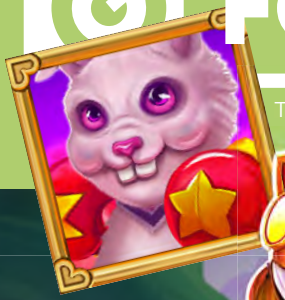




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MARCH 2022 PRESS RELEASE HIGHLIGHTS



SWINTT / OLYBET

Swintt gains Estonian boost via Olybet partnership

Olybet has lauded “a significant expansion” to its current slots offering, after the Baltics online casino brand struck a commercial alliance with igaming developer Swintt.

This will see the latter maintain its European expansion strategy through the provision of its entire slots suite, enhancing the games offering for the group’s Estonian players.

“At Swintt, we’re always looking for opportunities to expand our European footprint – and with Estonia being one of the biggest emerging markets in the continent, we’re delighted that our games will now be available at Olybet,” stated David Mann, Chief Commercial Officer at Swintt.

“Olybet is undoubtedly one of the Baltics’ oldest and most respected online casino and betting operators, and by partnering with them we’ll be able to bring our award-winning collection of Premium and Select slots to Estonian-based-players at a brand they know they can trust.”

[READ THE FULL STORY](#)

ON AIR ENTERTAINMENT

On Air Entertainment gets the ball rolling with premiere roulette release

On Air Entertainment has taken to the airwaves again with its latest release, Standard Roulette, boosting its live casino portfolio with another player favourite.

OnAir’s sophomore release follows the live casino studio’s successful debut, Standard Blackjack, which has been enhanced with new studio environments and additional languages since it came onto the live dealer scene in November 2021.

Strengthening the studio’s player-first focus, Standard Roulette’s first-class streaming technology provides vibrant and uninterrupted video feed to the table, where players can place racetrack bets, as well as their saved favourites and special bets, including Finales en Plein, Finales a Cheval and Complete Bets.

Based on European roulette rules and Standard Roulette is broadcast from OnAir’s ultra-modern studio in Riga, Latvia, with tables open for bets and support for over 20 languages. OnAir immerses players with cinematically arranged multiple camera angles and a real-life gaming experience, following the movement of the ball on every spin to emulate the excitement of being at a casino.

[READ THE FULL STORY](#)

SKILLONNET / PLAYUZU

PlayUZU launches major TV and digital ad campaign in Mexico

Operator will use its “Thumbs up” concept to drive brand awareness and showcase its USPs to players in the fast-growing market

PlayUZU, the Spanish language version of the award-winning PlayOJO online casino powered by SkillOnNet, has launched a major TV and digital advertising campaign in Mexico having debuted in the market late last year.

The campaign will be based on the same “Thumbs up” concept that PlayOJO has used in other markets such as the UK and Spain. It features a hero character who is thrilled to have found a fair, transparent online casino for the first time and he conveys this with a giant thumbs up.

While walking through a vibrant city, he finds other people that have also discovered the fun and fair PlayUZU experience, and they also give a big thumbs up.

The disruptive positioning and brand proposition is summed up in the tag line, “The transparent casino”. PlayUZU is the only casino in Mexico that never...

[READ THE FULL STORY](#)

TG LABS

TG Lab gains green-light for Netherlands launch

TG Lab has documented its entry into the regulated Dutch market, as the omni-channel software solutions provider gained the required certifications for its player account management and igaming and sportsbook platforms.

Certification enables the B2B provider to aid its long-term operators make their debut in the recently regulated market.

The company also states that it’s in late-stage discussions with a number of operators looking to launch in the country, and leverage its customisable and localised technology suite.

The TG Lab igaming platform has been designed to allow operators to take control of the technology and accelerate product innovation, as well as allowing them to cut down on operational costs.

This, it adds, is achieved through advanced automation that replaces a number of manual processes and activities.

Platform functions include being able to manage multiple brands in an array of regulated markets from a single platform, and the ability to add bespoke functionality based on the operator’s own needs.

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MARCH 2022 PRESS RELEASE HIGHLIGHTS



ARETONET / IGP

IGP and AretoNet extend partnership until 2024

Prolific operator, Inter Group Partner Holding (IGP), has extended its partnership with real-time business intelligence and CRM platform and service provider, AretoNet.

