

# FOCUS ON MARCH

NEWS ROUND-UP FROM **GAME ON**



## MARCH 2021 PRESS RELEASE HIGHLIGHTS



### PLAYSTAR CASINO / MAXIMA

#### PlayStar Casino boosts compliance needs via Maxima

PlayStar Casino has unveiled a collaboration with Maxima Compliance to assist in its ongoing preparations ahead of entering the New Jersey market later this year.

This partnership will see the latter provide an in-house service to ensure that PlayStar Casino meets and exceeds its regulatory, compliance and responsible gambling needs.

"We are absolutely thrilled to support PlayStar Casino's entry into New Jersey, which comes at an exciting time for us as we open our first office in the US, in that state," noted Antonio Zanghi, CEO at Maxima Compliance.

"The Maxima team have supported several clients in multiple US markets in different capacities and we're very pleased to announce this partnership with PlayStar Casino and establishment of Maxima Compliance in the local market to support it."

Under the terms of the partnership, Maxima Compliance will provide dedicated resources to PlayStar Casino via in-house engagement, assisting the igaming...

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### REAL DEALER STUDIOS

#### Introducing Real Roulette with Matthew

Real Dealer Studios, provider of unique casino games that combine beautiful video with RNG gameplay, launches first male-dealer title.

Real Dealer Studios, the provider of unique casino games that combine striking video with RNG gameplay, has diversified its flagship Real Roulette series with the launch of Real Roulette with Matthew.

Matthew is the first male dealer to join Real Dealer's popular line-up, which until now has starred female cast members from the US. By contrast Matthew, likewise portrayed by an actor, comes straight from the finest casinos in London. He hosts the game with style, class, and plenty of English charm.

Designed as an alternative to standard studio-based live casino, Real Dealer's games are created from high-quality recorded video clips of dealers in action which are then carefully integrated into the RNG gameplay to deliver a seamless and superior player experience. In addition to this latest title, the studio is planning a number of other male-dealer roulette releases this year.

Real Dealer's approach to its games is unique in that it uses professional actors as well as film directors and post-production crew to ensure Hollywood levels...

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### CONTINENT 8

#### Continent 8 strengthens igaming sales team

Continent 8 Technologies has strengthened its global sales team with the appointment of a highly experienced igaming professional as sales account director in Malta.

Melissa Lamb will be working from Continent 8's offices in Ta'Xbiex as part of the worldwide sales team to expand the igaming infrastructure provider's customer base.

Continent 8 is the only global data centre provider to offer fully redundant, dual data centres within Malta, connecting to over 60 locations across Europe, Asia and the Americas.

Lamb said: "It's really exciting to be working with Continent 8, a visionary organisation that protects mission-critical data for some of the world's biggest igaming brands.

"Malta is an international hub of gaming excellence and the jurisdiction of choice for a number of our existing clients. I will be working closely with colleagues...

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### SWINTT / WHITE HAT GAMING

#### Swintt strikes White Hat Gaming partnership

Fast-growing developer's proven and popular content now available via powerful platform provider and content aggregator.

Swintt, the fast-growing casino game provider, has entered into a distribution deal with White Hat Gaming to deliver its proven, specialist content in key markets across Europe.

The first two Swintt games to be launched by White Hat Gaming are the popular Master of Books and Lost World, with further additions including Egypt King and Extra Win among those set for the coming weeks and months.

Under the partnership, White Hat Gaming will also gradually add more of Swintt's land-based style content that has proved to be incredibly popular with players across Europe as well as its innovative and cutting-edge in-house slots and casino games.

The deal is significant for both Swintt and White Hat Gaming ; for the former it provides a major boost to the distribution and reach of its content and for the latter it means offering even more top-quality slots and casino products.

David Mann, Chief Commercial Officer at Swintt, said: "This is a great..."

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## MARCH 2021 PRESS RELEASE HIGHLIGHTS



### PLAYSTAR CASINO

#### Ex-Catena chief Per Hellberg named PlayStar CEO

PlayStar Casino has named former Catena Media chief Per Hellberg as its chief executive officer, as the brand stands poised to make its US debut in the state of New Jersey.

Hellberg, who most recently served as the CEO of the affiliate firm, previously occupied the role of CEO and chairman of Readly, taking the business from start-up and putting it on the path to being listed on the NASDAQ Stockholm.

Further past experience is gained from Nordic Gaming Group as chief marketing officer in 2009, before being promoted to CEO just five months later. Over the next three years the business maintained consistent growth until it was acquired by Betsson Group in 2012.

"I am delighted to join PlayStar as the team gets ready to launch into the New...

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### GAMEON / HIPHTER AGENCY

#### GameOn and Hiphter Agency enter strategic partnership

iGaming marketing and PR agency to provide editorial support for publisher's magazines and events; Sarah Blackburn joins Way Seers Board for European Gaming and Gaming Americas.

GameOn, the leading iGaming marketing, and PR agency have entered into a strategic partnership with Hiphter Agency, the organization behind some of the industry's biggest media publications and virtual summits and events.

Under the partnership, GameOn director Sarah Blackburn will also join the Way Seers Board for European Gaming and Gaming Americas and will provide content guidance and support for each brand's online portal and events.

The Way Seers Board consists of industry heavyweights including Nadiya Attard (director of sales at Push Gaming) Charmaine Hogan (head of regulatory affairs at Playtech) and Sissel Weitzhandler (head of legal and compliance at Play'n Go).

Their role is to help shape the content published across European Gaming and Gaming Americas, and to set the agenda for the series of Quarterly Meetups, Mini Meetups, and Gaming Summits set to take place this year.

