

# FOCUS ON

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

# JULY



## JULY 2022 PRESS RELEASE HIGHLIGHTS



### APPARAT GAMING / UNITED REMOTE

#### Apparat Gaming signs distribution deal with United Remote

Apparat Gaming has signed its first deal with a content aggregator, with its full suite of games to be distributed by United Remote.

The distribution deal builds on the existing relationship between the two groups, with Apparat Gaming using United Remote's Malta licence to release its first two titles - Pharaoh Princess and Fruit Storm - in 2021.

Since then, the developer has secured its own Malta Gaming Authority licence, and will now leverage the market and operator reach that the content aggregator has in a bid to launch its slots in more jurisdictions and with more brands.

"We have been working with United Remote for many months now, so it made sense to join forces with them as our first game aggregator partner," said Apparat Gaming Co-Founder and Director Thomas Wendt.

"United Remote has partnered with leading B2B and B2C businesses and brands, so it is great to see our games line up alongside those from tier-one developers..

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### LIVE 5 / GAMES GLOBAL

#### Live 5 signs distribution deal with Games Global

Developer's full portfolio of new games now available via the tier one platform provider with a series of exclusive games set to be rolled out over the next 12 months

Live 5, the developer of exciting online casino and slot content, has put pen to paper on a breakthrough deal that will see its 2022/2023 portfolio of games distributed by Games Global.

The deal significantly increases the reach of Live 5's games both in terms of global markets and also the number of operators that can now add its slots to their portfolios.

Live 5 has a packed roadmap of new games that will be made available exclusively to operators powered by Games Global throughout 2022 and 2023.

This deal includes the latest slot to leave the developer's production line, The Game With No Name, which spotlights the exciting new feature, ReelzUp.™

Lloyd Butler, CEO, at Live 5, said: "Games Global is one of, if not the, largest content distributors in the industry so to be able to integrate our games into its portfolio and make them available to the hundreds of operators powered by its..

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### FLOWS

#### Flows welcomes Domenico Mazzola as Director of Sales

No-code innovation platform strengthens commercial team with the appointment of industry veteran Domenico.

Flows, the innovation platform that allows businesses to build workflows without code, enabling them to accelerate delivery and supercharge innovation has strengthened its commercial team with the appointment of Domenico Mazzola as its Director of sales.

Domenico has over fifteen years of experience in sales, business development, commercial strategy and software development, eight years of which were spent within the gaming industry. Domenico joins Flows from award-winning sportsbook provider, Altenar where he spent almost five years heading up the commercial department as Commercial Director. During his time at Altenar

Domenico played a key role in strengthening the company's position in many existing markets and in successfully entering a number of regulated markets including the UK, Spain, Italy, Bulgaria and Canada.

[READ THE FULL STORY](#)

### PLAYSTAR / IGT PLAYDIGITAL

#### PlayStar Teams Up with IGT PlayDigital to Further Bolster Anticipated U.S. Launch

New U.S.-facing online gaming brand, PlayStar, has announced that it has reached an agreement with IGT PlayDigital, a fast-growing IGT business focused on best-in-class digital and betting content and solutions, to host the latter's full suite of casino titles ahead of their imminent highly-anticipated launch in the U.S.

Setting out with a mission to provide an online gaming experience like no other, PlayStar will differentiate itself from the competition by offering a more engaging user experience that's underpinned by greater player personalisation and engagement features supported by exemplary customer service.

The up-and-coming online casino company has now revealed that these key pillars of service will be further supplemented by the presence of IGT PlayCasino games on its network, with this enabling the brand to offer U.S. players the best in digital entertainment from one of the world's leading gaming and content providers.

The new partnership agreement will now see player-favorite IGT slots such as Cleopatra® Gold, Pixies of the Forest® and Fortune Coin™ feature at PlayStar Casino, along with exciting new releases including omnichannel games Stinkin'...

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## JULY 2022 PRESS RELEASE HIGHLIGHTS

**APPARAT GAMING / YOLO INVESTMENTS****Yolo Investments Secures Stake in Apparat Gaming**

Yolo Investments has bought a stake in Apparat Gaming, a Germany-based iGaming studio, and developer. The details of the financial transactions have not been immediately available to the public.

Yolo Investments has focused its efforts on seed and A-stage investment opportunities in fintech and gaming, making the present investment in Apparat Gaming a worthwhile opportunity. The company is seeking to acquire more technological assets that can help it disrupt the iGaming industry as we know it and bring innovative and player-focused products.

In the case of Apparat Gaming, this is the first round of investment the company has received, with the developer committed to producing high-quality slots already available on the shelves of some of the most prominent operators.

[READ THE FULL STORY](#)**FSB****FSB selects Ken Paterson to spearhead Tier 1 deliveries**

FSB has bolstered its technology team with the appointment of Ken Paterson who will become the company's new Global Delivery Director.

Paterson, who previously served as the Chief Enterprise Architect at GVC, will be responsible for ensuring that FSB's "technical procedures and infrastructures are in place to execute on-time, on-budget, high quality delivery" for its growing network of Tier 1 clients.

Commenting on his new role, Paterson said: "FSB's transformation into a Tier 1 supplier over the last 12 months has been hugely impressive and it was no surprise to see the organisation pick up a major EGR award last month.

"My job now is to build on the vast experience I accrued at GVC and put technical procedures in place to make sure FSB continues to deliver for their rapidly increasing global client base. I'm hugely excited to get started."

He is the latest former GVC executive to join FSB, with his appointment following on from the announcement that Keith Laidlaw had joined as a Board Advisor.

[READ THE FULL STORY](#)**PRESSENER****PressEnter Group Appoints Daniela Speranza as Director of Compliance**

PressEnter Group has appointed Daniela Speranza as its new director of compliance, as the company continues to focus its efforts on regulated markets worldwide. PressEnter Group already operates a number of prominent gaming brands, including 21.com and NitroCasino, and is determined to continue delivering on best practices as per local regulatory standards.