IGP already operates 11 brands through AretoNet, including player favourites ChitChatBingo, UK-Bingo and JazzySpins, and will now look to continue their exponential growth hand-in-hand for a further two years, taking the deal through to 2024 at the very least.

The seasoned operator offers players world class bingo and casino entertainment and will continue to take advantage of AretoNet's expertise in real-time data analytics, business intelligence and advanced segmentation, alongside the full range of marketing automation features and tools.

[READ THE FULL STORY](#)

STAKELOGIC / JACK'S CASINO

Stakelogic to take the Dutch market by storm after having its games available at Jack's Casino

Software provider launches games on popular Netherlands-based casino to offer full suite of slots to players

Having steadily increased its presence in the Dutch igaming market over the past few months, leading software developer Stakelogic has announced it will be taking further strides into the country by having their games available on operator, Jack's Casino.

Stakelogic will supply its full suite of state-of-the-art video slots to the online casino platform, meaning Dutch players will have access to an extensive list of top titles that includes hits such as Runner Runner Megaways™ & Super Wild Megaways™.

On top of that, players at Jack's will also be able to get their first taste of Stakelogic's exciting range of Super Stake™ titles. The innovative game mode has become something of a Stakelogic signature and offer players the chance to add an extra wager to their starting bet in exchange for a number of extras.

Recent releases to offer players a Super Stake™ option include Joker Drop Popwins™ and the exciting primate adventure, Apes of Doom™, with each of...

[READ THE FULL STORY](#)

PRESSENER GROUP / ULTRA CASINO

PressEnter Group Enters LATAM with Ultra Casino Launch in Peru and Chile

PressEnter Group, a mobile-first-oriented iGaming company, has launched its Ultra Casino brand in Peru and Chile, greatly reinforcing its presence in South America.

By targeting those two crucial markets, the company hopes to establish itself as one of the powerhouses in the Latin American region. The budding LATAM markets have been highly appealing to numerous gambling companies thanks to the region's quick growth. PressEnter is no different and has named Latin America one of its primary targets for expansion. The company hopes to launch Ultra Casino in a few other LATAM countries within a year.

The company is known for its premium gambling products, with Ultra Casino being one of its most renowned subsidiaries. The betting platform offers unparalleled experiences thanks to its user-friendly design, stylish look, gamified content, and premium offerings. Last but not least, the Ultra Charge loyalty program is one of the key selling points of Ultra Casino, offering regular bettors the chance to earn personalized rewards.

David Plumi, PressEnter Group's regional managing director for Spain and LATAM, spoke on the move, declaring that the Peru and Chile launch is a...

[READ THE FULL STORY](#)

SWINTT / PAF

Swintt to supply slots titles to Finland's Paf

Swintt has agreed a new partnership with Finnish operator Paf to supply games from both its Premium and Select catalogues.

After making in-roads in Estonia and Latvia earlier this year, Swintt is now looking to further its European footprint in a deal with Paf, a government-owned gaming company headquartered on the Åland Islands.

The operator is engaged in a number of community initiatives, distributing approximately €20m (\$21.7m) for health, culture, education and sustainability projects each year, but Paf also offers an iGaming platform in various regulated markets.

Eric Castro, Head of Content, Casino & Games at Paf, commented: "In the past two years, Swintt has established itself as one of the industry's premium..."

[READ THE FULL STORY](#)

STAKELOGIC / MGA

MGA grants licence to Stakelogic Live

Stakelogic's live casino content will be able to operate in jurisdictions that accept MGA licences.

Malta.- Stakelogic has picked up a supplier licence from the Malta Gaming Authority to offer its live casino products in jurisdictions that accept MGA licences. Stakelogic Live is streamed from studios in Birkirkara, in Malta, and Eindhoven in The Netherlands.

The supplier, which opened its Malta headquarters in April 2020, designs and develops its games in-house. It says it's "pushing the boundaries and coming up with new live dealer features and innovations".

Stakelogic CEO Stephan van den Oetelaar said: "Securing a licence from the Malta Gaming Authority is a major step forward for Stakelogic Live and we are particularly pleased to now be able to offer our live dealer content in the Netherlands, a market where our slot games have performed incredibly well to date.

"Stakelogic Live is a premium live casino product and delivers unrivalled levels of engagement, authenticity and entertainment and we are looking forward to seeing our games land in the lobbies of our operator partners."