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### MANCALA GAMING / PARIMATCH

#### Mancala Gaming games are now available on Parimatch

Mancala Gaming, a promising game provider based in Prague, has just signed a new business deal with Parimatch, a leading operator in the CIS region.

Mancala gaming will now be able to offer its full gaming portfolio into this region and continue to steadily expand their number of partners. There's no doubt that this strategic business deal will help them consolidate its position in the CIS region.

Eugene Saveliev, Head of Gambling Products at Parimatch, comments: "We take the game offering seriously in Parimatch and I am happy to say that our new partnership with Mancala gaming will make it only stronger and better.

"With such smooth integration, appealing new games, and a 5-star customer service, Mancala gaming is a proper partner to build our business with."

Anastasia Rimskaya, Head of Account Management at Mancala gaming, also comments on the partnership: "I am very happy to announce that our games are now available in Parimatch. Mancala gaming is proud to offer not only appealing games, but also advanced bonusing tools to increase player retention without requiring extra resources on the partner's side."

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### XACE

#### Xace strengthens ahead of European growth drive

Annie Osborne has been appointed as chief commercial officer at Xace, as the group aims to make headway into ambitious plans to further expand throughout Europe this year.

In the role, Osborne will be responsible for shaping and executing the group's commercial sales and marketing strategies, including product development and customer experience, reporting directly to CEO David Hodgkinson.

Joining with a ten-plus-year payments career, with roles held at companies such as American Express and ACI, Osborne boasts experience in international merchant banking, payments and fraud management, covering verticals including enterprise retail, gaming, hospitality and entertainment.

"I'm delighted and immensely proud to be joining Xace at this stage of its growth.

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### CRUCIAL COMPLIANCE

#### Crucial Compliance: Roadmap to Responsible Gambling 2021

As the focus on player protection in the iGaming industry continues to intensify, how best can we as an industry respond to this?

Recent regulatory proposals have polarised the industry as some iGaming stakeholders believe they are not practical and aspects such as affordability need to be taken into greater account.

Andy Masters, Chief Operating Officer at Crucial Compliance spoke with us to give his perspective on how the Pandemic has impacted our focus on the issue of responsible gambling and what this means for future growth in the iGaming industry.

The pandemic and subsequent lockdown have caused the issue of player protection to be more prominent than ever before. Why do you think some operators struggle in creating the most efficient responsible gaming models? How can this be improved in the future?

"This can be put down to two key areas, size and complexity against capability and resource. Large operators have lots of systems from lots of suppliers which all provide varying levels of player data depending on if they are retail, online or multi-channel.

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### BETSSON / SLOTMILL

#### Slotmill goes live on Betsson via Relax Gaming

Casino game provider Slotmill has teamed up with Betsson to open up their slot games to Betsson Group brands.

Players at Betsson brands like Betsafe and Casino Euro can now use Slotmill's portfolio of games. Slotmill have gained a reputation for developing slots that are popular with users on mobile and desktop

The deal was supported by igaming provider Relax gaming, which helped with the onboarding of the agreement to streamline the process.

"We are beyond proud to see our content land in the Betsson game lobby and be made available to its players for the first time," said Johan Ohman, Founder of Slotmill. "This shows that Slotmill can design and develop casino content that is among the best in the market and provide players with a thrilling and exciting experience with each spin. Relax Gaming has also played a significant part in this deal, allowing us to add our games smoothly and seamlessly. Here is to a great partnership between us, Betsson and Relax Gaming."

Ciara Nic Liam, commercial director for gaming at Betsson Group, added: "Slotmill is a great addition to our game lobby. The developer's games not only look great but provide a fun player experience. We spend a great deal of time...

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## PANDAScore

### PandaScore adds live Valorant to its growing product offering

PandaScore, the AI-powered esports odds and data provider, has added Riot Games' Valorant to the growing roster of games available through its powerful data and odds platform.

Valorant is a new game from the same team behind the hugely popular League of Legends, and PandaScore has launched its data and odds feeds in time for Masters, the latest instalment of the Valorant Champions Tour (VCT). The VCT, kicked off this February and runs throughout the year with competitions across the globe, including North America, Europe, Korea and more.

After successfully supplying operators with prematch odds from the beginning of the competition, Pandascor is now providing live markets on the Valorant Champions Tour.

Pixel.bet, CSGOEmpire and other operators that have integrated the PandaScore feed into their platform will be able to offer a range of match bets as the Valorant Champions Tour rolls on.

Bookmakers can offer markets including Winner 2-way, Winner 3-way, Total Maps Over/Under, Correct Score, First Map Result, Team to Win a Map, Team Maps Won and Maps Handicap. Punters can also place bets on the overall series winner.

A proven provider that values timely and accurate data, PandaScore will...

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## BETSSON / SCOUT GAMING

### Scout Gaming pairs up with Betsson

B2B fantasy sports provider Scout Gaming has announced it will team up with Betsson to launch its product in Brazil.

Brazilian players can now play Scout Gaming's daily fantasy games onshore on Betsson's website.

Players will have the chance to play two types of fantasy sports games, one which is free to play and a premium version which offers bigger prizes.

Joakim Renman, CCO at Scout Gaming Group, said: "In order to provide the largest network of pooled DFS (daily fantasy sports) operators we must ensure we partner with the biggest names in the business, and we undoubtedly count Betsson Group among these must-have operators.

"We are thrilled to see our games go live with its flagship brand and for its players in Brazil to be able to enjoy the fun, and entertaining experience our games provide while also giving them the chance to win some truly incredible prizes."

Ciara Nic Liam, CD at Gaming Betsson Group, added: "Fantasy sports and daily fantasy sports are tremendously popular and something our players are seeking.