Speranza is an apt appointment to help the company steer clear of regulatory issues as it expands into new markets. She previously worked as head of compliance at Betsson Group, honing her relevant skills for three years. She also worked with Cherry Ltd and Tipico, garnering further understanding and insight into how compliance should work.

As head of compliance Speranza will advise PressEnter Group on how to comply with new regulations and ensure that the company continues to uphold industry and regulatory standards. Commenting on this appointment, PressEnter Group Lahcene Merzoug said:

Daniela is one of the most accomplished compliance specialists in the industry, and her experience and expertise complement our extremely scalable...

[READ THE FULL STORY](#)**SKILLONNET / RAW iGAMING****SkillOnNet links with recently acquired Raw developer**

SkillOnNet has partnered with Raw iGaming's recently acquired studio Leander Games to launch the latter's titles on its subsidiary of online casino sites.

As part of the deal, players using PlayOJO, PlayUJU, GentingCasino, SpinGenie, Slotsstars and MegaCasino, will gain access to Leander's suite of slot including Ali Baba and the 40 Thieves, Ave Caesar, Fortune Teller's Charm, Pearls of Poseidon and Ways of the Labyrinth.

"These games from one of the most in-demand content providers need no introduction. They are proven player favourites in key regulated markets around the world," explained Jani Kontturi, Head of Games at SkillOnNet.

"This made the addition of its games an absolute must for us, and we look forward to seeing players across the SkillOnNet network of brands enjoy the..."

[READ THE FULL STORY](#)**CIPHER SPORTS****Sports Betting Startup Secures \$5m Series A Funding**

Cipher Sports Technology Group is pleased to announce the closing of a US\$5m (£4.2m/€4.9m) Series A funding round which will accelerate its growth into the rapidly expanding legal US sports betting market.

The company's advanced predictive analytics technology, along with its flagship consumer brand Dimers.com and an expansive suite of B2B products, saw it nominated for the prestigious Sports Affiliate of the Year Award at SBC Summit North America, placing Cipher STG firmly on the radar of a number of investment groups and venture capital funds in recent months.

However, after a thorough due-diligence process, Cipher STG is delighted to announce that Australia-based and privately owned investment group, Cygnet Capital, will lead its \$5m Series A.

Chief Executive Officer, Adam Fiske, was understandably delighted to welcome Cygnet Capital to the table, saying; "Closing our Series A, with a partner such as Cygnet Capital leading the round, is an incredible milestone for us and we're absolutely thrilled."

[READ THE FULL STORY](#)**HITSQWAD / FIRST LOOK GAMES****HitSquad details First Look agreement with games 'ready for action'**

HitSquad is looking to maximise the distribution capabilities of its range of iGaming titles after disclosing a partnership with First Look Games, with the studio's maiden games "locked, loaded and ready for action".

The latter gives publishers in the affiliate space access to game information, assets and content on the latest slots before anyone else.

By connecting game developers directly with the publishers who promote their content to players, First Look aims to increase the volume, quality and compliance of game marketing.

Tom Galanis, Managing Director at First Look Games, noted: "HitSquad are a really exciting new games studio and we're thrilled they've chosen First Look Games.

"We think they're going to make a real splash in the market, and we want to help them do that by delivering maximum exposure for their games."

The online casino content developer's maiden jackpot titles include the military...

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LISA WATERFIELD - FSB

**FSB**

**Lisa Waterfield to oversee FSB's North American sales**

FSB has further strengthened its commercial leadership in the North American market, promoting Lisa Waterfield to the position of Director of Sales for the region.

In her new position, Waterfield will be responsible for maintaining momentum FSB's North American expansion, which has included partnerships in several US states and licence approval in the newly regulated Ontario betting sector.

FSB's new North America Sales Director has served with the sports betting and igaming supplier in the capacity of Business Development consultant and later as Sales Manager for sportsbook and igaming for over two years.

Waterfield remarked: "Working in a consultancy capacity for FSB over the last two years has been exhilarating and the opportunity to join the organisation full time has always been an aspiration of mine.

"The dual proposition of our world-class proprietary product offering and dynamic, talented North American team has been the fire behind our striking surge in the US and Canada over the last 12 months. This growth journey will continue and I feel immensely excited to be playing a full time role in it."

Prior to joining FSB two years ago, Waterfield had accumulated three decades...

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**APPARAT GAMING**

**Martin Frindt Officially Joins Apparat Gaming**

Rising games developer Apparat Gaming has announced the official entry of Martin Frindt to help to drive growth in the German market and beyond. As a serial entrepreneur, Martin Frindt is one of the co-founders of Apparat Gaming, but only today's announcement sees him join the team in an official capacity.

Martin Frindt's primary responsibilities will be to assist with the alignment of the company and to close more top-tier partnership deals for the ambitious and rapidly expanding company.

Founded in 2020, the startup Apparat Gaming is on a mission to deliver 'igaming with a German Accent' and has formed high profile partnerships with Relax Gaming, Pariplay, UnitedRemote and others. It recently received investment from venture capital firm Yolo Investments.

Before Apparat Gaming, Frindt was co-founder of Crowdpark, a social betting and gaming startup which was backed by Earlybird and Target Partners. It was later partially acquired by one of the largest land-based casino operators in Germany where he met his today's Apparat Gaming's co-founder Thomas Wendt.

As Head of Online and Managing Director of the iGaming subsidiary of Bally Wulff, the No. 3 slot machine manufacturer in Germany, he was responsible for...

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**FIRST LOOK GAMES / SLOTMASTERS**

**First Look Games launches SlotMasters**

SlotMasters, the online casino game that allows players to go head-to-head in a three-way duel, has become the latest product to launch via First Look Games, leveraging the power of affiliates for game promotion.

SlotMasters, by HungryBear Gaming, is an industry-first, multiplayer slot game where players can impact the outcome of their opponents' score by strategically deploying a selection of power attacks and defensive moves.

This elevates the level of entertainment and engagement in addition to tapping into the increasing trend for slot tournaments.

Tournaments have grown in popularity in recent months but now SlotMasters will use First Look Games and its 800 approved publishers to drive awareness of the game and its new format among their partners' collective audience, which totals a reach of 20 million players.