[READ THE FULL STORY](#)

FLOWS / WK MEDIA GROUP

WK Media Group to accelerate delivery and drive innovation with Flows Partnership

WK Media Group, who will be launching their AI driven sportsbook and casino in early H2 has today signed an agreement with the industries innovation platform, Flows. Flows will allow WK Media Group to automate their digital processes, build digital features, and produce applications, without writing a single line of code.

Privately owned WK Media Group has been working round the clock to develop a high-end, AI-driven casino and sportsbook platform that exceeds today's industry demands to power their first casino and sportsbook operations. The application of WK Media's AI technology, coupled with their FAQ-centric approach, will bring player acquisition and retention throughout their operations to a whole new standard. By integrating Flows into their back office the team will be able to quickly implement innovative digital processes and applications that previously required lots of time, money and custom code.

Flows securely ingests data from any feed, learns it, and lets you use it to build automated workflows through a no-code Flows builder. With Flows, organisations have full ownership of their product roadmaps, can integrate with any app or data source quickly, coordinate multiple systems, and automate workflows in real time.

[READ THE FULL STORY](#)

STAKELOGIC

Richard Walker joins Stakelogic in live casino boost

Stakelogic Live has unveiled the latest strengthening of its senior management team via the appointment of Richard Walker as Head of Live Casino.

In the position, Walker will be tasked with utilising his experience to team up Stakelogic Live's Head of Studios, Anthony Sammut, and Head of Operations, Sanita Gabriel, to take responsibility for operations, studios, product and commercial. This includes supporting the build of dedicated and network studio tables for multiple markets.

Furthermore, he will also oversee the roll-out of the group's with a growing number of operator partners, with a particular focus to be placed upon the Netherlands.

"I am thrilled to welcome Richard to the team and for Stakelogic Live to benefit from his unrivalled experience and knowledge," noted Stephan van den Oetelaar, CEO at Stakelogic.

"Stakelogic Live has achieved a great deal in a short space of time, but under Richard's leadership we will undoubtedly be able to hit our goal of becoming the number one provider of live casino content in markets across Europe and beyond.

"I have been particularly impressed with Richard's passion and dedication, and looking forward to working with him closely over the coming months and years."

[READ THE FULL STORY](#)

PANDAScore / SPORTING SOLUTIONS

PandaScore secures 'largest yet' Sporting Solutions data deal

Esports data and odds provider, PandaScore, has formed a partnership with sports data supplier Sporting Solutions in a bid to boost both companies' services.

Sporting Solution will utilise PandaScore's odds and data services through its connect platform which aims to build ease of integration for the customers of the firms.

Flavien Guillocheau, CEO at PandaScore, commented: "Sporting Solutions is a titan of the sports betting industry and we are thrilled to be entering into what will surely become an incredible partnership."

Delivering over 116 pre-match markets and 125 in-play markets, the platform currently covers League of Legends, DOTA 2, Counter-Strike: Global Offensive, Valorant, Call of Duty, Rocket League, Overwatch, PUBG and FIFA, to name a few.

"Being a fellow FDJ company, there are few more experienced and renowned data providers," Guillocheau added. "Our partnership will bolster both parties as we aim to provide a top-class esports product."

The companies have stated that the collaboration is set to be one of its largest yet, and is 'based on a mutual belief that bookmakers should have access to top-class esports products, backed by a dedicated esports trading team'.

[READ THE FULL STORY](#)

SWINTT

Swintt unveil game-changing new partnership program, SwinttStudios

Sought-after software program supplier's new product vertical will allow third-party studios to launch on the Swintt platform, with Tremendous Edge Gaming set to grow to be its first companion

Software program innovator Swintt is delighted to announce the launch of SwinttStudios – an extra product vertical that may enable third-party studios to develop and distribute their product utilizing the Swintt platform.

The SwinttStudios mission is a brand-new initiative designed to assist boutique software program suppliers develop video games inside the current Swintt framework. It should enable studios to focus extra on the design and theme of their titles, whereas Swintt handles the nuts and bolts of recreation logic and product supply.

Having solely been introduced this month, the revolutionary partnership program is about to hit the bottom working right away, with thrilling North American software program supplier, Tremendous Edge Gaming, already confirming...

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GAMINGTEC / BGAMING

Gamingtec partners with BGaming

Gamingtec has partnered with BGaming, to add the developer's online slot and casino titles to its offering.

The partnership sees 70 titles added to the provider's portfolio, which already consists of over 10,000 games, including slots, jackpot slots, table games, live dealer and instant win titles.