"Of course, we wanted to be able to offer them the best fantasy experience in the world and that is why partnering with the Scout Gaming Group was an absolute must. Its fantasy platform is undoubtedly the best and will prove to be hugely popular with our players in Brazil."

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## FANTASMA GAMES

### Fantasma closes oversubscribed IPO ahead of NASDAQ First North debut

Stockholm based igaming development studio Fantasma Games has closed its oversubscribed initial public offering ahead of the group making its debut listing on the NASDAQ First North on March 23.

The IPO of SEK 21m (£1.8m) was significantly oversubscribed, says the firm, with the total subscription amount totalling SEK 216m (£18.2m) and corresponding to an unexpected subscription ratio of 1,269 per cent.

This will see Fantasma will add 1,000 new shareholders, with 700,000 shares and 560,000 warrants of series TO1 issued. Around 68 per cent of the offer was submitted by Fantasma's board and management plus Mangold Fondkommisison, Pontus Lindwall, KL Capital and Christian Rasmussen.

Björn Kjellsson, CEO Fantasma Games, explained: "We feel incredibly inspired by the great interest we have seen from investors in our listing issue where more than 4,000 investors have requested subscriptions.

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## FSB / USBOOKMAKING

### FSB announces strategic alliance with Nevada's USBookmaking

Sports betting and igaming technology provider FSB has further established its presence in the North American market after announcing a strategic alignment with Nevada based USBookmaking.

Under the terms of the agreement USBookmaking will offer FSB's contemporary full tech-stack technology platform, including its PAM solution, to land-based casino operators across the country looking to enter the online, retail and mobile sports betting and igaming space for the first time.

FSB, fresh from winning Industry Innovation of the Year at the 2020 SBC Awards, has built a reputation for using contemporary, next generation technology that provides operators with a comprehensive technical and operational solution.

USBookmaking will work with land-based casino operators to offer them a bespoke trading solution for retail, mobile sports betting and igaming. This new venture will also allow them to showcase FSB's multi-state PAM scalability, retail products and various igaming solutions within one package.

Dave McDowell, CEO, at FSB, said: "We're delighted to team up with USBookmaking. I've been really impressed with the success they have driven in recent years and I'm confident we can play a part in their continued accelerated growth. This relationship will provide operators with access to a vast suite of next generation technology that will propel them successfully into the online space.

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## STAKELOGIC / BLITZ

### Stakelogic goes live in Belgium via Blitz agreement

Stakelogic has unveiled its entry to the Belgian igaming market after the online casino content supplier struck a deal to supply Blitz.be with its full suite of dice games and slots.

This will see players of the casino operator gain access to the provider's suite of slots content as it aims to further establish itself as a leading brand in the region by offering a large and diversified gaming portfolio.

"Stakelogic has been making headlines following a series of incredibly popular slot launches and we wanted to make sure we were among the first in Belgium to offer its suite of dice games and dice slots," stated Henk Wolff, marketing manager at Blitz.

"Each game has been incredibly well designed, which combined with engaging features and plenty of big win potential, makes for a highly compelling player experience and one that our players will love."

Under the terms of the agreement, Blitz's content roster will now include Stakelogic's "most popular" dice titles including Cash it or not and Dice Fortune, as well as dice slots such as Super Dice Megaways and Big Runner Dice.

Stephan van den Oetelaar, CEO of Stakelogic, added: "Blitz is just what we look for in a casino partner – modern, innovative and committed to offering its players the absolute best experience from the moment they walk through its digital doors.

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## SPRIBE / SUPERBET

### Spribe enters Romania via Superbet partnership

Online casino games developer Spribe has detailed its Romanian entry after striking a distribution agreement with sports betting and igaming operator Superbet.

Under the terms of the partnership, Superbet has also secured exclusive rights to Spribe's flagship Aviator turbo games for a limited period of time.

Both parties assert that after going live for a few days, the title "is already breaking records with more than 350 players accessing the game at peak times". Spribe's turbo games combine elements of video games and social media with the ability to place bets and wagers.

"Aviator has blown us away with how it has performed, becoming one of our most popular titles in a very short space of time. It shows there is tremendous appetite for innovative content that offers different game formats," noted Nicholas Yu, live casino and gaming content manager at Superbet.

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## MARCH 2021 PRESS RELEASE HIGHLIGHTS



### REAL DEALER STUDIOS

#### Real Dealer turns up the heat with new roulette title

Multifire Auto Roulette will set casino game lobbies ablaze thanks to random multipliers that can boost winnings by up to 500x

Real Dealer Studios, the developer of unique casino games that combine pre-recorded video with RNG gameplay, has launched a scorching new roulette variant that sees random multipliers ignite gameplay with the potential to deliver massive wins.

Multifire Auto Roulette, which was created using Real Dealer's signature approach of combining Hollywood quality video with cutting-edge software, takes the classic European roulette format but turns up the heat by adding random bonus multipliers to each game round.

After bets have been placed, one to five bonus numbers appear, each with...

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### BETSSON / PLAYTECH

#### Playtech signs Betsson Group to live casino

Playtech is rolling out its Live Casino across a range of Betsson-owned online gaming brands under a new long-term agreement.

Customers of Betsson Group brands such as Betsson, Betsafe, NordicBet and EuropeBet will gain access to Playtech's live casino and table games portfolio, including Live Quantum Blackjack, Live Slots and the newly launched Adventures Beyond Wonderland.

The four-year live casino agreement follows last year's launch of Playtech's iPoker network across several Betsson Group brands.

"Betsson Group is a highly respected operator within the online gambling industry, and we are very proud to be working with them," said Shimon Akad, COO at Playtech. "Betsson Group already offers an excellent player experience to its significant international audiences and we are confident that Playtech products and innovations will only serve to enhance this experience further."