This includes accurate information, logos, promotional images and videos of the game. These are uploaded to the FLG library where affiliates then download...

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**ON AIR ENTERTAINMENT**

**On Air Entertainment advances global goals with Georgia studio**

On Air Entertainment is to break ground on the latest addition to the provider's burgeoning studio network, with the Georgian capital of Tbilisi identified as the site of the group's latest expansion.

The four-floor entity will contain 130 tables for English blackjack and roulette and will be run by a team of 1,500-2,000, including game presenters as well as operations and technology units.

"We have quickly become the go-to provider of premium live casino content and the demand for our games continues to increase at pace, which is why we have an ambitious roadmap for new studio launches," commented Mathijs Beugelink, Head of Operations at On Air Entertainment.

"Our Georgia studio really is cutting edge and the technologies it contains allow us to deliver an unrivalled player experience at all times.

"It is great to be able to bring so many jobs to the wonderful city of Tbilisi and we look forward to growing out our team with the best talent in the business. This is a significant milestone for On Air Entertainment and for the operators that we work with."

This latest addition, which becomes On Air's third studio and takes its total table...

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**SKILLONNET**

**PlayOJO rolls out 'Madame OJO' as new global campaign**

PlayOJO has launched 'Madame OJO', the new global advertising campaign of the fair-play online casino operator.

The campaign has been developed by London advertising agency McCann Demand and sees PlayOJO debut Madame OJO, a 'fabulous and larger than life character' to help promote its online casino and bingo products.

The launch of Madame OJO further sees the online casino adopt the new slogan of "PlayOJO... Feel the Fun".

The firm's new promotion launches initially in the UK on TV and digital networks, with further roll-outs planned across European markets beginning with Spain.

Founded in 2017 by Maple Marketing, PlayOJO was launched as igaming's first fair-play and transparent online casino brand.

Peter Bennett, Global Head of Brand, said: "PlayOJO is a destination – a place where players come to have fun, be entertained and hopefully win some money.

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## JULY 2022 PRESS RELEASE HIGHLIGHTS



### INTRESS MEDIA / iGAMINGNJ.COM

#### Intress Media Licensed in New Jersey, iGamingNJ.com has Lift Off

Intress Media, an affiliate marketing group for the online gaming industry in the US, has been granted a license to operate in the New Jersey market. This gives the company's exciting new New Jersey-focused casino portal, iGamingNJ.com, a rubber stamp from one of the most strictly regulated jurisdictions in the US.

Intress Media launched in 2021 with a mission to deliver game-changing and innovative solutions to its customers to ensure they have a safe and seamless experience.

The ultimate goal with iGamingNJ.com is to build a true, safe community of gamblers, and to empower and support them with essential knowledge and tools for making deliberate and responsible gaming choices. With a mix of news...

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### ON AIR ENTERTAINMENT

#### On Air enters Netherlands for ninth market debut in eight months

On Air Entertainment has advanced its global growth ambitions once more after debuting in the Dutch online gambling market via the launch of a suite of localised tables and games.

The live casino provider has created a dedicated Dutch-themed environment, specific user interface and live table support for the market, where it asserts that go live dates are impending across "a number of tier-one brands".

This will allow operators to gain access to a suite of live games, which includes blackjack, roulette and speed roulette, as well as bespoke tables

This production line will also be bolstered through the addition of Auto Roulette on August 16, 9 Pots of Gold StreamIcon Edition on September 6 and Eclipse Blackjack on October 1.

"The Netherlands has quickly become one of the largest live dealer markets in Europe, and we believe our localised suite of premium live dealer games will allow our partners to provide a superior player experience," stated Dejan Loncar, Business Development Manager at On Air Entertainment.

[READ THE FULL STORY](#)

### STAKELOGIC

#### Stakelogic launches Super6Timer in regulated Dutch market

Casino game studio and content aggregator Stakelogic has unleashed yet another thrilling classic slot on the regulated iGaming Dutch market with their launch of Super6Timer.

The classic style fruit machine has three rows and from three to eight reels, with retro symbols including oranges, lemons, melons, sevens, jokers and crowns.

Stakelogic has combined this nostalgia with exciting gameplay. Players have the option to play one game with five win lines and three reels or switch to six games with thirty win lines and eight reels if they want to take the big win potential to the next level.

Super6Timer is a classic slot like no other, with Stakelogic putting its own twist on the format. This includes Nudges which can appear when Super Stake is active.

Super Stake effectively allows players to double their bet to increase the chance of a bonus triggering and frankly insane win combinations landing.

In Super6Timer, this sees the Nudge feature become active on reels two, four, six and eight. At the end of a spin, reels will automatically Nudge up and/or down when a winning combination can be created. Players get a maximum of two nudges per spin.

[READ THE FULL STORY](#)

### STAKELOGIC / BETCITY

#### Stakelogic Live Launches First Gameshow Title Exclusively with BetCity

Stakelogic Live, the leading provider of premium live casino content and a subsidiary of tier one developer Stakelogic, has launched its first-ever game show title, Super Stake Roulette 5,000X, exclusively with Netherlands operator partner, BetCity.nl, for the first 30 days.

Stakelogic Live has quickly become the go-to provider of authentic and engaging live dealer content, in the Dutch market and beyond, and the exclusive launch with BetCity.nl builds on the strong relationship between the studio and the tier one operator.

BetCity.nl will offer Super Stake Roulette 5,000X to its players for the next 30 days before the game goes on global release with operator partners already lined up to add the game to their live dealer lobbies as soon as it becomes...

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### STAKELOGIC / UNIBET

#### Stakelogic maintains live expansion alongside Unibet

Stakelogic has heaped praise on "one of the most established and popular gambling brands in the world" after striking an alliance with the Kindred Group's Unibet brand.

This will see the online casino and sports betting entity's players across Malta Gaming Authority supported jurisdictions gain access to a portfolio of live casino games that aim to capture the atmosphere of a land-based gaming floor.