Marina Ostrovtsova, Executive Director at BGaming, commented: "It is a great honour to have integrated our games into Gamingtec's portfolio and for our titles to be added to the lobbies of its operator partners.

"We are on a mission to deliver highly entertaining player experiences and that is why we develop content based on the idea of converting gambling into gaming. It has proved to be a successful approach and now Gamingtec's operators and their players can see what all the fuss is about."

Titles now available via Gamingtec include Fruit Million, Aztec Magic Megaways and Lucky Lady Moon.

"BGaming's approach to game development is unique and this can be seen in the highly engaging and entertaining slots that roll off its production line," said Sapar Karyagdyev at Gamingtec. "With their bold designs, authentic sound and thrilling gameplay, it is no wonder many go on to top the charts.

"For this reason, it was important for us to integrate the developer's suite of..

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RAW iGAMING / FUTURE ANTHEM

RAW iGaming partners with Future Anthem

RAW iGaming has partnered with Future Anthem to use its portfolio optimisation product, Anthem Amplifier.

The game developer joins forces with Future Anthem to "enable in-depth game data analysis at a player-level," a statement from the group read.

Future Anthem CEO Leigh Nissim commented: "RAW is exactly the type of partner we are excited about. We will provide them with an unprecedented view into how players use and play their new innovative games through Anthem Amplifier. It will be an indispensable tool for RAW and help ensure even more exciting games will come out of this new and disruptive studio."

Powered by Anthemetrics AI, Anthem Amplifier interprets player behaviour to deliver intelligence, predictions and actions. All of these can be applied to portfolio decisions, product design, and player safety when gambling.

The company added: "Amplifier clusters games, player behaviours, metadata and in-game data to support qualitative conclusions which will provide the essential ingredients to target specific player behaviours for RAW, increasing its performance in building, launching and managing games in a hyper-competitive market."

The new partnership will see Anthem Amplifier provide RAW with an in-depth analysis of every bet players make on its games and products.

[READ THE FULL STORY](#)

FLows / SYMPLIFY

Symplify and Flows sign partnership agreement

Symplify, market leaders in AI driven CRM ecosystems, has partnered with the industries innovation platform, Flows, in a deal that sees both software companies leverage each other's tech expertise.

With Symplify's market leading CRM suite and Flows innovation platform now being seamlessly integrated, it opens up for new possibilities for CRM and marketing teams wanting to simplify their everyday work. The joining of the two platforms enable CRM and marketing teams to effortlessly utilise the data within Flows' UI to initiate a wide range of actions in Symplify, and by doing so unlock the full potential of Symplify CRM.

"We see Flows as a perfect partner that not only solves a problem for many organisations out there, but does it in a way that sits very well with our own vision and philosophy", says Symplify's CEO Robert Kimber and continues, "Flows is simple to use, yet handles the complexity that organisations regularly face when handling data between different platforms."

Over the past few years, Symplify has made significant inroads within the...

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MARCH 2022 PRESS RELEASE HIGHLIGHTS

GREEN JADE GAMES

Green Jade Games boosts technical capabilities via Mattias Lindahl hire

Green Jade Games is looking towards the creation of an array of "incredible games," after the igaming developer appointed Mattias Lindahl as Head of Development.

Lindahl, who joins from operator ComeOn Group where he was a Solutions Architect, will strengthen the studio's technological capabilities and organisation.

His arrival at the group comes following past experience gained at Mr Green and William Hill, as well as Evoke Gaming where he also occupied the role of Head of Development prior to the company being acquired by the former.

Mattias Lindahl, Head of Development at Green Jade Games, noted: "I am super excited to join this extraordinary team and bring my experience to the table."

[READ THE FULL STORY](#)

LIVESPINS / ISOFTBET

Livespins adds iSoftBet to roster of studio partners

Livespins, the innovative provider of socially charged online casino experiences, has joined forces with iSoftBet in a deal that will see the developer's popular online slot games played by some of the most entertaining streamers in the business.

Livespins' growing army of streamers will now use the studio's content for their streams including blockbuster titles Gold Digger, Majestic Megaways, Crabbin' Crazy Hold&Win, to mention a few.

Viewer engagement and interaction is taken to the next level with players able to join in with the action and bet behind the streamer using Livespins' innovative platform.

