister site a household name in regulated European markets, with no wagering requirements whatsoever and other unique features including OJOplus which gives money back in real-time on every bet win or lose.

The arrival of PlayUZU in Mexico is being supported by localized digital marketing including social media and influencers along with a big-budget TV...

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STAKELOGIC

Stakelogic Live gains ISO 207001 accreditation

Software provider Stakelogic has received an ISO 207001 accreditation for its live products, following "a series of rigorous tests".

Conducted by a third-party auditor, the review found Stakelogic Live's data protection procedure to be of the highest security standards set by the International Organisation for Standardisation and the International Electrotechnical Commission.

The award of ISO 27001 accreditation to Stakelogic Live means that both operators who host the company's live casino games and the players who play them can do so knowing that the information security management systems that underpin them are "among the safest in the online gaming industry".

Stephan van den Oetelaar, CEO of Stakelogic, explained: "With Stakelogic having received ISO 27001 accreditation two years ago, we're delighted that our live casino product, Stakelogic Live, has now officially been able to follow suit.

"While we're proud of the achievement, the accreditation came as no real surprise to anyone here at Stakelogic, as it simply formalised the outstanding data management policies and procedures that we've had in place for some time. That said, we're very happy we can now display an independent...

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GLITNOR / SWINTT

Glitnor Group completes move to Malta's Villino Zammit

Glitnor Group's relocation of its workforce to Malta's Villino Zammit has been successfully completed, with the group also introducing a new working policy.

The company's brands include Lucky Casino, Gambola and Swintt among others. Its workforce will now be located in the iconic Villino Zammit building in Sliema, which was built in the late 19th century by philanthropist Alfonso Maria Galea and his brother-in-law Agostino Borg Cardona. It has been home to various iGaming companies in recent years.

The group has also introduced a number of initiatives aimed to help team members enjoy a better work-life balance. Glitnor Group has a team of over 200 members across several countries, and has brands within the Asian and European casino markets.

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SKILLONNET / ZITRO

Zitro alliance bolsters SkillOnNet's LatAm presence

SkillOnNet has heaped praise on an "important deal" as its bids to continue its push across Latin American markets, in addition to a pair of European regions, after teaming-up with Zitro.

This will see the content provider bolster the portfolio of the former further still via its entire suite of games, which includes video slots and video bingo slots, that will be made available to players across LatAm, Spain and Portugal via SkillOnNet's PlayUzu and BacanaPlay brands.

"We are tremendously proud of this partnership and would like to thank SkillOnNet for choosing our online gaming library," noted Sebastian Salat, CEO at Zitro.

"We are confident this will help greatly both parties, and, particularly, Zitro Digital's rapid deployment and growth worldwide".

PlayUZU and BacanaPlay have been fully tailored for LatAm markets, with players able to access a localised game portfolio, as well as banking methods and customer support.

Michael Golembo, sales and marketing director at SkillOnNet, explained: "This is an important deal for SkillOnNet, allowing us to strengthen the game lobbies..."

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RAW IGAMING

Ricardo Ruiz and Henrik Fagerlund join start-up RAW iGaming as CTO and COO

Online slot development studio RAW iGaming has recruited Ricardo Ruiz as its new chief technology officer (CTO) and Henrik Fagerlund as chief operating officer (COO).

Founded by former vice president and chief creative officer of SG Digital Tom Wood in March of last year, RAW now plans to build out its management team to inspire growth across the business.

Ruiz said: "I am super passionate about technology, gaming and product innovation and with RAW I get all my boxes checked.

"It's such a great time to jump on board, with so much achieved already but still with everything in front of us. I look forward to building new technology, culture and a new team that's going to disrupt the industry in the most spectacular way."

Ruiz joins the business from Videoslots, where he also acted as CTO and was responsible for driving technical growth and innovation for the business while launching its platform in several regulated markets around the world.

Ruiz also previously held a CTO role with African operator M-Bet Tanzania.

RAW iGaming's new COO Fagerlund arrives from Evolution, where he most...

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ESPORTS TECHNOLOGIES

Esports Technologies files patent for performance-based betting system

Esports Technologies, a provider of esports wagering products and technologies, has today announced a new patent application for a "financial instrument performance-based pari-mutuel betting system and method."

This system sets out the implementation of an electronic betting experience using a performance-based setting over an allocated period of time. It allows for people to place bets where the participant from a pool of financial instruments will earn the largest gain or smallest drop in winnings, with bets allowed to be placed through the system until a designated set end-time.

The system will place all wagers in a pari-mutuel pool, calculating new odds based on the size of each bet involved. Winnings are paid out based on finishing positions within the pool.

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FLOWS / CASINOFRIDAY

CasinoFriday accelerates innovation with Flows Partnership

Leading operator CasinoFriday has signed an agreement with the industries innovation platform, Flows, allowing them to empower more to build new features and workflows as well as accelerate tech delivery and change across the business.

Privately owned CasinoFriday launched in Q4 2020 on Pragmatic Solutions fully API based iGaming platform and thanks to its innovative product development driven by a real time player reward engine has quickly grown to be one of the fastest growing online casino operators.

Thanks to Pragmatics integration-focussed, modular platform, the integration with Flows has already been completed and real time data driven features and applications (Flows) created by CasinoFriday have gone live. Flows is built to be one of the most agnostic pieces of software on the market, that is able to sit alongside any other piece of technology that you have or use to then enable its partners to innovate freely and without constraint.

James King, CEO at Flows, said: "We're really excited to have partnered with CasinoFriday and humbled that a team of industry veterans saw the potential and value in Flows at such an early stage. From a practical point of view this..."

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PRESENTER / OPTIMOVE

PressEnter Group partners with Optimove

PressEnter Group has partnered with Optimove in a bid to further scale its retention marketing efforts.

PressEnter Group is an operator of online casino brands, such as 21.com and Nitro Casino, while Optimove is a Customer Relationship Management (CRM) marketing platform.

The partnership aims to power the operator's efforts to further automate its CRM processes, with Optimove's AI-mapped CRM journeys allowing PressEnter Group to "scale and manage hundreds of player segments, orchestrate real-time and scheduled multichannel campaigns, and measure the incremental value of each player interaction," a statement from PressEnter Group read.

The operator added that it chose the CRM marketing platform due to its data-driven approach and AI capabilities. It aims to unlock and enhance player lifetime value, both in a sustainable and responsible manner.

"We are pursuing an ambitious and aggressive growth strategy in the markets where we are currently active but also in new jurisdictions where we believe players will be receptive of our brands," said PressEnter Group CEO Lahcene Merzoug.

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REAL DEALER / WILLIAM HILL

Real Dealer Studios goes live with William Hill

Real Dealer Studios and William Hill have teamed up to bring the developer's games to William Hill customers in early 2022.

Thanks to this deal, five titles from Real Dealer Studios' portfolio will go live across both the William Hill and Mr Green casino brands, in January and February.

The games will initially be available to customers of the .com and .uk websites.

The five games that will launch over the coming weeks are Real Roulette with Sarati, Real Baccarat with Courtney, Real Fortune Finder with Holly, Real Auto Roulette and Multifire Auto Roulette.

Most of Real Dealer Studios' games are known for featuring professional actors playing the role of the dealer; the characters are often country-specific, thus allowing the studio to provide engaging and fully localised content that is relevant in each market.

Richard Atkinson, Global Head of Live Casino at William Hill Group, said: "William Hill Group are delighted to partner with Real Dealer Studios to expand our portfolio of top content for customers and we're very much looking forward to debuting their games on our network in the coming weeks."