David Roberston, Director of Casino & Gaming at Kindred Group, noted: "Stakelogic Live has cracked the code when it comes to developing player favourite live casino content, so we are thrilled to be able to offer its games to our players in MGA-supported jurisdictions for the first time at Unibet."

Under the terms of the agreement, Unibet will launch a series of network tables to its players, including American Blackjack, European Roulette, Auto Roulette and Auto Roulette Classic.

This becomes the latest in an array of similar such agreements entered into by Stakelogic, with Unibet following in the footsteps of Dutch entry via BetCity and...

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### INTRESS MEDIA

#### Intress Media targets 'true, safe community' after Michigan launch

Intress Media is expanding its US-based footprint into a second state, with Michigan licence approval following hot on the heels of June's New Jersey green-light.

On the back of the regulatory approval, the affiliate marketing group has launched the iGamingMI.com portal that it says "aims to be the go-to destination for Michigan online casino players".

The entity is looking to collaborate with online casinos that have been fully approved by the Michigan Gaming Control Board as it targets the build of a safe community of gamblers, empowering them to make responsible gaming choices with a mix of news, reviews, education, and entertainment.

Using expert knowledge of the industry, iGamingMI will review casinos, software developers, games, and more, while connecting players with casino representatives in a bid to give readers a deeper understanding of the region's gaming space.

The Las Vegas-based group asserts a mission to "deliver game-changing and innovative solutions" through a network of websites in each regulated state across the US.

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**PANDAScore**

**Line of Sight- eSports Betting**

The leading esports exponents, Abios, Pinnacle Solutions, PandaScore, Betegy and Betby, discuss the issues facing the wider adoption of esports betting within traditional betting platforms and whether greater control of the sector is needed to ensure protection of players and the industry itself.

Pandascore is building the data infrastructure of the world’s most nascent entertainment industry, esports. PandaScore aims to serve every part of the ecosystem by improving how they access and use esports data – from students projects to multinational brands – through a unique combination of an esports expert trading team and a data-driven, AI-powered approach.

Oliver Niner, Head of Sales at Pandascore. Oliver, in what ways do esports fans consume content differently from fans of ‘traditional sports’?

Esports fans have been brought up within the short media culture. They access streams all of the time and are highly engaged with data and short video clips. Traditional sports fans tend to subscribe to a number of media outlets to access content and they also like to discuss sports in a face-to-face social setting such as the pub. With esports fans, this is done online and via social media and chat platforms like Twitch, Discord and Slack.

How does this translate when it comes to betting patterns and behaviour?

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**CONTINENT 8**

**SBC Summit North America**

SBC Summit North America is still a couple of weeks away, but attendees are already amping up for the big event. Continent 8’s Chief Product Officer Justin Cosnett spoke about how much he is looking forward to the gathering.

For Cosnett and Continent 8, the opportunities in the United States and Canada are still plentiful. Gathering the industry together to explore those opportunities is something Cosnett sees as invaluable for anyone in gambling.

What makes SBC Summit North America stand out as an event?

SBC Summit North America is dedicated to the fast-growing online sports betting and casino industry in both the USA and Canada, making it an exciting event. Also, it is located in New Jersey, one of the first and largest legal online gambling states in the US, and brings together executives and representatives from all of the major operators, suppliers, and other stakeholders, making it a must-attend event for Continent 8 and many others.

Not only does it provide vital networking opportunities, but it also allows delegates and attendees to share and exchange ideas and experiences about how to continue to drive growth in what is undoubtedly one of the biggest legal online gambling markets in the world.

We are hugely excited to be sponsoring that amazing networking event once again and this year we have taken this a step further by taking a booth too. If you are attending the summit, make sure to stop by – Booth 221.

[READ THE FULL INTERVIEW](#)

**PRESSENTER GROUP**

**PressEnter Group: Operators must treat payments with “utmost importance”**

Carl Degiorgio, Chief Operating Officer at PressEnter Group, says that a seamless payments journey is vital to customer acquisition and retention but that the industry needs to be more willing to embrace innovative products such as cryptocurrency and Pay-and-Play-like models.

Payments are a critical part of the online casino experience, but they continue to cause headaches for operators in markets around the world. If the payment journey is not smooth and seamless, players will simply move over to a rival brand and are unlikely to ever return.

Statistics suggest that on average, 30% of players will abandon the cashier if their preferred payment method is not available. These players will not come back to that brand. A considerable chunk of the remaining 70% will also drop off along the journey if they encounter too much friction.

This is why it is so important for operators to offer a wide selection of localised payment options, with a payment flow and journey that is quick and intuitive.

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**W2**

**Preparing for the UK’s Stricter Affordability Stance**

Earlier this year, regulatory compliance service provider W2 Golbal Data launched an affordability solution that allows operators to carry out comprehensive affordability checks without impacting the customer journey. The launch of the affordability solution comes at a time when player affordability is under the microscope as part of the UK Government’s review of the Gambling Act 2005.

“Everyone’s waiting to see what the threshold is going to be about affordability and RG checks.” explains Warren Russell, Founder & CEO of W2. “Thus far, the focus has been about what can and should be checked but I think there should be as much weight on customer engagement.

“Affordability is not just about checking if someone is bankrupt, it means engaging with customers from both an upsell and protection perspective. I believe there will be a dual focus on having to optimise the use of external resources whilst also picking up the phone and engaging via web chat with customers.”

W2’s new solution allows operators to gain insight into multiple affordability indicators so that they can protect their players, comply with regulations, and avoid potential fines and reputation damage with the UK Gambling Commission having handed out more than £54m in fines over the past two years alone.

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**BLUE GURU GAMES**

**Spotlight Series: Are slots experiencing a ‘fishing revolution’?**

The slot sector is not oblivious to the number of variations of themes circulating the space. In fact, many suppliers see this as an opportunity to challenge and innovate on titles that have come before them – whether that’s fruit slots, Egyptian-themed titles or the continued integration of the Megaways brand.

But recently, there has been one concept which studios have started to reel in on – fishing.

The slot sector has recently seen an increased popularity with fishing-themed games. Why do you think this is the case?