This creates a group bet and a shared experience on the same spin with the player able to choose the bet amount and number of spins they prefer. Players can also communicate with the streamer and each other throughout, as well as adding reactions.

Michael Pedersen, CCO at Livespins, said: "We want to provide our streamers with access to the best online slots in the market and the addition of iSoftBet to our portfolio of developer partners allows us to do just that."

[READ THE FULL STORY](#)

FSB / RELAX GAMING

FSB and Relax Gaming secure approval to launch in Ontario

Sports betting and igaming service provider FSB and content provider Relax Gaming have both secured approval from the Alcohol and Gaming Commission of Ontario (AGCO) to launch in the Canadian province's legal market when it opens next week.

FSB's gaming related supplier licence will enable it to work with approved operators in the province, including providing its omnichannel sportsbook product and online casino aggregation.

"This hugely exciting news is a landmark moment for FSB and adds further fuel to our aggressive, forward momentum in the North American region," FSB chief executive Dave McDowell said.

"The pre-market opening approval from the AGCO pays a huge tribute to the quality of our technology, services and people as we push forward in global regulated markets in 2022."

FSB's vice president of operations for North America, Bob Akeret, added: "Being licensed as a gaming related supplier as the market opens puts us in a strong position to play a leading role in Ontario and build further and faster on the major growth we have achieved in North America over the last 12 months."

[READ THE FULL STORY](#)

HONORE GAMING

Honoré Gaming powers PMU into Senegal

Honoré Gaming, the innovative online sportsbook platform and technology provider, has strengthened its existing partnership with tier one operator PMU which has entered the Senegal market for the first time.

PMU has joined forces with the Senegalese National Lottery (Lonase) to allow punters in the country to bet on the same horse races and with the same payouts at PMU's customers in France, powered by Honoré's cutting-edge platform and sportsbook offering.

Honoré Gaming has emerged as a leading provider of turnkey sportsbook solutions to operators targeting French-speaking countries across the fast-growing African market.

Its omni-channel solution covers retail and online with a powerful back-office...

[READ THE FULL STORY](#)

FANTASMA

Fantasma launches Alice in Adventureland globally

Developer's latest slot is a reimagination of the timeless classic and promises fun, adventure and plenty of big win potential

Fantasma Games, the developer of slots that go beyond gambling, has launched its latest blockbuster hit, Alice in Adventureland to the global market.

Alice in Adventureland is Fantasma's take on the timeless classic and sees players venture down the rabbit hole in search of fun, Free Spins and potential big wins in what is one of the most visually striking slots to leave the developer's production line.

Fantasma's team has gone all out by combining bold and bright colours with symbols and characters from the famous fairy tale. This includes Alice, the white rabbit and the ticking pocket watch. The gameplay promises to be just as crazy.

In the base game, any Rocketkat symbol that bounces in on more than one reel awards a 50/50 chance of turning any symbol Wild. More than one Rocketkat symbol can land and with this feature, it is the case of the more the merrier – additional Wilds can upgrade each Wild up to a x9 Multiplier.

In the Adventure Free Spins, players must keep their eyes peeled for the Ultra...

[READ THE FULL STORY](#)

LIVESPINS / SOFTSWISS

Livespins maintains commercial momentum with 'major' agreement

Livespins has heaped praise on the group's latest commercial alliance, which will see the supplier take its products to casino brands powered by the SOFTSWISS igaming solutions.

Under the terms of the agreement, Livespins' suite of products will be made available to all of the group's game aggregator clients, in addition to those who utilise white label or crypto solutions.

Andrey Starovoitov, COO at SOFTSWISS, noted: "Livespins is undoubtedly at the cutting edge of online casino. This combination of streaming and live entertainment allows operators to offer an unprecedented online casino experience that will appeal to a broad spectrum of players."

"This partnership allows us to add significant value for our partners and is yet another example of why so many of the world's largest operators choose SOFTSWISS to power their online gambling brands."

As a result of its latest partnership, Livespins is now available across more than 500 casino brands using the SOFTSWISS game aggregator, which is lauded as "significantly increasing distribution and reach" across global markets by Livespins.

[READ THE FULL STORY](#)



WHAT DO CB100 MEMBERS EXPECT THIS YEAR?

As February comes to an end, we at CasinoBeats reminisced on years gone by when we would be coming down from the annual hype that was ICE London.