"With a continued focus on safer gambling, Playtech's core strategy is to offer long-term sustainability and innovation for operators and a safe, enjoyable environment for players."

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### SLOTS TEMPLE / RELAX GAMING

#### Slots Temple adds Relax content to tournament offering

Online casino affiliate Slots Temple has struck an alliance with Relax Gaming, which will see the supplier and aggregator's content suite be integrated within the group's points-based tournament format.

The free to play weekly and monthly competitions aim to provide an alternative to the standard affiliate review site offering, giving players access to the latest titles and affording developers alternative marketing opportunities.

"It is an honour to welcome Relax Gaming to Slots Temple and to offer their games in our Slots Temple tournaments," stated Fraser Linkleter, CMO of Slots Temple.

"Our free to play tournaments have received a great response from all sides and our plans for further improvements, with social features and prizes, will only go to enhance their popularity."

"Being able to partner with the very best providers, such as Relax Gaming, has been immensely pleasing and reaffirms that creative thinking affiliates can be a real asset to the igaming community."

The addition of games content from Relax Gaming to the slot tournament format includes titles such as TNT Tumble and Temple Tumble Megaways.

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### SWINTT / LEOVEGAS

#### Swintt unites with LeoVegas Group

Developer's full suite of casino content to be rolled out across LeoVegas Group

Swintt, the fast-growing casino game provider, has partnered with tier one operator LeoVegas Group and launched some of its suite of highly entertaining online slot games.

This partnership means that players at popular brands operated by the LeoVegas Group, are now able to access blockbuster hits such as Master of Books, Lucky Fruit Wheel, Extra Win and Tokyo Dragon.

Swintt will then see new games added each week until all of its 40+ casino games are live with LeoVegas Group. This includes Swintt's hugely popular land-based style content that has taken the German and other European markets by storm.

[READ THE FULL STORY](#)

### INCENTIVE GAMES / INTRALOT

#### Incentive Games enters US market through Intralot deal

Incentive Games has announced a 36-month deal with global gaming operator Intralot to launch a collection of free-to-play games on Intralot's betting products for the Montana and Washington DC lotteries.

The deal, which will see Incentive's Margin Selector, Dream Team and Bracket games available for NBA and NFL contests, marks Incentive Games' entrance into the US market. The first products have already launched for the NCAA's 2021 Basketball Tournament.

Incentive says that Margin Selector already boasts tens of thousands of daily players, with over 70% of customers playing for consecutive weeks.

"Intralot is a power player in the global online and mobile gambling industry and is one of our most significant partners to date," said John Gordon, chief executive of Incentive Games.

"As the US market continues to roll out and mature, operators will have to think outside the box to acquire and retain players at scale, and our Free-to-Play games have proved to be incredibly successful in this regard."

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### SOFTWEAVE

#### Softweave asserts confidence ahead of Winafar's maiden Canadian entry

Softweave, the software developer for the global igaming industry, is to launch its Winafar product in the Canadian market, asserting confidence it will "enjoy incredible pick-up among casino operators" across the country.

Aiming to enable operators to "offer a live slots experience that captures the magic of playing on a casino floor," the maiden market entry is being undertaken in partnership with Canadian distributor RBY Gaming.

Winafar allows casino players to play at physical slot machines located on physical gaming floors from home, via desktop computers and mobile devices.

Roy Greenbaum, CEO of Softweave, told CasinoBeats: "We're thrilled to be able to bring Winafar to local operators in Canada. Markets all around the world are starting to offer the 'live casino experience' but, whilst these markets largely focus on the traditional table games, Winafar gives players the extra excitement of playing slots right out there on the casino floor."

"We are confident that Winafar will be incredibly popular to gamblers in Canada and that it will be a huge hit with players who want a thrilling new experience."

The product can be installed on any land-based slot machine and uses a camera and microphone to capture the image of the reels and the sounds of...

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**BANDITS THUNDER LINK - STAKELOGIC**

Bandits Thunder Link lets players choose one of three Free Spin bonus games as they board the train and race towards truly explosive wins.

Stakelogic, the innovative game studio, is taking players on a fast-paced heist where they are given the chance to clean house with three different bonus games in its latest adrenaline-fuelled slot, Bandits Thunder Link.

The 5x3 reel, 10 payline slots sees players board the train and speed towards potentially huge wins via Expanding Reels, Multipliers powered by guns and dynamite and a Free Spins feature where they get to choose one of three bonus games.

Free Spins are triggered when landing at least 3 Scatter symbols and players are given the choice of selecting Wild Wild Wins, Wild Bonanza or Thunder Link.

Wild Wild Wins sees 12 Free Spins awarded with Sticky Wilds and a x2 win Multiplier. Wild Bonanza sees 12 Free Spins awarded with Sticky Wilds and Multiplier Wilds with the Multiplier amount set by the number of Wilds that land on each reel with a maximum of x3.

Thunder Link starts with three Re-Spins. During the feature, Thunder Link...



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**HOT 7 HOLD & SPIN - STAKELOGIC**

Stakelogic has released its latest title to be included in its classic slot series with the launch of Hot 7 Hold and Spin.

Designed to appeal to players that love the anticipation that builds when they hold the reels and wait for the top paying symbols to land, Hot 7 Hold and Spin is a 3x3 reel, 5 payline slot that comes with three features – Hold and Spin, Expanding Wilds and Gamble.

Hold and Spin is triggered when three silver or gold coin symbols land on the middle reel. The middle reel is then locked and the symbols on reels one and three are replaced by feature symbols.

The feature starts with four spins and the value of the coin symbols that land anywhere on reels one and three during the feature are then added to the win total.

Players want to keep an eye out for the diamond symbol as this is the highest paying symbol and can turn a big win into a 'truly epic' win.