Shane Cotter, Chief Product Officer at Real Dealer Studios, commented: "2021 was an incredibly successful year for Real Dealer Studios and we're really happy to be carrying that momentum into 2022 by announcing our new partnership..."

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PRESSENER

PressEnter begins LatAm push with key hire

PressEnter Group has appointed David Plumi as regional managing director for Spain and LatAm. He will be responsible for the company's entry into the fast-growing Spanish and Latin American markets.

Plumi will be tasked with building Spanish and LatAm teams and ensuring the businesses and its brands are ready for launch in each market. This includes online casino brands such as 21.com, JustSpin, NeonVegas, NitroCasino, UltraCasino and newly-launched RapidCasino.

Plumi joins PressEnter Group from Betsson Group where he was managing director for Spain. Prior to that, he was head of VIP and CRM at the Stars Group.

Thomas Groven, chief commercial officer at PressEnter Group, said: "David is an incredibly talented and passionate executive with an unrivalled understanding of Spanish speaking markets. This makes him the perfect candidate to lead our drive into Spain and Latin America.

"These are markets where we see tremendous potential for our brands, but they are also markets with plenty of hurdles to clear. David is absolutely the best person for the job, and I look forward to working with him closely as we grow our presence in the region."

David Plumi said: "It is a true honour to be joining the PressEnter Group and to be leading its charge into Spain and Latin American where our brands will undoubtedly become firm player favourites as they have elsewhere.

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LIVESPINS / FANTASMA GAMES

Livespins in deal with Fantasma Games

Livespins has signed an agreement with Fantasma Games that will see the game studio integrate its suite of slots into Livespins' live streaming platform.

The partnership will see Livespins' growing army of streamers play some of Fantasma's most popular titles while enabling players to join the ride and bet behind the streamer.

Livespins is keen to work with innovative and cutting-edge studios to offer the best game titles to its streamers as well as players. Fantasma certainly fits the bill with its suite of slots that have been designed to offer player experiences that go beyond gambling.

This includes slots such as Flower Fortune Megaways that allows players to climb through levels built into the game, unlocking additional bonus features as they do.

Livespins integrates directly with an online casino and its proprietary streaming platform allows multiple players to view their favourite streamer and bet...

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SWINTT

Swintt names Per Hedén as Chief Product Officer

Former Yggdrasil executive and product specialist brings his wealth of experience and knowledge to the fast-growing online slot developer

Swintt, the developer of chart-topping online slots that include titles such as Book of the East and Rock n Ways XtraWays™, and live casino content distributor, has added serious firepower to its senior management team after appointing Per Hedén as Chief Product Officer.

Hedén has more than ten years' experience in senior management roles with responsibility for product as well as IT and marketing. He has worked across a wide range of sectors including healthtech, ecommerce and data management, as well as online gambling.

His experience in the iGaming sector includes a two-year stint as Chief Product Officer at Yggdrasil Gaming and a period as a Senior Strategy Consultant at GAN. He first joined Swintt in October 2021 in a similar consulting role but has now been appointed to the full-time position of CPO.

Hedén's main responsibilities include developing ways to improve the player experience across the future games to leave Swintt's production line. He has also been tasked with building out the product team with more top talent and to optimise product processes.

David Flynn, Chief Commercial Officer at Swintt, said: "I am delighted to from..."

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SKILLONNET / ORTIZ GAMING

SkillOnNet continues LatAm focus with Ortiz Gaming deal

Provider's highly popular video bingo games now available across the SkillOnNet network of casino brands as the operator continues its push into LatAm markets

SkillOnNet, the award-winning operator and online casino platform with some of the biggest brands in the market, has added more quality video bingo content to its game portfolio after partnering with Ortiz Gaming as it continues its push in Latin America.

The provider has established itself as one of the leading video bingo game developers and offers a portfolio packed with a wide range of titles covering various bingo formats and themes. Chart-topping titles include Beach Bingo, Roma Bingo and Goal Mania.

Its games are particularly popular in Latin American markets, where the leading iGaming group continues to increase its presence with its PlayUZU and BacanaPlay brands.

The partnership with Ortiz Gaming comes as SkillOnNet continues to localise its game portfolio for Latin American markets and especially in Mexico where video bingo is hugely popular with players. The operator recently made its debut in the market with PlayUZU.

Jani Kontturi Head of Games at SkillOnNet, said: "We are making a big play in Latin America with our PlayUZU and BacanaPlay brands and this partnership with Ortiz Gaming forms part of wider efforts to localise our content offering..."

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JANUARY 2022 PRESS RELEASE HIGHLIGHTS

SYNALOGIK

Synalogik raises over £3m to scale Scout solution

Synalogik has raised more than £3m in a Series A funding round, led by numerous investors including former Tesco CEO.

The capital raised is said to be used by Synalogik to scale its Scout solution across various markets and territories, as well as to expedite the launch of additional solutions, said to widen the application of its data aggregation, risk identification and decision intelligence capabilities, that have been in development over the past 18 months.

Gareth Mussell, CEO at Synalogik, said: "The data landscape is exploding, organisations have unprecedented opportunities to make intelligent decisions based upon the data within their eco-system or immediately available to them.

"Organisations are struggling to harness these opportunities and often rely on manual processes to aggregate data – this is simply not scalable.

"In 2021, a total of £32.1m was paid by 15 gambling businesses as a result of fines or regulatory settlements – more than any previous year – and with regulations becoming increasingly stringent, the burden and cost of compliance will only continue to increase for gambling operators using manual processes.

"Scout has been developed to overcome these challenges and it's great to see that the potential for the business and our growing suite of solutions has been recognised by high profile investors such as Sir Terry Leahy, Bill Currie and Mark Blandford.

"Closing this Series A funding round allows us to rapidly scale up our capabilities, increase our headcount and bring new and exciting products to market that will allow us to better serve existing and new clients."

Led by Bill Currie, founder of retail, e-commerce and tech investment fund, the William Currie Group and Sir Terry Leahy, former CEO of Tesco, the funding round also saw Mark Blandford increase his existing stake in the company.

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SWINTT / INTERWETTEN

Swintt Steps into Germany Via Interwetten Deal

Another well-known casino software provider will enter the German iGaming market thanks to a partnership with a leading operator.

Given that the iGaming industry is very developed in this country, it is not surprising that several companies want to launch their portfolios here.

Swintt, one of the providers whose portfolio is full of award-winning products, will launch its titles in Germany via Interwetten.

This developer, who picked up the Rising Star in Casino Innovation/Software award at the prestigious SBC 2021 competition, will step into this key market to launch its wide library of releases further. This is another significant milestone for the company because with this deal Swintt will take another step towards its goal – to expand globally.

Glorious Releases to be Launched

According to the terms of the contract, innovative, interesting and some of the most sought-after titles in the iGaming industry will be included in the distribution. The operator's offer will be expanded with titles such as the iconic Book of the East, hit online slot Rock N Ways Xtraways™, and soon-to-be released Aloha Spirit Xtralock™, but also many more.

However, punters from Germany will not be deprived of old-school online slots with innovative features such as Seven Books Unlimited, El Andaluz, and Extra Win X.

An Established Brand

David Mann, Chief Commercial Officer at Swintt, said: "Interwetten are undoubtedly already one of the oldest and most established brands in online sports betting and we're delighted to now be able to help them strengthen..."