With the event scheduled to take place on April 12-14, following the cancellation of the event in 2021 due to the pandemic. In the first of two articles, we checked in with our 100 Club members to unveil what their expectations are for the igaming conference.

Sarah Blackburn, Founder at GameOn

I'm expecting there to be a huge buzz and for it to be filled with people excited to have meetings and presenting new products and services.

Although the timing of the event isn't ideal, I think it will make people more selective as to the meetings they have and taking a more focused approach to their own business development strategy.

Abby Kimber, Head of Strategic Partnerships at Digital IOM

After what feels like a very long time, I'm expecting an exultant atmosphere at ICE this year. Although things are slowly getting back to normal, I think we all recognise that international travel might still be a little tricky depending on where you are located so I'm expecting a little less traffic but that means that we'll get the chance for some more meaningful, in-depth conversations.

Joe Hall, Co-Founder/Chief Executive Officer at Gift & Go

We're expecting to show both the online and offline gaming sectors how integrating Gift & Go technology into their player reward programmes and user journeys can increase the key metrics for operators acquisition and retention teams.

Michael Pedersen, Chief Commercial Officer at Livespins

I look at ICE 2022 very positively, finally the show is back in action, the wait is over. Will it be a different show this year? "Clearly, however, the fact that some exhibitors have pulled out or morphed into hospitality instead only equals opportunity for the brave and bold and we believe Livespins fits perfectly into that category of companies.

James King, Chief Executive Officer from Flows

For Flows we expect two things, the first is the opportunity to really push brand and product awareness to the largest face to face audience of the year and demonstrate to as many as possible the power of Flows.

Secondly it's to meet with current partners as well as those we're already in talks with in person both on stand as well as at our hosted dinners.

Kevin McGinnigle, Founder of Positively Distinctive Media

I have no expectations for two reasons; 1) I've never exhibited at ICE before and have only ever been part of the crowd and 2) having moved the dates, I've no idea what to expect in terms of attendance.

Of those who do attend, I would imagine they'll be excited to get out of their houses and or/offices and put in some facetime. We've all been locked up far too long and it's nice to be able to get back to some sort of normality. I know I am.

Suzanne Jiggins-Johnson, Marketing Director at Slots Temple

We're hopeful ICE will be just as exciting as previous years. It's an important opportunity for us to reconnect with our partners, as well as discover new technologies and services.

Being able to fully immerse ourselves in all the exciting developments happening in the industry at the moment is really important for us to be able to stay at the forefront of where the gambling industry is heading.

Victor Pronk, Chief Commercial Officer of Incentive Games

With the event running up to the start of the Easter Holiday period, the ongoing uncertainty with regards to the pandemic, the situation in the Ukraine and the additional and continuously changing travel requirements we have already seen several big exhibitors that have withdrawn.

Therefore we expect a smaller exhibition, that is more online focused and with a dominant UK/European visitor attendance. This is an opportunity for smaller innovative suppliers to step into the spotlight.

Tom Wood, Chief Executive Officer at RAW iGaming

ICE is an amazing opportunity for RAW iGaming to showcase for the first time our new, patent pending game engine, SuperSlice to a larger audience.

We will also be revealing our up-and-coming SuperSlice games and new, secretive, patent pending innovations for selected operators.

Lahcene Merzoug, Chief Executive Officer at PressEnter

There are some great conferences happening throughout the year like the SBC and CasinoBeats Summits and iGaming NEXT to name just a few but ICE is traditionally the biggest event of the year for igaming and where all the latest features and innovations are showcased.

Although there will be less attendees than usual given that it is being held over the Easter holidays, we do anticipate more of the same, as many providers reveal new products for the first time and use ICE as the launchpad for their new offerings.

We expect it to be a very busy event and our team is really looking forward to attending.

Jeremy Coleman at Commercial Director at PearFiction Studio

A much smaller show with most of the big industry names missing. This is a shame but we cannot be surprised because the Easter/Passover week will be difficult for many attendees.

Lisa Karran, COO at Eminence

I expect it to be a very different event this year with more of a focus on getting together over huge exhibits on the expo floor.

If people are not required to be manning large stands all day they will have more opportunity to attend educational sessions and networking. I've no doubt there will still be good attendance.

Oliver Niner, Head of Sales at PandaScore

We're expecting great things from ICE after it's long hiatus, particularly how much growth and success esports has experienced since the last conference, including PandaScore's contribution to this.