Lloyd William Roberts, Blue Guru Games: We all met in a seaside tavern and over a few hot toddies we hatched the idea to flood the market with fishing games.

It’s an odd thing when there’s a sudden explosion in a particular game or theme type. It’s not that we’re collaborating. I think it’s simply due to us catching the zeitgeist from somewhere.

It’s probably due to Bob Mortimer and Paul Whitehouse.

Fishin’ Frenzy is probably the most well-known fishing title out there. How come it’s only recently that other suppliers have jumped on this theme?

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**FLOWS**

**Q&A with Domenico Mazzola, Director of Sales at FLOWS**

Can you tell us more about your new role as Director of Sales at Flows?

I’m excited to have the chance to help Flows achieve greater expansion by leading all the sales within the company.

How will you leverage your experience to drive growth at Flows?

I’ve worked in Sales for the last eight years of my career, largely in start-up companies that are now well recognized and established in our industry. I plan to replicate that success by building solid fundamentals to help the company grow stronger and stronger. Flows will become a key player in the industry, and we expect to build a big customer base, so I need to ensure that we have the proper structure and processes in place to achieve this goal.

What key challenges will you face in the role and how will you overcome them?

Being a Sales professional with a software development background gives me a great advantage when selling cutting-edge technological solutions like Flows. My main challenge will be to help the market understand Flows’ potential..

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## JULY 2022 EDITORIAL HIGHLIGHTS



### STRIVE GAMING

#### iGaming platforms are more than just a gaming space

Twelve months on from G3's last chat with Max Meltzer, CEO of Strive Gaming, we sit down to discuss how the iGaming landscape has evolved in such a short space of time and building a platform that facilitates everything a customer can do within a business. Max begins the interview discussing how business has been for Strive in its debut year.

Strive has achieved its objectives and more in the year since launch. We've gone live with three customers; Golden Nugget (now DraftKings) and Desert Diamond (a tribal operator) in Arizona, and Betsson's Betsafe brand in Colorado, as well as another client soon to be announced.

No other platform business in our space has signed that many deals in that one year period of time. From a customer acquisition perspective, we are doing well...

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### MULTIPLE GAMEON CLIENTS

#### US Gaming Roundtable: New market entry challenges

In this roundtable, the participants discuss some of the challenges operators and suppliers face when entering a new US market, and how they go about driving brand awareness – both among players and in the case of suppliers and operators.

Taking part in this roundtable is Marina Bogard, Managing Director US at Betsson Group, James King, CEO of Flows, Allan Petrilli, VP of Sales and Growth at Intelitics, and Jon Bowden, CMO at PlayStar.

SBC: What are the key challenges operators/suppliers face when entering a new market and driving brand awareness? Can you give some examples?

James King, CEO of Flows: Competition – A big challenge will always be competition, especially in markets that have incumbents with a strong brand presence (even physical ones with land-based properties). It seems most take one of two routes to mitigate this, the first, just spend, spend and spend until you buy enough market share to be considered a leading player in that market (we've seen this in the US for example).

Allan Petrilli, VP of Sales and Growth at Intelitics: If the market really is brand new and wasn't previously operational in a 'grey' sense, then operators and suppliers...

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### SGG

#### Troy Paul, Founder and President of Sports Gambling Guides, discusses the role of social media in the rapidly growing US gaming market

How social media is cracking the US sports betting market

The liberalisation of sports betting in the US has unleashed a tsunami of competitive advertising, as huge corporations vie to outspend one another to muscle themselves a chunk of the market. And every time a new state regulates betting, it's ground zero for competitors like DraftKings, FanDuel, Caesars and MGM Live, to grab the biggest share of the customer pool by unleashing a sign-up bonus blitz across the airwaves.

It's getting out of hand

Last August, Caesars CEO Tom Reeg told analysts his company would spend \$1bn marketing its sports betting app in the ensuing 24 to 30 months. As Matt Maddox, former Wynn Resorts CEO, complained: "competitors are spending too much to get customers."

Caesars has crossed the Rubicon. How can anyone compete with a billion? Operators can't, and there's a strong argument to say they shouldn't bother. In the mature UK market, the tide of public opinion has turned against betting companies, largely because of the proliferation of television advertising around sports.

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### MULTIPLE GAMEON CLIENTS

#### Gaming for Africa Exclusive: African iGaming Roundtable

In this exclusive Gaming for Africa roundtable feature, we chat to a number of key suppliers that have extensive experience and expertise in iGaming on a continent that provides enormous potential for expansion, providing you have the necessary local knowledge and guidance.

Is Africa really being given the consideration it should by operators and suppliers looking to expand their geographical reach?

Comments included from Cyril Casanova, CEO & Co-founder of Honore Gaming. Reece Calderbank, Business Development Manager - Africa of FSB. Simon Noble, Head of Sportsbook at Champion Sports. Andrei Beu, Commercial Director at Gamingtec and Victor Pronk, CCO at Incentive Games.

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### GAMEON / MINTY CREATIVE

#### Neligan: In the 'age of the influencer' personal brands are essential

"In the 'age of the influencer' personal brands are essential, and we're using our combined firepower to showcase key business professionals as the go-to experts and thought leaders in that field."

These were the thoughts of Siobhan Neligan, Director and Founder of Minty Creative, who spoke to CasinoBeats as the firm approaches its one-year anniversary of the investment of GameOn into Minty Creative, providing an update on the cohesion, how the companies have navigated any challenges and what to expect in the future.

CasinoBeats: It's been a year since the announcement of the investment of GameOn into Minty Creative, can you give us an update on what each team has been working on?

Siobhan Neligan: Over the past year, our partnership has become even stronger. We offer a comprehensive, fully integrated social media management service, as part of the GameOn portfolio, and we've implemented a number of processes that makes our collaboration smarter, slicker and more effective for our clients.

Aside from that, we've welcomed new clients and used the funding round to build out the team and its capabilities. We are proud to have increased our...