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SKILLONNET / PLAYUZU

PlayUZU launches Spanish live television show

PlayOJO's Spanish language version, PlayUZU, has launched a dedicated live television show, signalling its commitment to the country's online casino market.

Powered by SkillOnNet, PlayUZU nights will be hosted by Alvaro Márquez and Patricia Sánchez and is said to be used as a platform for educating viewers and players on the importance of responsible gambling, highlighting steps to ensure players remain in control whilst playing.

Moreover, the hosts will guide viewers through the site and its product offerings, as well as teaching players how slots work, along with how to play blackjack and roulette.

Helena Rico, manager of PlayUZU in Spain, said: "Spain is a market with great potential and where we have already enjoyed early success with PlayUZU. The idea behind PlayUZU nights is to drive awareness of and engagement with the brand to new highs while also reinforcing responsible gambling messaging.

"The show is incredibly interactive and allows players to learn more about the games we stock in our lobby and how slots actually work. That they can do this while also playing alongside the presenters is a great way of allowing them to connect with our brand on a deeper level.

"PlayUZU Nights also reinforces our commitment to the Spanish casino market and to delivering a fun and fair experience to our players at all times."

PlayUZU Nights is broadcast live every Friday, Saturday and Sunday on Atresmedia channels Neox and Antena 3. The show is broken down into several sections with two dedicated to demonstrating various Evolution Gaming live roulette titles. Another section sees the presenters highlight two different slots. A smaller section is also given to blackjack.

The operator also noted that it is using the television show to "drive brand awareness among players in Spain".

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1X2 NETWORK / IGAMINGPLATFORM

1X2 Network joins forces with iGamingPlatform

1X2 Network has secured a partnership with platform specialist iGamingPlatform (iGP).

Through the partnership, the online casino content developer and aggregator has significantly increased the reach of its games among Malta-licensed operators.

The partnership means content from 1X2 Network's 1X2gaming and Iron Dog Studio subsidiaries will be made available to iGP's operator partners for the first time during the first quarter of 2022.

"iGP has built a reputation for providing a cutting-edge online casino platform and a game lobby packed with the best content providers in the market. That this now includes 1X2 Network is testament to the popularity of our titles," said 1X2 Network Account Management & Marketing Director Rory Kimber.

"We are particularly excited to be offering our Branded Megaways concept to iGP's operators and for them to be able to leverage the huge upsides they offer including unrivalled levels of player engagement and increased loyalty.

"This really is a milestone partnership for 1X2 Network and especially in terms of increasing our reach among Malta-licensed operators."

The integration also includes a suite of virtual sports games from Leap Gaming, 1X2 Network's strategic partner

iGamingPlatform Sales & Game Aggregation Manager John Foster commented: "When it comes to developing content that engages and entertains players, 1X2 Network can count itself among the best in the business which is why this is an important integration for iGamingPlatform and our partners.

"We pride ourselves on offering a market-leading game portfolio and the..."

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DIGITAL GAMING CORPORATION / RESORTS DIGITAL

Digital Gaming Corporation signs multi-state deal with Resorts Digital

Provider’s fan-favourite slots now available to players at operator’s Resorts Casino brand in New Jersey with further roll-outs due in the coming months

Resorts Digital Gaming has become the latest New Jersey operator to put pen to paper on an agreement to add Digital Gaming Corporation’s (DGC) full-suite of fan favourite slots to the game lobby of its popular ResortsCasino.com brand.

This means ResortsCasino players will be able to enjoy the engaging an entertaining experience that DGC’s games deliver for the very first time. This includes 9 Masks of Fire™ and HyperStrike™, both of which are already popular with players in the Garden State.

Other chart-topping games now available to the operator’s players include Assassin Moon™, HyperGold™ and Adventures of Doubloon Island™. The provider’s slots are perfectly suited for the US market and to appeal to a wide range of player preferences.

While DGC’s games will initially launch in the Garden State, the deal between the provider and Resorts Digital Gaming is multi-state so that when the operator enters additional new regulated US markets are entered, Resorts will be able to roll-out DGC’s full portfolio of slots from the get-go.

Ed Andrewes, CEO at Resorts Digital Gaming, said: “ResortsCasino has already captured a significant share of the online slot market in New Jersey and this is due in part to the leading game portfolio we have curated. The addition of...

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CONTINENT 8

Continent 8 Technologies achieves AWS advanced tier status

Managed hosting, connectivity, cloud and security provider to iGaming businesses recognised as top-level partner to Amazon Web Services less than a year after being approved as a Select Consulting Partner

Continent 8 Technologies has strengthened its position as the leading cloud and connectivity provider to the global gambling industry having been approved as an Amazon Web Services (AWS) Advanced Consulting Partner.

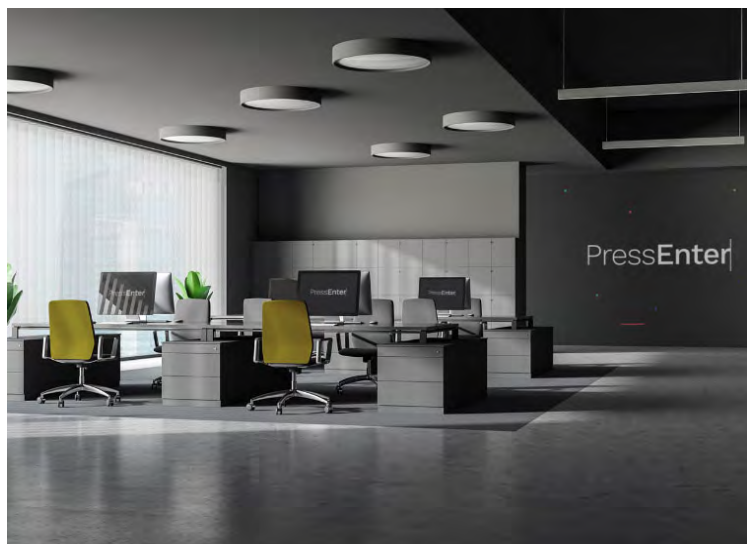
The recognition comes less than a year after Continent 8 was approved as an AWS Select Consulting Partner. Having spent the past few months building out its capabilities, it has now been elevated into the advanced tier of AWS partners.

This status is reserved for partners at the top of their game, and Continent 8 has been able to achieve this by expanding the scale and scope of its capabilities across the organisation with additional training and certification for its existing technical team, as well as hiring experienced AWS specialists.

The company has been busy assisting customers with AWS projects and deployments, particularly in North America, with positive customer feedback required to satisfy AWS’ requirements. This includes America’s no. 1 sportsbook, FanDuel.

Shane Sweeney, VP of IT at FanDuel, said: “Continent 8 are a key and strategic partner for FanDuel and the combination of Continent 8 Data Center services and Amazon Web Services has enabled FanDuel to focus on its mission...

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SKILLONNET / HACKSAW GAMING

SkillOnNet in deal with Hacksaw Gaming

SkillOnNet, the operator and online casino platform with some of the biggest brands in the market, has added more quality and diversity to its game portfolio by joining forces with Hacksaw Gaming.

Hacksaw Gaming is one of the most in-demand providers in the market, with its scratch cards, slots and fixed prize games firm favourites among players in key global markets.

Under the deal, its suite of over 80 games will now be rolled out across the SkillOnNet network.

This means players at casino brands such as PlayOJO, Genting Casino, Spin Genie, Slingo and Mega Casino can access fun and thrilling slots such as Joker Bombs, Tasty Treats, Chaos Crew, Wanted Dead or a Wild, Stack ‘em and Rocket Reels.