Contributing to the ESIC conference running in tandem is a great opportunity to continue building greater integrity in esports and how the gambling sector engages with these competitions.

And seeing the global iGaming community together again and striving for further exciting product innovation is always fantastic.

READ THE FULL STORY

ON AIR ENTERTAINMENT

iGaming 2022: A Rare Insight into the Future of Live Casino

Live Casino is widely considered to be one of the biggest sector success stories to come out of the Pandemic. Limitations placed on access to land-based casinos, unsurprisingly, catalyzed a huge shift to online solutions.

We caught up with Nare Grigoryan, Business Development Manager at leading Live Casino provider, On Air Entertainment. Nare shared her thoughts on the current growth of the sector, whether this activity increase is sustainable and where the real growth drivers are for the future expansion of the global Live Casino market.

Congratulations on making your debut in the UK market – why have you identified the UK as being such an important one for On Air Entertainment?

“Thank you, it’s a great achievement that we’re immensely happy about. The UK is a key market, and a significant step in our expansion journey. As a gold standard market, it’s part of a minimum requirement for customers looking to take OnAir on as an upcoming supplier in this space, one which we’re eager to deliver.

“We need to ensure we’re providing our customers not only the high-quality content we’re rapidly gaining a reputation for, but also the desired market availability. With the UK market locked in, we can now turn our attention to additional key regulated markets as we continue to grow our business.”

[READ THE FULL INTERVIEW](#)

LIVESPINS

Livespins aims to redefine slots

MARESE O’HAGAN speaks to Livespins’ chief commercial officer Michael Pedersen about the inspiration behind the business, and why he believes it can disrupt an industry in need of a shake-up.

Slots have long been known as a solo way to gamble. The sector’s somewhat solitary, companionless reputation is something that casino-streaming platform Livespins is looking to change with its entry into the slots market, creating a shared streaming experience where patrons can bet together. The company’s move is underpinned by a sector-wide push for more shared experiences, particularly in the wake of the novel coronavirus (Covid-19) pandemic.

Streaming, at least in igaming, is in its infancy. Right now, the likes of SharedPlay, Interactive Gaming Group and CasinoGrounds are vying for position as the company that cracks the streaming conundrum.

At the same time, there’s a push by developers to create multiplayer slots – something many argue could be as big a game-changer for the industry as the first online casinos.

But as evidenced by streaming site Twitch’s ban on casino links during streams, can such a traditional mechanism prosper with a more modern feel to it? Livespins’ Michael Pedersen certainly thinks it can.

Talk us through how Livespins works. What makes it different from what else is out in the market?

[READ THE FULL INTERVIEW](#)

PRESSENTER GROUP

Are you ready for the next generation of online gambling?

Carl DeGiorgio, Chief Operations Officer at PressEnter Group, says that cryptocurrencies, blockchain and NFTs will revolutionise the online gambling industry over the next 12 months but more still needs to be done to improve their perception among consumers

For the past few years, the online gambling industry has flirted with cryptocurrencies but has never truly embraced them. This is something that will change over the next 12 months as consumer demand for the use of Bitcoin, Ethereum, etc continues to rise.

Cryptocurrencies present upsides to gambling operators and can help overcome some of the challenges we face when it comes to key areas such as transparency, anonymity, security and fairness. They can also solve the largest cross-border issue of them all, and that is payments.

In addition to cryptocurrencies, we are quickly moving to a point where NFTs (Non-fungible tokens) will be used in the online gambling space for the first...

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DIGITAL ISLE OF MAN

iGaming Growth: Could an Isle of Man License be your USP?

As new jurisdictions continue to open up and regulate around the globe, operators are keen to take full advantage of the growth opportunities available. However, navigating the evolving regulatory landscape is an ongoing challenge and has a serious impact on an operator’s ability to compete internationally.

We spoke with Abby Kimber, Head of Strategic Partnerships for Isle of Man and Tony Ure, Head of eGaming for Digital Isle of Man. They shared their thoughts on how a multi-jurisdictional regulator’s license can help operators in their growth strategies and furthermore, how operators can mitigate the risks that come with an increasingly fragmented regulatory market going forward.

The last 18 months have been a transitional period for the whole industry, how has the Pandemic impacted the level of license applications received and what does this indicate for the future of our sector?