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### PANDAScore

#### Educating regulators is key to US esports betting growth

Ahead of next week's SBC Summit North America, Oliver Niner, Head of Sales at PandaScore, delves into the current state of esports betting in the US and how the industry itself can help address the concerns regulators may have.

SBC: What is the current state of play when it comes to esports betting in the US market?

Oliver Niner: "It is still very early days for esports betting in the US, and the regulations in place differ from state to state. Right now, there is not a lot of direct legislation in place but that is changing with new states embracing legal sports betting, often including provisions for esports betting in their frameworks and requirements.

"New Jersey has also recently gone back to its regulations to add provisions for esports betting as this was not included the first time around, and I expect to see more of the early sports betting states do the same thing. This is because operators want to offer esports betting to their players, so regulators have to ensure it is included in their frameworks and requirements.

"Most regulated states are fairly open when it comes to esports betting, but a few have put restrictions on things like bet size and not being able to offer..."

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**LIVESPINS**

**Livespins CCO Pedersen: Our Model Creates Limitless Opportunities**

Livespins CCO Michael Pedersen walks us through the company, the very origins of the project, its success with top-flight iGaming brands, and the recent partnership opportunities Livespins has been able to claw for itself. The innovative model has captivated audiences, enabling Livespins to continue revolutionizing the way people consume and enjoy slot gaming. Speaking of the limitless opportunities the model creates, Pedersen walked us through what we should know about Livespins as of today.

Q: Can you tell us a bit more about how the idea behind Livespins came to be and where do you find yourself after you originally launched?

Livespins was launched with the sole purpose of leveraging the meteoric rise of online slot streaming and allowing operators and game studios to get in on the action in a way that was not possible before we made our debut. We knew that players had a big appetite for slot streaming – in 2021, more than 280 million hours of streaming were consumed in the slots category on Twitch alone and the chat function is always on fire with audiences communicating with each other and the streamer.

This stood as our proof of concept, but we wanted to take this to the next level which is why we allow those watching the stream to also bet behind the action taking place on the reels. This allows operators and gamedevelopers to...

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**W2**

**Exclusive Q&A with Warren Russell CEO/W2 Global Data**

Why is affordability such a focus right now and especially in the UK?

Since the 2005 Gambling Act has been under review from late 2020, affordability has been heavily discussed as being a central part of any changes to requirements that might be brought into force. It has become increasingly common for operators to be fined for failings relating to player protection and safer gambling – the Gambling Commission has handed out more than £54m in fines over the past two years alone – and many stakeholders believe these issues could be mitigated or greatly reduced with more comprehensive and robust affordability requirements.

Is it really key to helping better protect players? Or does it need to be combined with other additional safeguards?

Affordability has the potential to greatly improve player protections and ensure players are gambling responsibly. That is why as a result of the review of the 2005 Gambling Act affordability checks will likely become a key requirement for operators to support both their own player protection initiatives and their customers. But affordability is not the only saving grace for the industry. All areas of the industry must come together and collaborate on efforts and technologies in order to fully implement change. In short, affordability is just one piece of the puzzle that makes up comprehensive player protection processes and protocols.

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**SKILLONNET**

**The newest mature market**

Ontario is one of the newest regulated igaming markets in the world, only opening in April of this year. Yet, as PlayOjo founder Ohad Narkis explains, in many ways it is much more like a mature market – a fact that has shaped the operator’s strategy for its launch there.

Think of new markets opening up to regulated igaming currently and a number of jurisdictions may come to mind. Among the most obvious choices may be Ontario, which permitted licensed operators to launch their products on 4 April.

But for Ohad Narkis, chief executive of SkillOnNet brand PlayOjo, it isn’t right to treat Ontario like a new market. Despite the recent launch, he notes that it has the characteristics of somewhere that has permitted igaming for a much longer period of time, thanks in part to the many years spent as a grey market before steps to regulate began.

“Ontario I would definitely place similar to the more advanced and more mature...

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**PANDAScore**

**Rewarding the underdogs**

Karl Zammit, Head of Trading at PandaScore, discusses the constantly shifting landscapes within esports betting

Underdog wins are part of the thrill of betting. If against all odds, your team manages to take a win against the favoured opponent, it’s not just an upset in its own right – there’s potentially big money to be won too.

A common trend that’s been found in esports is that underdog wins are more common when compared to traditional sports. The increased presence of underdog wins means that esports traders need to be highly informed and careful about how they price markets.

Across the whole esports spectrum, it’s easier to win as an underdog than in any traditional sport. There are a lot of factors that contribute to underdogs being more successful in esports than in traditional sports.

**Mental gap**

For PandaScore Head of Trading, Karl Zammit, it’s because esports has a greater reliance on the mental side of competition. In traditional sports, there’s the aspect of physicality: how you’re built and so on. In esports – particularly for MOBAs (multiplayer online battle arena) like League of Legends and Dota 2 – you can have the best players in the world but if you don’t draft the champions...

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**SPRIBE**

**David Natroshvili: Spribe Finds Way to Deliver Excellent Content to African Players Despite Infrastructure Challenges**

Spribe is an innovative iGaming developer with a global pull. The company’s product director, Shalva Bukia, sat with us and talked about the challenges operators in Africa currently face. A lack of infrastructure has pushed Spribe to innovate to provide players and operators with the sort of product that exceeds industry standards and addresses the local market specifics. Here is how Spribe managed to create games that can overcome technical obstacles while improving the entire industry in doing so.

What are some of the key challenges Africa presents when it comes to infrastructure (internet, mobile data, devices, etc)?

There are the often-mentioned challenges such as the lack of technical infrastructure, high cost of mobile data, and limited device access (although smartphone penetration is on the rise) that are associated with operating in Africa. But for us, one of the biggest challenges that we are working to overcome is that our Amazon servers are based in Europe and not Africa.

This increases the “ping” time for our games which ultimately impacts the player experience. The market creates a huge demand to have servers there. This is something that we’ve put a lot of effort and resources into resolving. Currently, we are moving to the Edge AWS in Cape Town.