Players will also be able to access over 30 instant win scratch cards that give players the chance to win up to €500,000 for as little as €0.10 per card. Games in this series include The Perfect Scratch, Chaos Crew Scratch, Cash Scratch, Gold Coins and Diamond Rush.

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

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CRUCIAL COMPLIANCE / DIGITAL DIVISION

Digital Division integrates entire Crucial Compliance product suite

Digital Division has teamed-up with Gibraltar-based Crucial Compliance to utilise the group’s entire product suite, including its business intelligence player protection solutions.

The UK-based group, which is the parent company behind affiliate portal Slots Temple, is striving to bolster its responsibility and compliance efforts, following entry into Responsible Affiliates in Gambling being secured last year.

“Responsibility has been a primary focus for Digital Division since its inception and the partnership with Crucial Compliance was the obvious next step in our growth,” explained Suzanna Jiggins-Johnson, marketing director of Digital Division.

“With the launch of our Slots Temple tournaments offering, which allows players to participate in free-to-play tournaments on our site, we wanted to ensure that, as a leading, responsible, affiliate, we remained highly compliant in our behaviour, whilst providing a first-class experience to our players.

“Working hand in hand with the team at Crucial meant we benefited from expert guidance as we grow our business, and haven’t just got a software solution.

“CBI delivers a single customer view, there is one single and absolute truth across the business rather than a marketing, finance and exec view for the same data.”

This integration aims to ensure that every aspect of a player’s journey is...

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PRESSENTER

PressEnter eyes growth push via Qurban Hussain hire

The appointment of a “finance powerhouse” has been praised by PressEnter Group, which the online casino operator says will be a “major resource” as it aims to drive its expansion ambitions forward further still.

This has seen the group strengthen its senior management team with the appointment of Qurban Hussain as chief financial officer, who boasts previous roles at the likes of Tipico, The Zeal Group, Probability, Betfair and William Hill over a 15-year career.

“I am truly excited to join PressEnter Group at this time and look forward to working with the team to help deliver on the next phase of the journey to becoming a true market leader,” Hussain noted.

“I see the appointment as an excellent opportunity to use my skills and be a part of a fast-growing, innovative company.”

As CFO Hussain has been tasked with supporting PressEnter chief executive officer Lahcene Merzoug and senior executives during the current period of...

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EXTRA WIN X SLOT - SWINTT

Swintt gets fresh 'n' fruity with new Extra Win X slot

In-demand software developer's latest premium release serves up three reels of fruit-filled fun and plenty of prize-winning potential

Swintt, the hit software studio behind sci-fi Christmas caper Santa vs Aliens and the head-banging Rock N Ways Xtraways, has announced it will be treating players to a fresh and fruity new release this month with the launch of Extra Win X.

The latest slot in the popular developer's line-up of premium titles, Extra Win X combines the satisfyingly straightforward gameplay of a classic three-reel fruit machine with an innovative bonus wheel mechanic that has the potential to increase the value of players wins by up to 800x. It is the sequel to the original Extra Win, which has been a strongly performing game since its launch across all markets.

Featuring vibrant visuals and casino-style sound effects, Extra Win X boasts all the staple symbols you'd expect to find on a retro-themed slot, with cherries, oranges, lemons, and plums lining up alongside higher-value icons such as...



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MEDALLION MEGAWAYS™ - FANTASMA GAMES

Fantasma Games relaunches Medallion Megaways with Relax Gaming

Developer of slots beyond gambling has re-released fan favourite title with a new look and more engaging and rewarding gameplay

Fantasma Games, the developer of slots that go beyond gambling, has relaunched its player favourite Medallion Megaways™ title with a refreshed look and a selection of enchanting new bonus features.

Medallion Megaways™ will be made available to operators via the Relax Gaming Silver Bullet platform. It takes a 6x6 reel matrix which combined with Big Time Gaming's revolutionary mechanic and an avalanche feature to offer up to 46 656 ways to win with every spin.

Players will find themselves captivated by the Expanding Wild and Void Respin features which can trigger at any time during the base game. The Stone symbol acts as the Expanding Wild and when it lands it grows to cover the entire reel and awards a Multiplier of up to x6.



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FIRSTLOOKGAMES

THE BEAST IN MODERN

WHICH BEACH? VENICE BEACH? YOU NEED TO BE MORE PACIFIC!

Join us in taking a walk on the wild side and see what you can find. The second collaboration between Relax and Casino Grounds sends us back to the 80's muscling along Venice Beach. Players have the chance to walk with the lions and take a chance at pumping some weighty Iron all the way to the Bank.

Players will have three unique opportunities to tackle some seriously intense free spins where three thugs are lying in wait. Mystery symbols, Multiplier Ladders and Expanding Wilds are all available depending on what you choose, so select carefully as you won't want to mess with the best.

RANDOM MYSTERY SPIN
Random Mystery Spin is triggered randomly during the main game and guarantees landing at least one mystery symbol. Any mystery symbols will reveal the same symbol. The mystery spin continues as long as you get wins on any symbol excluding pure mystery symbol wins. Revealed Mystery symbols will be replaced with new mystery symbols after each cascade.

FREE SPINS
Free spins are triggered by collecting 3 or 4 bonus symbols. If triggered with 3 bonus symbols, the player can choose to gamble to win upgraded Free Spins (50/50% chance). If triggered by collecting 4 symbols, the player is awarded upgraded Free Spins. The player will get the option to choose one of the three below described Free Spins modes.
In all Free Spin modes, the player can land an Extra Spins symbol that will reward the visible amount of extra spins.

Plus other features including, Mystery Symbol, Multiplier Ladder, Expanding Wild and a Buy Free Spins (in allowing jurisdictions) with a maximum win of up to 25,000x bet.

RELAX GAMING

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



JANUARY 2022 GAME RELEASE HIGHLIGHTS



COCKTAIL BOOK - SWINTT

Swintt stirs up another masterpiece in new Cocktail Book slot

Award-winning software provider returns to action with feature-packed premium release

Having recently been named winner of the 'Rising Star in Casino Innovation/Software' category at the SBC Awards 2021, popular game provider Swintt is raising a glass to players this month with the release of their brand-new Cocktail Book slot.

The latest title in the in-demand software developers' Premium Slot collection, Cocktail Book is a classic 5x3 game that features five fixed paylines and a thirst-quenching theme. Set in a tropical island paradise, the game invites players to mix up the perfect blend of fresh fruits, BAR symbols, liberty bells and lucky red sevens as they say "chin, chin" to maximum multipliers of 5,500x their bet.



[READ THE FULL STORY](#)

MARLIN CATCH - STAKELOGIC

Reel in the big prize and ride the wave of wins with the stacked symbols during the main game.

The ocean is your playground to chase that marlin in free spins. The more collection symbols you gather, the more free spins and higher win multipliers you get. Get a sticky wild and every subsequent new sticky wild will power up the rest

Game special features: Free spins, Sticky wilds, Multipliers, Buy bonus, Gamble feature

Number of paylines: 10

Number of reels: 5x3

RTP% (recorded/theoretical): 96.50%



[READ THE FULL STORY](#)

UP6TIMER - STAKELOGIC

Stakelogic show off six appeal with new Dutch release

Up6Timer slot brings wins to Netherlands-based online casinos

Having already made significant in-roads into the nascent Dutch casino market last year, sought-after software provider Stakelogic is picking up right where it left off in 2022 with the release of a Netherlands exclusive in Up6Timer.