The three middle symbols also feature a coin with different values; which are subsequently added to the total win once the feature ends.



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FIRSTLOOKGAMES



DOWNLOAD 'BOOK OF BABYLON' MARKETING ASSETS OR FIND OUT MORE AT [WWW.FIRSTLOOKGAMES.COM](http://WWW.FIRSTLOOKGAMES.COM)



**BOOK OF BABYLON BY GREEN JADE GAMES**

A 5 x 3 slot with awesome expanding feature in Free Spins!

Expanding feature allows player to win more via covering each reel with same symbols, whenever they land!

Books are WILDs in the base game. They substitute for any symbols. WILDs do not expand in Free Spins. Books are also SCATTERs and they pay when landed anywhere on the reel. SCATTER wins are multiplied by the bet amount.

**Earn Free Spins from Scatters**

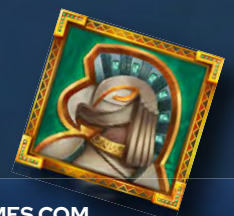
Players receive 10 Free Spins when 3 or more scattered Books appear on reels. Free Spins can be re triggered, up to 3 times per Free Spins session.

**Free Spins feature Expanding Symbols**

On entering Free Spins, random symbol is chosen to be EXPANDING symbol. When enough of these symbols to qualify for payout appears anywhere on reels - they will expand to cover their reels. Also EXPANDING symbols can appear anywhere on active lines to win.

Pay Lines: 10

RTP: 96.194%



## MARCH 2021 EDITORIAL HIGHLIGHTS



### INCENTIVE GAMES

#### Mastering the art of devolving games

John Gordon, CEO of Incentive Games, explains how the developer devolves its games for the African market's less developed architecture. John offers a compelling argument for operators to truly look after their customers through entertainment, rather than viewing them as commodities.

#### How do you approach the challenge of effectively adapting your free-to-play and pay-to-play products for the African market?

It was a baptism of fire when we first tried to adopt what we had created in the UK around seven years ago. We took our high-end native apps over to Africa for some of our clients in the region and we found they just didn't work. The handsets that could receive the material just weren't working quickly enough and there were multiple issues with the network.

We had to attach each one of these barriers individually to essentially devolve what we create in the UK and US, so it was suitable for use in the African market. For every high-end game that works for smartphone and desktop, we then have to create a different application that works on Opera Mini Extreme, Nokia 3210 and other network browsers.

[READ THE FULL INTERVIEW](#)

### 1X2 NETWORK

#### G3 speaks to Rory Kimber, Head of Account Management

1X2 Network has been providing content aggregator Patagonia Entertainment with its full suite of games in South America. Could you tell us more about that deal?

Partnering with Patagonia was a really important step for us. Their local presence and knowledge of the market is important for us to hot the ground running and the fact they're such a key distributor in the region means that we can partner with multiple operators at once and really make a splash. Without having a workforce in the region, it was important that we partner with a company who are collaborative and that's exactly what we found with Patagonia.

#### Could you provide us with an overview of 1X2 Network's operations in Latin America now and going forwards?

We're really keen to keep pushing on in Latin America, adding new operators and delivering our product to all who can benefit from it. The other side of the...

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### SWINTT

#### G3 speaks to Thaluana Muscat, Sales Manager at Swintt

Could you tell us about Swintt's presence in Latin America and your plans for the region going forwards? Could you tell us about any partnerships?

Latin America presents many exciting opportunities for us, and we are building good relationships through the LatAM countries. Being Brazilian myself, I can help the commercial team to understand the culture and have a different point of view.

We also plan to take part in online and physical events, as well as launching many more specialised games for the region. We have some great partnerships coming soon to enhance our standing in LatAm already with the likes of Betwarrior, 1xbet and many others.

#### What is it like conducting business in Latin America?

We've experienced a great reception of our games from the markets we're already active in, and especially from our Swintt Lite range of products. These are games which are built light to load quickly - perfect for regions with expensive data or lower internet speeds - and also light in complexity for maturing markets that are not as exposed to highly complex, European...

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### BETIXON

#### G3 speaks to Lior Cohn, CTO of Betixon

Betixon is a mobile slot developer. Could you provide us with a short overview of the history of the company?

Betixon was founded due to a need for games that are not a burden on operators.

A few years back, we realised that most game providers change a significant amount of revenue share together with high setup fees and monthly minimums, which created revenue impact on operators.

We have been able to create a complete casino/ sports platform and a game studio in a relative short time using modern technology, which allows us to be efficient and competitive without compromising on quality.

You will be offering your games in a number of new markets including Colombia. Could you tell us more about some of the games you will be offering?

We have been working in the Colombian market for quite some time now, and over that time we have learned a lot about what works best and have refined what we do. As a games provider it's always challenging to deliver the right...

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### MICROGAMING

#### G3 speaks to Andrew Clucas, COO of Microgaming

Microgaming has announced an exclusive distribution agreement with Neko Games, a game design and development studio based in Buenos Aires. Your games are also present in Mexico as well. Could you tell us about the company's experiences in this market and about plans going forwards in the wider region?

That's right, we're delighted to have welcomed Neko Games to our platform. The Neko team have many years of experience in the region, specifically in developing video bingo content, which is reflected in the quality of their creations; they've launched two games since inception, Super Showball and Pachinko, which continue to perform well. Building on this success, we're planning an exciting roadmap for localised bingo content, so stay tuned!

What is it like actually doing business in the region? Are there any unique obstacles or challenges there which you might have encountered?