[READ THE FULL STORY](#)

**CONTINENT 8**

**At the Cutting Edge**

Anthony Abou-Jaoude, Chief Data Officer at Continent 8 Technologies, explains why the company is in a unique position when it comes to data.

What role did data play in the launch of your Gaming Exchange?

Data was the foundation for the Gaming Exchange. Continent 8 has been serving the global online gaming industry for more than two decades and that puts us in a unique position when it comes to the data that we host, manage and secure on behalf of our customers.

The industry is made up of hundreds of operators, suppliers and partners, a lot of which are talking to each other daily in terms of traffic and data. But customers wouldn’t have visibility of the traffic flows from a B2B or partner perspective and that is why we launched our innovative Gaming Exchange and Premium Portal.

It is a powerful private internet and exclusive community exchange for igaming...

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## JULY 2022 EDITORIAL HIGHLIGHTS



### FSB

#### Software Talent Nafisa Zaman on Her Journey with Rubik Academy and FSB

Last year, award-winning gambling technology provider FSB joined forces with Rubik Talent to develop technology skills and promote the careers of graduates from underrepresented groups within the global iGaming industry. Under the agreement, Rubik built a technology graduate program to attract a diverse workforce via the Rubik Academy while FSB pledged its support to Rubik junior technologists with four candidates are chosen from an incredible pool of talent to join its team as part of a two-year training scheme.

One of those talents was Nafisa Zaman, who spent the past 12 months working across various roles within FSB's leading technology team. Gambling News sat down with Nafisa to learn more about the Rubik Academy and her first 12 months spent immersed in the FSB business. She also talks about some of the challenges she has faced and how she has worked to overcome them as she continues to develop her skill set and understanding of the global iGaming industry.

Q: Can you tell us what role/roles you have been working in at FSB?

I spent the first five months at FSB focused on front-end development and specifically working in the offshore React team. The main project I worked on was building a new website for client JenningsBet, and this was done using React – a JavaScript library for building user interfaces. This was a challenge for me because I only had two weeks of experience working with JavaScript and one week with React. However, with the help of the team, I quickly got up to speed and really enjoyed working on the project. After a couple of months, we were asked to work on other clients including BetGoodwin and Quinnbet. This really did keep me on my toes.

After this, I rotated to work on back-end projects. This also required me to...

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### FIRST LOOK GAMES

#### Tom Galanis: important to maximise exposure to generate return on investment

The relationship between affiliates and studios is still a relatively new concept, which, according to Tom Galanis, Managing Director and Co-Founder of First Look Games, could be the reason the former's outreach value may be overlooked.

Speaking to CasinoBeats following the company's enhancement of its platform earlier this year to improve the user experience for both developers and publishers, Galanis stated that affiliates want accurate information on new releases to communicate to their audience. Even more, they want information before anyone else.

"Studios can be overly protective of this information or can find themselves providing information to affiliates they shouldn't," he commented. "Managing this isn't easy when there's hundreds of affiliates, little time and few studios that can justify hiring one of the few people respected by the affiliate community with existing expertise for this specific form of outreach.

"That said, the benefits of getting it right is a strong launch, good visibility and better feedback on the games directly from players. If an affiliate gets a lot of traffic from a studio or particular title, it benefits both them and the studio itself."

Galanis also noted content that can be created via the collaboration between new studios and affiliates, when working together, goes beyond game reviews and can result in interviews, explainers and even studio tours.

He added: "The stronger the relationship between the studio and the..."

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### APPARAT GAMING

#### European Gaming Q&A with Thomas Wendt, Co-founder and Director of Apparat Gaming

Your tagline is that you create slots with a German accent. Can you tell us more about that?

Germany is our market. It's where we live and work, and also the market we work for. Of course, we would have liked the regulation that came into force last year to have been different. But as is so often the case in life, there's opportunity there.

The German market is large and remains so, despite adversities. It's the second or third largest market in Europe. And it is also a special market in terms of gaming habits and tastes, which we understand well through our years of experience, both land-based and online. That is our 'German accent': from the market, for the market!

We produce games with mechanics, features and mathematics that we know German players like. But we also like to take a fresh, modern approach beyond our great graphics. Because that's the second level of our German accent: we want to stand for what 'Made in Germany' represents in the best sense: quality, technology and reliability. And, of course, the famous measure of humorlessness'.

What makes for top-performing content in the German market? What themes/features/etc are players drawn to?

Quality works everywhere, of course, and it doesn't matter where it comes from. That's why we don't limit ourselves to the German market. We know that features that work particularly well in Germany also find fans in the Nordic or Asian markets.

Of course, there are the essential classics that belong in every portfolio: good fruit games, Ancient Egypt-themed slots, and so on. But to stop there would be too simplistic.

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### PANDAScore

#### Addressing Esports Betting Regulation and Compliance with PandaScore

Oliver Niner, Head of Sales at PandaScore, discusses the unique regulatory challenges that esports betting presents and says that by all parties coming together, frameworks that protect both competitors and bettors can be put in place.

Esports betting is now a must-have for sportsbook operators looking to engage wider audiences and provide existing customers with new and exciting wagering opportunities.

But in the haste to add esports to their books, operators must not overlook the need to be compliant not only with gaming regulations in the markets they target but also with esports rules.

This is a complex, ever-changing area as the worlds of esports and betting become more tightly bound together and more comprehensive requirements are brought into play.

It must be remembered that it is still very early days for esports and esports betting, with an education process to take place with regulators in markets around the world.

For now, this means operators wanting to add esports betting will need to get their heads around the different requirements in the different markets they target.

Of course, there are some fairly standard compliance requirements that operators have to meet in the vast majority of markets, and the big one here is player age verification.

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**SGG**

**Troy Paul on how Sports Gambling Guides embraces affiliate social media**

It's not often you encounter a 24-year-old CEO in the gambling space, but Troy Paul is bucking lots of trends with his affiliate content company, Sports Gambling Guides. The company dabbles in search-driven SEO web content, but the real bread and butter of the organization is social media.