The new slot, which fuses the look and feel of a classic fruit machine with a range of modern features, boasts an unusual reel matrix that enables players to manually adjust both the number of reels and the total number of paylines. Starting off as a classic 3x3 slot with five paylines, players can increase their number of games up to six times, extending the layout to a huge eight reels and 30 ways to win.

Reel symbols to feature in Up6Timer include orange, plum, lemon, pear...



[WATCH THE FULL STORY](#)

MIGHT OF ZEUS - STAKELOGIC / JELLY

Stakelogic and Jelly light up the heavens in Might of Zeus slot

New action-packed Greek odyssey boasts Free Spins, sticky wilds and massive multipliers for god-like winning potential

Having previously worked together on the ambitious "dual reel" title, Jade Of The Jungle, hot-shot software providers Stakelogic and boutique game studio Jelly are again teaming up to bring players an epic new slot adventure in Might of Zeus.

Created as part of the Greenlogic® initiative – a partnership program which enables developers to focus on game concepts and designs while Stakelogic handles all the logic and back-office integration – the new slot is a Greek mythology-themed game that features five reels and a mighty 1,024 ways to win.



[READ THE FULL STORY](#)

ESPORTS TECHNOLOGIES

Nolan Bushnell, Board Advisor at Esports Technologies

Bushnell, also Founder of Atari, writes about the coming together of esports and betting.

It is still early days for the esports and betting industries, and in particular for the coming together of the two. That being said, the worlds of esports and betting are exploding right now, and I think the scale and scope of this growth will only ramp up – as the intrinsic links between esports and betting on esports are further explored.

Over time, the fanbase of esports will evolve to eclipse that of traditional sports such as American football, baseball and soccer in terms of viewership. The potential addressable audience for esports is frankly unrivalled and because of this we will see other stakeholders look to get in on the action, which will ultimately drive growth further.

This includes the sponsorship of esports players, teams and tournaments. While this is already happening, more household companies and brands will forge big-money partnerships as they look to leverage this growing global audience.

Ultimately, businesses and brands will spend more money marketing to esports audiences than they will traditional sports audiences.

Esports and the American Dream

While traditional sports betting is only just being rolled out across North...

[READ THE FULL STORY](#)

MUCHBETTER

“At MuchBetter, We Believe in the Importance of Diversity and Inclusiveness” – Keren Chen, COO

You are probably used to seeing interviews with gaming companies here at CasinoChick.com, but we have something a bit different for you this time. Today at Casino Chick we have an exclusive chance to chat with Keren Chen of MuchBetter.

The award-winning wallet app has been praised for its outstanding performance, secure features, top-notch quality of service, and multi functional wallet that’s a favourite for users in over 180 countries worldwide. We are here to show you how it all started.

Get ready for a unique peek behind the curtain of MuchBetter, the players’ favourite online casino banking service. We hope you will enjoy the interview as much as we did.

Hello and welcome to Casino Chick, an internet hub for casino ladies! We are beyond excited to have you here, so thank you for taking the time to talk to us. Let’s start by introducing you to our readers. Could you tell us a bit about yourself?

Hello! I’m Keren Chen, the Chief Operating Officer of MuchBetter. I’m responsible for leading our business operations including marketing, products, HR, customer services and driving the team’s innovation and passion in creating the MuchBetter solution that is disrupting the payments industry. Previous to...

[READ THE FULL INTERVIEW](#)

SILVERBACK GAMING

GAN transaction to bring ‘new experiences’ for RMG players

An “invaluable long-term asset” in driving exclusive provisions in the US has been heavily praised by Raph Di Guisto, SVP of Silverback Gaming at GAN, who has been speaking to CasinoBeats regarding last month’s transaction.

This saw GAN detail the acquisition of online casino games developer Silverback Gaming on undisclosed terms, with Guisto keen to give the lowdown on what opportunities the transaction presents for the parent company.

In regards to entering new jurisdictions, he revealed Silverback’s excitement to bring “new online experiences for players in real money gaming” via GAN’s platform and super RGS distribution channels in the US igaming market – currently New Jersey, Pennsylvania and Michigan – as well as in the regulated Italian igaming market.

Furthermore, Guisto adds that the company is looking forward to expanding to other potential US states in line with GAN’s gaming strategy as they regulate igaming going forward.

[WATCH THE FULL STORY](#)

FLOWS

iGaming’s legacy mentality is too restrictive

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

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

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

Could you tell us more about Flows?

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

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

Does the iGaming industry have a legacy mentality?

Technology is the core for any digital business and online gambling is no...

[READ THE FULL STORY](#)

CONTINENT 8

CB100 pathways through gaming and beyond, with Anna McChesney

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 in how best to achieve such a goal, is the question of: how much do you know you 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.

First to step into the hot set in the new year is Anna McChesney, marketing manager at Continent8, who elaborates on not having anything to lose amid entry into the industry, what causes heart-break at in-person events, and asks if gambling could struggle to secure top candidates in the future?

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

Anna McChesney: After graduating from university with a marketing degree, I worked in the education sector for a short while, before moving to the hospitality industry. There was a small element of working with the gambling industry as the hospitality company owned the local casino, but there was also the hotel, restaurant, and entertainment brands.

At this point in my early career, I knew I was passionate about marketing and...

[READ THE FULL INTERVIEW](#)

PANDAScore

Esports and match-fixing: A new way forwards?

Much like traditional sports, esports faces betting-related challenges with match-fixing. Just as in sports; it’s something that can never truly be avoided; it varies from game to game and by level of skill.

An increasingly hot topic, Flavien Guillocheau, CEP of Pandascore, explains why the ever-growing interest in esports is heightening the stakes.

Despite its rapid growth, esports is still a developing market. With more opportunities to play, there are also unfortunately more cases of match-fixing. Proper competitive foundations are still being built and even the most popular titles see huge evolution year after year.

One of the biggest sources of match-fixing comes from lower-level competition where cash prizes are fairly small, making the risk-taking action of match-fixing much more appealing. Premier events like Dota 2’s The International and CS:GO Majors incentivise players to stya competitive with impressive prize pools, boasting \$40m and \$2m in prizes respectively.

[WATCH THE FULL INTERVIEW](#)

ZINGBRAIN

Getting personal must become a priority

Vladislav Artemyev, co-founder and CEO at ZingBrain, tells CasinoBeats that the industry is lagging behind others when it comes to delivering tailored experiences, and argues that deep personalisation must become a priority.

Personalisation is very much a buzzword right now, with operators and suppliers heavily focused on delivering experiences tailored to the individual preferences of each player.

Progress is undoubtedly being made, but when you compare the levels of personalisation found in the online gambling sector to that in other entertainment industries, we are lagging far behind.

Consider streaming services such as Netflix and how you are served content based on your previous viewing habits.

[READ THE FULL STORY](#)

INCENTIVE GAMES

Incentive Games' CEO John Gordon: "Trust Is Everything in This Business and We Take It To Heart"

Incentive Games has had a successful year with many high-profile developments over the past 12 months. At the end of 2021, the company announced a ground-breaking partnership with bet365, a household name in the betting and iGaming industry. Today, we speak with John Gordon and seek to find out more about the alliance with bet365 and how it impacts Incentives' strategy heading into 2022.

Q: Can you tell us more about your recent partnership with bet365? Are there any aspects of it you haven't commented on in the press release?