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### SPRIBE

#### "Our flagship game Aviator is taking the industry by storm"

Spribe found the inspiration for its next-generation game, Aviator, in the crypto gaming industry, capitalizing on a social and accessible experience that appeals to Millennials. Today, we have a sit-down with Spribe managing partner David Natroshvili who walks us through the intricacies of game design in the age of social gaming.

Q: Spribe has been on the radar for a while now and staying busy judging by the sheer variety of licenses you have accumulated! Can you tell us a little more about yourself and what you do?

Spribe is an iGaming supplier specialized in next-generation "smart" games that are currently disrupting the market. Targeted at Millennials, our games have a fresh approach, innovative mechanics and experience. Our flagship game "Aviator", the so-called "increasing curve" game, is taking the industry by storm - we are experiencing meteoric growth rate and demand for this particular game.

Q: Why Generation Y? Do you reckon the games we get today in iGaming do not appeal to this specific generation?

We believe Millennials require a different approach and a completely new type...

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## FANTASMA GAMES

### Elemento and Why There Is a Lot to Learn from “Guest Chefs”

Mats Westerlund, co-founder of Quickspin and ex NetEnt, and Fantasma Games’ Fredrik Johansson are in their element when collaborating on innovating the iGaming experience for the hundreds of thousands of players worldwide.

Mats Westerlund, co-founder of Quickspin and ex NetEnt, and Fantasma Games’ Fredrik Johansson are in their element when collaborating on innovating the iGaming experience for the hundreds of thousands of players worldwide.

This is precisely what is happening with Elemento, Fantasma’s ambitious upcoming game that puts together Mats and Fredrik’s development prowess in a bid to bring more rewarding products to the iGaming space.

Elemento comes a-packing a lot of cool features designed to boost engagement and deliver a rewarding experience. Loaded with events such as the Fire Wild, X Flood, Demolition, and Tornado, as well as available in 27 languages, Elemento is a plunge into the fathomless ocean of iGaming innovation.

Today, we have the pleasure to sit down with Mats and Fredrik who can walk us through the game and if such industry collaborations are the key to creating better products for the end customer.

#### Q: Can you give us a quick rundown of what Elemento is?

Mats: Hi! Pleasure to be here. It’s great to finally be able to talk about this brilliant

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## INTELITICS

### Operators must change their approach to data

With many operators feeling they have reached a point of data saturation, Allan Petrilli, VP of Sales and Growth at Intelitics, explains why making a few small changes can leverage data power to drive growth.

Online gambling operators are fully aware of the power of data and the need to collect, store and analyse information in order to make informed decisions when it comes to growing their business. But this is something of a double-edge sword.

It is no good just gathering as much data as possible; operators must understand what problem they are trying to solve and then use the correct data to make decisions about what action or actions to take. Different problems need different data, and this is key.

But with so much data available to operators, it could be argued that we have reached a point of information overload. This is making it increasingly difficult for operators to identify the right data to solve the problem at hand – this means time is being wasted on data that is not relevant.

In order to deep dive into this, it is best to take a specific example, and explore. Given user acquisition is my focus day to day, let’s start there. This is just some of the data that operators now have access to:

Traffic type: Search, Social, SEO, Native, Push, Email, SMS, etc.

Targeting: Location, device type, demographic information, Interests...

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## MANCALA GAMING

### Everything in our business starts with the player

“Let’s forget about boundaries and limitations, and let’s create something truly unique,” words that adorn the site of slots studio Mancala Gaming, and which it asserts resonates with everything the group does and creates.

A relatively new entrant into the ecosystem after being founded in 2019, the igaming provider currently boasts a portfolio of approximately 70 online gaming titles.

As it eyes an increased global share of the online casino pie, Nikita Gorškov, CEO of Mancala Gaming, sat down with CasinoBeats to dissect progress thus far, targeting a specific demographic, and increased restrictions.

#### CasinoBeats: As a company, you are a relatively new entrant to the space, how have you found the first two years of operations? What enduring lessons have been learned, particularly during the last 12 months?

Nikita Gorškov: As with any start-up, the first year is extremely crucial to the...

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## MANCALA GAMING

### iGB Slots Roundtable

#### What is the landscape for innovation in slots development this year?

Nikita Gorškov: The Cambridge dictionary defines innovation as “the development of new products, designs, or ideas”. These three categories have been lacking in the industry for the last 10 years or so. It is very seldom that we actually get to see an innovative product in the slots category despite the fact that we have way more room to be creative than table games, for example.

Despite this we are seeing more and more providers experiment with new gameplay elements, swerving away from the traditional ‘make a bet, press a button to spin’ mechanic. And that is precisely what we will be seeing more of this year, at least I hope so. The traditional concepts should be reworked to encourage a more engaging gameplay that not only makes the game more fun but contributes to the player retention factor – both of which are the core aspects of our business.

#### Which market movements, if any, will shape the future of slots provision?

Nikita Gorškov: For this, we have to look at examples from our neighbouring industries such as mobile and video game markets. Without adaptation to the market trends that are currently being led by the new generation’s companies they end up dead in the water. Providers that are capable of listening to their players, that are able to analyse their desires and most importantly hear the drums of change, are going to succeed. Just over the last couple of years...

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## CHAMPION SPORTS

### Version 3 Sportsbook

Usability and user experience are vital in good design and are at the core of the sports betting experience on desktop and mobile. The easier and more enjoyable the sportsbook is to use, the more likely it is players will keep returning.

Based on a goal to create the fastest, most efficient and user friendly betting experience for players on both mobile and desktop, Champion Sports has spent lockdown creating a fully customisable, premium sportsbook solution to Tier 1 standards, that allows player to find the bets they want faster using a new and intuitive interface based on next generation architecture.

Rather than taking a one-size-fits-all approach, Champion Sports prides itself on working with partners to achieve feature and function differentiation to fuel new customer acquisition and maximize competitive advantage.