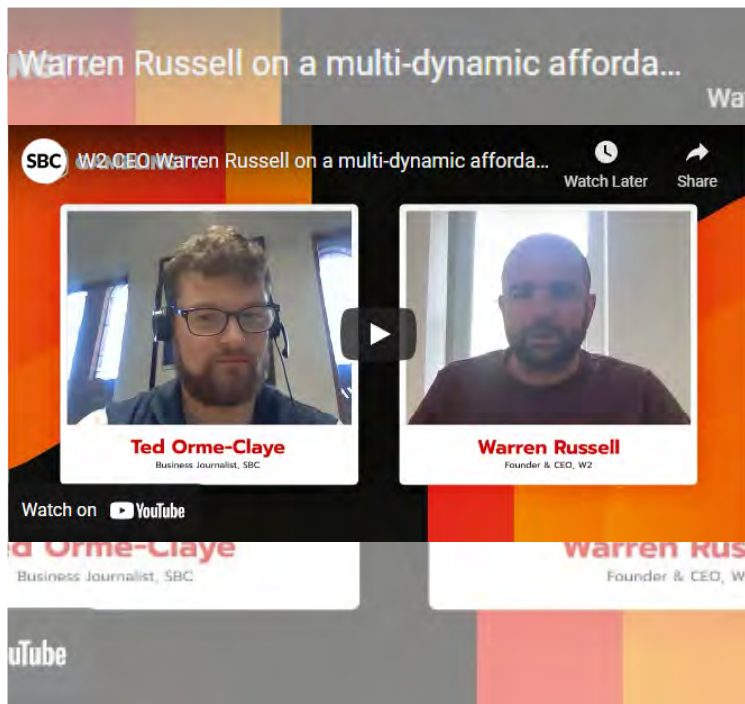
Paul and his friends were already passionate about social media and spent most of their time engaging on various platforms, especially when watching sports. So Paul monetized his interests by creating Sports Gambling Guides and partnering with social media content creators, or micro-influencers, as he likes to call them. These creators can then, in turn, monetize their own sphere of influence in the sports world.

Paul spoke with SBC Americas about the business, which is booming thanks to a new investment of \$2 million from Astralis Capital.

SBC: Sports Gambling Guides' focus is on social media, but you also have written content on websites. How do you balance how much attention you pay to each vertical?

Paul: It still is important to be producing written content on your own where you're talking about what's going on with teams, and you're writing more detailed articles about whatever sport it is you're focusing on. The unique difference...

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**LIVESPINS**

**Crypto Casinos – The Inevitable Next Step for us All?**

As the world continues to transition into the digital age, Blockchain-based technology is expected to become increasingly popular and adopted into most aspects of our life.

The entertainment sector, namely casino's, seem to be next in line to integrate and benefit from this technology.

We spoke with Michael Pedersen, Chief Commercial Officer at Livespins to get his thoughts on the future of Crypto casinos and understand why the industry's eventual transition to the Blockchain is inevitable. More importantly, he will also explain how we can best prepare for this new frontier, as an industry, and be part of this exciting growth opportunity.

What is the current state of play when it comes to crypto casinos? Are they growing in popularity? Why?

"Crypto casinos are becoming increasingly popular, and this is linked to digital currencies becoming more widely adopted by society. This is also being driven..."

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**CONTINENT 8**

**The Gaming Exchange: An Opportunity for Increased Transparency and Security?**

Close interaction between gaming companies, sharing important assets and data, is a key part of any successful iGaming operation. But, as with any exchange, there is always a level of risk involved due to varying levels of data quality and security. In the worst cases, this can result in security breaches and unreliable data assets.

Justin Cosnett, Chief Product Officer for Continent 8 Technologies, believes they have come up with the perfect solution for this issue with their new Gaming Exchange. We caught up with Justin to hear more about this breakthrough and learn what impact it will have on the future of the iGaming industry.

Can you tell us a little more about the Gaming Exchange and how it came about?

"The Gaming Exchange is a powerful private Internet and exclusive community exchange for iGaming businesses. It allows them to connect faster and more securely than via the standard Internet, with no need for additional configuration. It means Continent 8 customers can connect directly to other Continent 8 customers via an MPLS Layer 3 VPN across our private backbone network rather than route over the public Internet. to create the highest possible win combination, and there is a chance to trigger the free spins mode during every spin with a wild.

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**W2**

**Warren Russell, W2: Addressing the affordability balancing act**

Affordability has been one of the key talking points in gambling circles over the past year, eliciting positive responses from some stakeholders, but reservations from others.

Although the Gambling Act review has once again been delayed, many reform advocates remain hopeful that enhanced affordability checks protecting the most vulnerable of players will be included in the regulatory overhaul.

On the other side of the divide, key figures in the betting industry – as well as politicians and representatives from associated sports such as horse racing – have expressed concerns that more stringent affordability checks could unfairly impact bettors who are not at risk, drive revenue to unregulated black market operators and deal a heavy financial blow to the sector.

Addressing the affordability debate in the context of regulatory compliance specialist W2's newly launched affordability tool, the company's Founder and CEO, Warren Russell, acknowledged the need to balance operators' legitimate business activities with the spending habits of both at-risk and not-at-risk players.

"It's going to be very interesting to see where those thresholds are set and how the operators react, because gambling is a business and for the average player..."

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**APPARAT GAMING**

**Thomas Wendt, Apparat Gaming: maybe the others should be afraid**

"Now we are in step one. Maybe the others should be afraid of what happens in step three or four," Thomas Wendt, Co-Founder and Director of Apparat Gaming, tells CasinoBeats in the aftermath of Yolo Investments acquiring an interest in the developer for an undisclosed sum.

Despite still being relatively early in online slots journey, Wendt pulls no punches in commenting that "I would say, I'd like to have a little bit more, but we are very proud of what we did" upon assessing the company's progress from foundation two years ago until the current day.

The developer is looking to release one game per month moving forward, a number that could shoot north should the correct conditions align, with an upcoming release at the end of August causing much optimism.

This represents a game release "which I strongly believe in" he continues when looking at challenges of establishing a slots studio in an already overcrowded...

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