We will be supplying both Free-to-Play and Pay-to-Play games to bet365, so it is a huge opportunity to have our best-in-class products with the best-in-class operator. These will be bespoke products for the brand.

Q: How is the partnership going to impact Incentive Games in 2022?

Most people in the industry do not realize that our free-to-play games are not plug-and-play. They aim to help our clients achieve key operator goals. As such they require continuous analyzing and fine-tuning. As partners to our clients, we have access to sensitive operational data and this forces us to work with a...

[READ THE FULL INTERVIEW](#)

CONTINENT 8

Cultiv8 Employee Series: Anthony Abou-Jaoude

In our second blog in our Cultiv8 Employee Series; our HR Manager Jordan Holmes sat down with Anthony Abou-Jaoude to discuss his recent appointment of Chief Data Officer and the value of data to Continent 8 and its customers.

You re-joined Continent 8 in 2020 having spent several years exploring other opportunities. What made you re-join the business?

Continent 8 was my first job after graduating from university and I was actually the first software engineer the company hired when I joined in 2008. I'd had various jobs to pay my way through university, but this was my first full time role, and I enjoyed every minute of it.

I left in 2013 to explore an opportunity that I simply couldn't say no to, but I left with a very heavy heart. Michael Tobin, Continent 8's CEO, was very supportive of my decision and encouraged me to stay in touch with him and the wider team, who had become a second family to me. And I did exactly that.

Seven years later, I am very happy and blessed to be back at Continent 8 and try to give back some of the knowledge and experience I have gained throughout the years and continue this journey together, as well as continue learning and collaborating with my previous colleagues and friends and work alongside new ones.

[READ THE FULL INTERVIEW](#)

MUCHBETTER

"Muchbetter Rewards is All About Providing Unique and Personalised Experiences for Customers" – Leyre N'Shimbi Fernandez

Last time we spoke with Keren Chen, COO at MuchBetter. Today we continue our interview, this time speaking to Leyre N'Shimbi Fernandez, MuchBetter's Head of Compliance and MLRO.

Leyre, please could you introduce yourself to our readers?

Hi. I'm Leyre, Head of Compliance and MLRO at MuchBetter. I'm responsible for ensuring that our business grows and operates complying with all the legal and regulatory requirements whilst balancing it with a customer centric culture, making their journey as smooth as possible. Having previously held other compliance and regulatory roles at Santander Bank, Zurich and Friends Provident. I joined MuchBetter 3 years ago, it's being an exciting journey and...

[WATCH THE FULL INTERVIEW](#)

INCENTIVE GAMES

Incentive Games: Free-to-play products in a forthcoming 'year of retention'

2022 is set to build on the sporting successes of the previous year, with a packed schedule including ongoing domestic leagues and international tournaments such as the Six Nations and most significantly the FIFA World Cup in Qatar.

Speaking to SBC shortly after the firm secured a supply agreement with bet265, Incentive Games CEO John Gordon shared his views on how free-to-play games can play a major role in customer acquisition and retention throughout the coming 12 months.

SBC – Incentive Games has been an established name for some time now. How major is the latest agreement with bet365 for the company?

John Gordon – The bet365 deal is a watershed moment for Incentive Games. It is renowned for using very few third-party suppliers, so to have made the grade is an honour. We have a track record of supplying the best-in-class free-to-play and Pay-to-Play games to operators, and now we are also working with the best-in-class operators which of course includes bet365.

SBC – What are the main benefits of free-to-play games in relation to customer retention and acquisition?

[READ THE FULL INTERVIEW](#)

PRESSENTER

Industry predictions: First DAO casino on the horizon and increasing popularity of Crash and Turbo games

PressEnter Group CEO Lahcene Merzoug predicts the big themes in online gaming this year continue to enter newly regulated or regulating markets.

Lahcene Merzoug, CEO, PressEnter Group Cryptocurrency to be widely adopted My first prediction is that cryptocurrency will be widely adopted by consumers in 2022 and this, in turn, will force online gambling operators to embrace digital currencies and blockchain.

There are plenty of upsides to this, as I believe that crypto can overcome a lot of the challenges operators face when it comes to transparency, anonymity, security and fairness

First DAO casino on the horizon.

My second prediction is that we will see the launch of the first DAO (Decentralised Autonomous Organisation) casino. This will significantly improve the customer experience by leveraging the thriving crypto community through the use of voting.

This will allow operators to give players a voice to influence and be a part of the casino brands they love.

[READ THE FULL INTERVIEW](#)

PRESENTER

Striking the balance between acquisition and retention

Operators entering new markets quickly learn that acquisition and retention are of equal importance – one simply doesn’t work without the other. If the retention team does not do a good job, all the money spent on player acquisition is wasted. Equally, retention does not matter if you can’t acquire players in the first place.

Mattia Busuttill, Head of Rest of World at PressEnter Group, explains how operators entering new markets can ensure acquisition and retention teams work hand in hand to build a successful and sustainable business.

Ultimately, the success of acquisition and retention activity comes down to the experience offered to players. With such high levels of competition in most markets, operators must ensure they deliver a superior customer experience when compared to their rivals. This covers factors such as relevant content, tailored campaigns and personalised rewards and incentives.

The user experience is crucial to both acquisition and retention. If you can’t deliver a seamless UX from the moment the customer enters their name into the registration field through to them making a deposit and playing, you are going to significantly reduce the chance of retaining that customer. Of course, once they are through the door and playing you must keep them engaged.

This can be achieved through providing premium content from the most in-demand providers, engaging marketing campaigns, exclusive tournaments and loyalty schemes that deliver genuine value so to encourage players to keep playing at your casino or sportsbook. This is key to allowing new brands drive awareness in new markets.

If you offer a market-leading customer experience, brand awareness will automatically follow. Operators must not ignore the fact that word of mouth plays an important role in this which is why it is crucial to take good care of each and every player that enters your casino. This extends to responsible gambling and safe gaming and providing the highest level of player protections.

I also believe that retention is now synonymous to branding and long-term profitability.

You can spend millions of Euros on TV advertising campaigns to get your brand.

[READ THE FULL STORY](#)

SPRIBE

Don’t crash and burn

David Natroshvili, Managing Partner at Spribe, says that online casino operators have yet to provide millennials with a compelling entertainment product, but Crash games can open the door to this lucrative demographic

Live sports can be offered on any sporting event (football, cricket, darts, basketball, etc), with punters given the chance to place a range of bets based on the outcome of the event taking place.

Online casino operators are locked in a fierce battle with other entertainment options when it comes to capturing and securing the attention of consumers. This certainly true for the lucrative millennial and generation z demographics.

These consumer groups spread their attention across social media, streaming, ecommerce and video and mobile games. But to date, online casinos have not offered a compelling reason for them to ditch other entertainment options in favour of traditional slots and table games.

This is because traditional slot and casino games do not offer the levels of engagement, involvement, interaction, entertainment and reward that they can get from playing a multiplayer mobile game or sharing gifs with friends on Telegram.

The online casino industry knows this, and attempts have been made to rework online slots to make them more appealing to millennials and generation z. But adding levels into slots or allowing players to buy bonus features does not go far enough.

To develop casino games that do appeal to these demographics requires an entirely new approach to development and, ultimately, the introduction of never seen before game formats. These games must combine key elements of video games with skill development and social interaction.

The ability to wager on the outcome of these games is almost secondary to delivering a highly engaging and entertaining experience. Crash games offer exactly this and are becoming increasingly popular with players in markets around the world.