The aim when designing the sportsbook was to make it as simple and easy to use as possible based on Don Norman from the Neilson Norman Group’s principles of usability, that devices and interfaces should be functional, easy to use and intuitive.

By first seeking to understand the needs of players and their betting and market preferences, Champion Sports focused on a design to maximise usability to enhance the user experience, with the flexibility to allow for localisation and intelligent product differentiation for its B2B partners.

Read the story on page 66 of Gaming America.

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## PANDAScore

### “Interest in Esports Is Experiencing Real Growth”

PandaScore is in the business of esports data, big esports data. The company’s objective is simple, break down all you know about competitive video gaming and pack it in actionable statistics that can help tournament organizers and competitive outfits inform their decisions.

Back in the day esports may have seemed like a trade not worth really engaging with, but today, esports franchises are worth millions of dollars, and it’s at this point where PandaScore comes in to articulate trends that the constant stream of data reveals to the company’s trained analysts.

Panda seems to inform every aspect of the esports experience, from real-time odds to help potential bettors make a better-informed choice, to running in-depth analyses of player performance that allow teams to work on their weaknesses and emerge stronger.

Today, we get to ask PandaScore CEO Flavien Guillocheau what the role of big data in esports is and why it is so valuable.

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**FANTASMA GAMING, MICROGAMING, LIVE 5**



**PLAYSTAR CASINO**

Five minutes with...Adam Noble of PlayStar Casino

This month's quickfire Q&A comes courtesy of Adam Noble of PlayStar Casino.

**Q: What do you enjoy most about your job?**

Embarking on the establishment of a challenger online casino brand in the US provides plenty of challenges, hurdles and roadblocks to overcome. The most enjoyable part of my job is navigating this landscape and working with those around me to keep moving forward.

**Q: If you could give one piece of advice to an aspiring executive vice-president, what would it be?**

As Winston Churchill said: "Success is not final; failure is not fatal: it is the courage to continue that counts."

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

Well, I was thinking Daniel Craig, but on suggestion of this in a recent conversation I was met by Tim Michin being a better fit. One has striking blue eyes, is suave and sophisticated, intelligent and immensely talented, the other was Daniel Craig.

**Q: What's your karaoke song of choice?**

Well, according to the last question, something from Matilda, the musical, but failing that, I'll go with Yellow Submarine.

**Q: Which one thing can't you live without?**

I thought it was travelling and exploring new places, turns out it wasn't. Good food.

**Q: Who would you most like to be stuck in an elevator with?**

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**BETSSON**

**Global Head of Gaming Phil Lam on the Importance of Pre-Marketing Games, Regulatory Compliance and Bespoke Gaming**

Betsson is a big name in the iGaming and sports betting industry, operating over 20 brands with an established footprint in multiple jurisdictions. Today's conversation focuses on Betsson's ambitious objectives for 2021 and the company's drive to create a bespoke gaming product that is aligned with customer needs, preferences and expectations.

Betsson has made many headlines across all verticals of late. The company entered Kenya with its flagship sports betting brand BetSafe and introduced a comprehensive and safer gambling process into its culture.

Betsson has been seeking out closer ties with numerous developers, including Yggdrasil, Booongo, Tom Horn, Evolution, and others as part of efforts to offer its players the widest range of quality content.

Today's topic is of particular interest, as it focuses on the creation of gaming products that are not mass produced but instead bespoke and based on the particular likes and preferences of players in specific markets.

**Q: It's probably safe to say that iGaming product development will boil down to bespoke gaming experiences in this new decade. How is Betsson getting up to this ambitious task and do you see customization and personalization as the future of iGaming?**

Yes, I agree. I believe bespoke gaming experiences along with customization and personalization on a player level is a massive gap we will need to bridge. When comparing how other digital industries have progressed we have a lot of catching up to do in that respect, but we already have quite a few exciting projects in the pipeline to help us move forward in this area during 2021.

Although a decade is a very long time in the digital space, if we look back...

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**INTELITICS**

**"Our Goal is to Offer Operators a Platform that Will Allow Them to Acquire, Optimize and Scale all Traffic Types"**

Intelitics is on a simple mission – bring big data to iGaming so as to allow companies to scale user acquisition intelligently. It's not rare that we see companies set out on ambitious paths only to come short of the desired results.

Intelitics, though, believes a solution is never too far at hand. The company commits to saving businesses the hassle of reaching out to tech, analysts and partners, and rather offers an integrated solution that brings a powerful marketing punch.

Just like any intelligent solution, Intelitics' answer is simple, but to understand where Intelitics is heading, it is important to know where they come from. Intelitics has owned and operated CasinoAffiliatePrograms.com since the early 2000s, growing it from the premier iGaming forum, to now one of the largest iGaming specific ad networks in the industry. It is through this journey, that they identified a clear gap in the iGaming industry: centralizing all user acquisition data, from Affiliates to paid media, in one unified platform, that reports and offers actionable insights in real-time. Ultimately, the company plans to boost partners' player acquisition and feed them the actionable data solutions that lead to better results across the board.

Today, Intelitics is continuing to expand in the United States, a burgeoning iGaming market with unimaginable potential and certainly in need for a great data provider and the best player acquisition tactics- something Intelitics can definitely help with.

**Q: Intelitics has acquired a license from the Colorado Division of Gaming last week. Is this the beginning of a new journey in the US?**

Not at all, more of a continuation! We currently hold licenses in New Jersey, Pennsylvania and now Colorado, with applications out in all other relevant...

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## SPRIBE

### The next generation of “smart” games

David Natroshvili, Managing Partner at Spribe, says developers must create content that combines elements of social, video games and online slots if they are to engage millennial players.