The way they work is super simple. They feature an “increasing curve” that...

[WATCH THE FULL INTERVIEW](#)

FLOWS / INTELITICS

Promoted feature: A shared vision

EGR NA talks to Allan Petrilli of analytics services company Intelitics and James King of innovation platform Flows about their recent partnership and what it means for future opportunity and growth.

EGR North America (EGR NA): Intelitics is a performance and marketing provider. Tell us more about your business and your team.

Allan Petrilli (AP): Intelitics has been developed to provide the igaming industry with one centralized platform from which operators can track, analyse, and grow all of their user acquisition channels. This includes affiliates and also paid media, a channel we know offers tremendous potential for user acquisition but has historically been under-used by operators because there has not been a cutting-edge platform from which to launch and manage activity.

Intelitics provides this, as well as access to actional, real-time data to help operators and their marketers boost return on investment (ROI) from their user acquisition spend.

EGR NA: North America is a large focus for Intelitics. Why so and where else is a focus?

AP: The North American market is one of our main focuses due to the tremendous potential it offers in terms of opportunity and growth. There really is no other market in the world like it and we believe our platform and services are the perfect fit for operators targeting the US and Canada.

As operators look for sustained growth, they need a platform that will help them both scale and optimize spend properly, and that is where we fit in perfectly. That said, we have a global footprint and are geo-agnostic when it comes to the impact our technology has on helping operators grow.

EGR NA: You have recently partnered with the innovation platform Flows. What will this bring to the Intelitics table?

AP: The challenge for many brands when it comes to either implementing new technology or being able to make agile decisions is their inability to access information quickly and in a consumable and actionable way.

[READ THE FULL INTERVIEW](#)

1X2 NETWORK

1X2 Network’s Kevin Reid: “20 Years and PokerStars Partnership Later, There Is Room for Growth Still”

1X2 Network is approaching its 20th anniversary and as one of the true veterans of the iGaming industry, the company has plenty to share. 1X2 Network is presently behind brands such as 1X2 Gaming, and Iron Dog Studio, all well-established assets within the industry. The brand has benefited immensely from teaming up with PokerStars, which boosted product awareness, positioning, and created numerous opportunities in what is a symbiotic partnership.

Founded back in 2002, the company has made sure to steer the industry towards a better future. Fast forward 20 years and you have a company that is leveraging the latest technology to create the most compelling slot, sports and table games, and that has been licensed to operate by numerous jurisdictions including the United Kingdom, Malta, Gibraltar, the Isle of Man, and Italy to name a few.

Today, we have the opportunity to sit down with 1X2 Network which unites dozens of talented individuals, game developers, and executives. The company has been able to put together an outstanding portfolio of games, but also help shape the past, present, and future of the iGaming industry.

Kevin Reid has been at 1X2 Network for nearly a decade and currently operates as CCO. He has a long history running the commercial side of the business and is as well placed as anyone to talk about the organization’s history and how the industry has evolved.

Q: Twenty years later, what has changed in iGaming for 1X2 Network and everyone involved in this industry?

It’s undeniable that the industry has changed hugely in the time 1X2 Network has been operating but on the flipside, the fundamentals are still the same – creating content that players enjoy playing and want to invest their time and money into. It’s the ways of creating this that has changed as there is so much more specific player information available, and we have a lot of experience to draw on too. This allows us to avoid mistakes when it comes to things like game themes and mechanics because we have already tried certain combinations in the distant...

[READ THE FULL INTERVIEW](#)

ZINGBRAIN

ZingBrain AI: The role of AI in the betting payments journey and customer protection

The betting and gaming industry pays close attention to how technology developments can improve multiple aspects of its operations, and the continued growth of AI has led to it becoming an increasingly prevalent tool for boosting the player journey.

Speaking to Payment Expert, Vladislav Artemyev, CEO of ZingBrain AI, shared his views on how AI can function as a 'game changer' in areas such as the payments and customer onboarding, as well as for social responsibility purposes as the betting sector looks to maintain momentum on both sides of the Atlantic in 2022.

PE – Can you tell us a little about ZingBrain AI and what you set out to achieve as a company?

Vladislav Artemyev – Zing AI is an artificial intelligence (AI) engine that has been designed specifically for the global online gambling industry. It uses the same state of the art technologies behind the likes of Netflix and YouTube to allow operators to make recommendations to players based on their own data, behaviours and preferences.

This in turn allows online sportsbook and casino operators to provide truly personalised user experiences for the first time. This helps to strengthen engagement, increase wagering activity and ultimately drive the highest...

[READ THE FULL INTERVIEW](#)

1X2 NETWORK / FSB

Industry predictions for 2022: Technology and wider state legalization to spur US market

Chris Graham, head of marketing, FSB New York expansion to spur demand for better technology for US firms I think it is going to be fascinating to see how the US market plays out over the next 12 months and what the landscape will look like this time next year. The introduction of sports betting in New York is a milestone moment, and it will be really interesting to see how those granted access to the market compete and who comes out on top in what looks a fiercely competitive state.

The demand for better technology and more functional platforms will undoubtedly be more prominent in 2022 as operators turn their backs on the legacy technology that simply cannot deliver the experience bettors are fast coming to expect.

This is where we believe that we can make a difference, with our empowering platform that allows operators to take control of their margin and bonus strategies, trading output and data feed proliferation.

Sports betting expertise will also be vital as the market continues to mature, and with more than decade's experience across the globe, that's certainly an area in which we shine.

Rory Kimber, account management and marketing director, 1X2 Network US opportunity to continue to top the bill for operators with new states...

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GREEN JADE GAMES / PANDASCORE

Industry predictions: Arcade games in demand and esports continues to accelerate

Green Jade Games CEO and co-founder Ben McDonagh and PandaScore's head of sales Oliver Niner predict the big themes in online gaming this year.

Ben McDonagh, CEO and co-founder, Green Jade Games Arcade games in demand We believe that arcade games will emerge as a significant vertical in the online casino space, with a community broader and more vocal than before seeking out this format of gambling game. Player needs have already changed, but they will change further throughout 2022.

Oliver Niner, head of sales, PandaScore – Esports continues to accelerate

Last year esports became truly established and esports betting proved that it has legs and will undoubtedly continue to accelerate throughout 2022.

I believe that we will see growth across the three big titles – CS:GO, League of Legends and Dota 2 – as well as new games such as Valorant which burst onto the scene in its first year of competitive play.

[WATCH THE FULL INTERVIEW](#)

MUCHBETTER

Exclusive interview with MuchBetter: how to play safely online

Here at MachineSlotOnline.it we usually deal with slot games, casino and software house reviews but today we have decided to present a slightly different content to our audience of iGaming enthusiasts. Today we are talking about a financial service that contributes to improving the experience of players on online platforms, especially in the payment and withdrawal phases. Here with us we have Amanda Coca, Sales Manager of MuchBetter for Italy, who will explain to us how MuchBetter helps online operators to make it easier to transfer money from gaming accounts.

Hi Amanda, do you want to introduce yourself and tell us how MuchBetter started working for gaming operators?

Hi, I'm Amanda, Sales Manager for Italy of the Muchbetter brand I have the responsibility for the Italian market and the development of new businesses in the world of digital payments. Before joining MuchBetter I was the sales manager for the gambling sector of the Vermantia company, where I followed the clients of the regulated market. This inspired us to come up with a unique pricing model for gaming operators, which would allow them to offer an easy-to-use and multifunctional e-wallet for their players. We are also pleased to share that our deposit and withdrawal method is available for many online casinos, as well as in the GoldBet, 888, Gioco Digitale and Betfair casinos recommended on Machineslotonline.it

[READ THE FULL INTERVIEW](#)

SPRIBE

Industry predictions: First DAO casino on the horizon and increasing popularity of Crash and Turbo games

Spribe product director Shalva Bukia predict the big themes in online gaming this year.

Increasing popularity of Crash and Turbo games

Crash and Turbo games are going to become a significant vertical in their own right as they continue to increase in popularity among lucrative player demographics.

The increasing curve format, which combines chance with a little skill, delivers the fast-paced gameplay that Millennials and Generation Z consumers have come to expect.

They also provide aspects of social connection and interaction while allowing players to gamble on the outcome of games.

Designed specifically for mobile play, they also fit in with the consumption behaviours of these demographics, which is often bite size.

The operators that integrate these games into their lobbies now – and give them the positioning and marketing push they deserve – will be able to engage a much broader player demographic than ever before while those that do not stock them risk falling behind the curve.

[READ THE FULL INTERVIEW](#)

SPRIBE

The next generation of casino content

David Natroshvili, managing partner at Spribe, discusses crash games and how they can help operators to engage lucrative millennial and generation z players.

Operators are going to great lengths to add content to their lobbies that engages the lucrative millennial and generation z demographics, but to date the vast majority have failed to offer a truly compelling reason for these players to ditch video and mobile games in favour of online casino.

Developing games for these players requires an entirely new approach and simply tweaking the format of traditional slot games does not go far enough.

Sure, bringing in elements from video games such as missions and tasks and allowing players to progress through the game by climbing levels and unlocking bonuses is a step in the right direction, but to create games that really tap into their psyche requires something entirely different.

Taking a new approach leads to an entirely new type of casino game that combines the key elements of video and mobile games, as well as elements...

[WATCH THE FULL INTERVIEW](#)

JANUARY 2022 EDITORIAL HIGHLIGHTS



ZINGBRAIN

Vladislav Artemyev: Why AI will be 'widely used' across the betting industry

The betting industry experienced a rapid expansion in 2021 with the emergence of the US market and re-regulation across Europe, whilst Artificial Intelligence (AI) has similarly witnessed an upward trend.

Sharing his views on why and how the betting industry should leverage AI, Vladislav Artemyev, CEO of ZingBrain AI, highlighted the 'hugely significant' potential the technology has for operator expansion, customer onboarding and player protection.

PE – In terms of operator expansion, is there a role for AI when it comes to regulatory compliance in new regions?

Vladislav Artemyev – It is still very early days for AI within the online gambling space and as operators and suppliers fully explore its capabilities it will become widely used across all areas of online sportsbooks and casinos, from payments to responsible gambling as well as rewards, recommendations and of course compliance.

The possibilities for AI are endless and I believe it will become a major focus for operators looking to streamline their businesses while drastically improving the player experience.

PE – What role can AI play in further establishing and developing the burgeoning North American betting industry?

VA – AI will be a game-changer in the North American market, especially when it comes to operators recommending games, odds, markets, etc to players.

The US audience is one that is incredibly familiar with streaming, social media and other entertainment options where recommendations are a driving force behind the high levels of engagement they provide, so they will absolutely expect this when it comes to online sports betting and casino.

[READ THE FULL INTERVIEW](#)

PRESENTER

Pressing all the right buttons

PressEnter Group's head of affiliates Hannes Thunberg discusses the company's rebrand and expounds on the why the industry needs affiliates now more than ever.

INTERGAMINGi: Could you give us a bit of background on PressEnter Group and the company's rebrand?

PressEnter Group recently rebranded from Betpoint Group, which was established in 2018 when the team behind 21.com took over the running of the business. The rebrand marks the start of an exciting new chapter for the organisation as we continue to establish the business as a tier-one operator in the global online gambling industry.

The company has come a very long way in a short space of time, going from a single brand operator to a sizeable business running six online casino assets today.

What do you think have been the key elements to the company's success?

The people behind the business are undoubtedly a major factor in the success PressEnter Group has enjoyed. Without this highly talented, skilled and passionate team we simply would not have been able to grow at the pace and to the scale that we have. I also believe we excel in all areas, from our casino brands and the player experience they offer to our corporate culture.

Could you tell us about your brands, in which markets you operate, and what the challenges were when rebranding from 21 Partners to PressEnter Partners?

Today we operate six online casino assets including 21.com, JustSpin, NeonVegas, NitroCasino, UltraCasino and the most recent addition to our portfolio, ZapidCasino

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SKILLONNET / PLAYOJO

Q&A with Ohad Narkis, CO-founder of PlayOJO

Why did you choose Mexico for the latest LatAm market in which to launch PlayUZU?

We believe that Mexico has the potential to become one of the largest and most vibrant online casino markets in Latin America and a place where our PlayUZU brand and the unique player experience that we offer is a great fit. The market ticks a lot of boxes in terms of viability – it has a large population of 130+ million people, a diverse media landscape and sensible marketing regulations – which will allow us to hit the ground running and start to drive awareness and generate market share from day one. We are already live in other LatAm countries and will use the lessons we have learned in these markets to really make a splash in Mexico.

What opportunities do you see in Mexico and how does the market compare to others in Latin America?

The biggest opportunity for us is that there is a strong appetite for online casino and video bingo among Mexico's large population but to date, the majority of online gambling brands live in the market have mostly catered to sports betting. PlayUZU is 100% focused on casino and bingo which makes us confident that we will be able to deliver a superior experience to players looking for a place to enjoy slots – we stock more than 3,000 in our lobby – table games, live dealer and, of course, video bingo. The focus on a more casual games offering also will allow us to target a different audience and seek advertising opportunities in less crowded media places.

How have you localised PlayUZU for the Mexican market? What can players expect when playing at the casino?

So PlayUZU is the Spanish-language version of our flagship PlayOJO brand. This means the entire casino has been fully translated into Spanish and we also have a dedicated Spanish-speaking customer support team. In addition to this...

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LIVESPINS

Pedersen: Livespins 'cracks the code' for gambling and social experiences

The last 18 or so months has seen a raft of companies divert their attention away from land-based operations and zone in on the online vertical.

One of the challenges which has faced online has been the replication of the land-based social experience.

On the matter, Livespins – which launched in 2021 and bills itself as a provider of "socially-charged casino games" – believes it "cracks the code" when it comes to mixing gambling and social experiences.

Speaking to CasinoBeats, Livespins' chief commercial officer, Michael Pedersen, explained the premise of the company. He stated: "Livespins is on a mission to build incremental value for all stakeholders in our industry, as we are essentially creating a brand-new category of shared game experiences and appealing to a new segment of players.

"We do this by taking a well-known bet format – bet behind – and merging it with the immersive world of casino live streaming, creating a never-seen-before social experience for players.

"Essentially, players can watch their favourite streamer and bet behind their play, creating a group bet and shared experience on the same spin. Each player is also free to choose the bet amount and the number of spins they prefer.

"I genuinely believe that Livespins cracks the code when it comes to mixing gambling and social experiences. To me, it brings together the old and the new, the simple and the complex, and the result is magic."

Evaluating the current landscape for the streamer community, Pedersen noted that consumer interest in casino streaming "continues to grow at lightning speed"

"This in turn is attracting more streamers, who delivered 1.3 million hours...

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