Online casino game developers have spent several years trying to create games that appeal to the lucrative millennial demographic. This has spawned several interesting concepts and formats, but to date nothing has tapped into their psyche and delivered the experience they are seeking.

Developing games for these players requires a new approach and the result needs to be an entirely new product. This demographic has been brought up with the internet and mobile devices, and their expectations of an entertainment product are different to a traditional slot player.

Spribe is meeting these expectations with the next generation “smart” games that combine elements from mobile/video games, social media and online slots to deliver a unique and compelling experience to Generation Y players via the mobile devices they are often inseparable from.

To do this, games need to be mobile first with a simple UI, have social elements, offer multiplayer play and deliver fast game sessions. Our flagship title, Aviator, is a great example of how all this must come together to become a game that millennials will want to play.

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## FSB

### FSB Technology’s Bob Akeret: “We Are Focusing on Establishing FSB as the Leading Technological Provider in NA”

Growth is a buzzword for companies in our sector but a few events are more impactful than expanding into new markets. In the age of tailored and personalized solutions, FSB Technology holds the promise of success.

The provider of bespoke iGaming and sportsbook solutions has expanded into the United States through a partnership with USBookmaking, bringing its technical prowess to what would soon be the world’s second-largest sports betting market.

FSB, though, isn’t entirely new when it comes to the United States, with operational hubs already established on the East Coast, Midwest and West Coast. This new opportunity builds upon the company’s efforts in the country and allows FSB to continue developing its growth strategy further.

FSB is confident in its success, too, offering USBookmaking ‘a suite of next-generation technology’ in the words of FSB CEO Dave McDowell. Speaking of technological innovation, FSB does well across the board.

It delivers on cutting-edge solutions fit for the retail sector and iGaming, sports betting platforms, and more. Scalability and accelerated growth are guiding principles and they come with powerful underpinning software. Today, we sit down with FSB Technology’s Vice President of Operations, North America, Bob Akeret, to discuss the company’s ambitions in the North American market.

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## CRUCIAL COMPLIANCE

### Behind the wheel: Non-exec chair Nigel Birrell on his role at Crucial Compliance

Newly appointed Crucial Compliance chair and Lottoland CEO Nigel Birrell shares his thoughts on the direction of travel when it comes to historically, the industry’s biggest roadblock, that of compliance.

In a lot of ways, gambling industry compliance is very similar to passing your driving test, in that it teaches you all the standards required but just because you pass the test doesn’t mean you are automatically a good driver or have a good record with compliance. As we’ve seen over the years, operators with often self-confessed whiter than white records when it comes to compliance can often crash and burn when the regulator comes calling. It’s not just the small firms but some of the biggest names in the industry that have seen the wheels come off and been fined because of it.

Effectively serving as a driving instructor, compliance consultancy firms offer operators an independent, impartial eye on their existing practices, something...

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## EZUGI

### Why live dealer games appeal to South African audiences

Live dealer games have taken off in South Africa because they offer something different that really appeals to a new generation of players, according to Dean Finder, CEO of Evolution Services SA.

Talking to CasinoBeats ahead of his participation in the SBC Digital Africa conference on 30 – 31 March, Finder explained what the next developments in live casino are likely to be and what Evolution Services SA (the joint project set up by Evolution and its subsidiary Ezugi) has planned in markets across Africa.

### CasinoBeats: How have you found your experience of working in Africa’s markets? And how do they differ from some of the world’s more established gaming markets?

Dean Finder: I guess most people view Africa as one market, while in reality it is very different. For example, South Africa, West Africa and North Africa are completely different when it comes to language and flavours. Each area is unique and different from the other, so you cannot have just one strategy for Africa.

From mobile usage, payments, type of phone devices, retail licensing, satellite infrastructure – Africa is different in so many ways that describing it would take a while.

The closest market that can be compared to more-established markets is South Africa.

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## CRUCIAL COMPLIANCE

### Big Question: How has Brexit affected Gibraltar as a gaming jurisdiction?

Paul Foster is the CEO of the GBGA and runs Crucial Compliance, the industry compliance consultancy.

Gibraltar has operated as a premier gaming jurisdiction since the movement of land-based operators to online over 20 years ago. Many of the larger multinational operators in both the B2B and B2C space have held a Gibraltar Licence over the past 20 years.

As a jurisdiction, Gibraltar has offered a lot of attractions but only offering limited licensing to companies wishing to take advantage. By limiting the licensing to a small number of operators, Gibraltar has built a very strong foundation through regulation, which is open, transparent and fair. In return, companies have invested into their Gibraltar infrastructure and operations because of the certainly that a stable fiscal and regulatory environment offered them.

With Brexit announced in June 2016, this raised questions about the jurisdiction and its future role within the industry post-Brexit.

With the expectation that Gibraltar would not be able to offer services of gaming into the EU, all companies quickly assessed their continued support and investment in Gibraltar. Many expected the departure of key companies to other territories within the EU, such as Malta, and the corresponding shrinkage...

Read the full story on page 22-23 of Gambling Insider

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## XACE

### “We Set Out to Win the Battle for This Industry”

Xace is a specialist provider of payment accounts to the gaming industry, enabling many underserved businesses and consumers to access products not available from high street banks.

Xace accounts have been developed with iGaming, Esports and affiliate businesses in mind, backed by extensive compliance expertise specifically in gaming. By removing barriers for those requiring accounts, payment, FX and virtual card products, Xace have quickly established themselves as the go to in gaming.

Xace joins us today to discuss the direct benefits of their account solution across gaming and new emerging markets online for both retail and B2B customers.

### Q: What is Xace and where did the need for your company and its solutions come from?

Xace is an account provider for the gaming industry, enabling our customers to...

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