Tony: “When the pandemic first hit and all conferences and exhibitions were cancelled we anticipated a reduction in our pipeline. However, it has been quite the opposite and has resulted in the busiest ever period for licence applications. With certain markets and products not available to operators we have seen increased diversification in the sector. The pandemic closed many retail operations such as casinos, betting shops and lottery retail POS, which highlighted to operators that they need an online product and this will also drive future online gaming offerings. The ability for businesses to continue to operate from the...

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LIVESPINS

A socially charged iGaming future

Livespins is looking to socially charge the igaming space through facilitating shared playing experiences and creating a new category of play. Michael Pederson, CCO of the new start-up, discusses the product’s proof of concept, adopting a transparent development methodology, and augmenting the experience of an underserved player segment.

Michael Pedersen is a strategic commercial leader on a mission to drive growth for tier-1 brands. He has more than 14 years’ experience within the online gambling industry and 20+ years’ commercial leadership experience across brands like Pokerstars and NetEnt. In addition, he co-founded social casino Letsbet.com as well as iGaming NEXT. He holds an MBA from University of Leicester and has completed executive programs at Stanford.

What enticed you to take on the challenge of spearheading a start-up?

The start-up world is not foreign to me as I have been down that route a few times. I’m good friends with Robin Reed, the founder of HappyHour and entrepreneur behind Livespins, and I was immediated on-board when he demonstrated the product to me. I have always been a believer in the social gaming space, but I haven’t yet seen a product crack the code. My first and lastign impression is that Livespins does just that. It is well built and fits with modern times.

[READ THE FULL STORY](#)

EYESPY RECRUITMENT

The impact of M&A on staffing

With M&A activity at an all-time high, Emma Clayton-Wright, CEO of EyeSpy Recruitment, details the staffing priorities organisations should adopt under what can oftentimes be difficult and challenging circumstances.

How does M&A affect employees at both companies involved?

When M&A happens, there’s always a lot of uncertainty surrounding these types of deals. Unfortunately, it often creates quite a toxic environment for both the employees and the business as a whole.

Companies should always remember that communication is the key to handling these situations and ensuring these negative instances don’t occur. Otherwise, you can fall victim to rumours and gossiping, which can negatively affect team morale.

Many times, candidates have come to us at these crucial points, nervous because they don’t know what’s going to happen and they feel as though they need to jump ship before it’s too late.

[READ THE FULL INTERVIEW](#)



MARCH 2022 EDITORIAL HIGHLIGHTS



BETSSON

International Women's Day 2022: It's all about equality of opportunity

Ciara Nic Liam, Commercial Director for Gaming at Betsson

SBC: What attracted you to the online gambling industry in the first place?

Growing up in Ireland, gambling was something we were always familiar with. From days shouting for horses at a Racecourse and being allowed to bet your pocket money on a winner, to getting a scratch card in my birthday cards, it was just part of the fabric of the society I grew up in. My first role in the online gambling space was with Paddy Power in Ireland. I had finished my graduate programme with Procter and Gamble who manage some of the largest FMCG brands in the world, but for me, Paddy Power was just as powerful a brand – it was playful, had purpose and meaning and knew how to stand out in a crowded marketplace, not just as a consumer brand, but as an employer.

[READ THE FULL INTERVIEW](#)

SWINTT

IWD: This industry is better when diversity and inclusion have a place at the table

To mark International Women's Day 2022, we spoke with a number of leading female figures from across the betting and gaming industry to find out more about their careers, advice that they'd give to news starters and what more the industry can do to make sure diversity and inclusion 'get a seat at the table'.

CB: What attracted you to the online gambling industry in the first place?

Tereza Melicharkova, Head of Marketing at Swintt: I entered the gambling industry back in 2016 as Marketing and Events Coordinator for NetEnt. My background and previous experience were in conferences and events, so it was the perfect role from a skills perspective.

But the industry also seemed vibrant and entertaining, and this was a major factor in my decision to join NetEnt when I was offered the role.

It has turned out to absolutely be the right decision and over the past six years, I have enjoyed a number of roles with various game developers before joining Swintt as Head of Marketing in June last year.

CB: What has been your experience of the industry to date?

TM: Since entering the industry, I have held senior marketing roles at companies such as NetEnt, Pragmatic Play, Relax Gaming and Pariplay. My role as Head of Marketing at Swintt is my biggest to date, and I am responsible for supporting...

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HONORE

Africa and the French-Speaking Market Opportunity

Christophe Casanova, Chief Operating Officer at Honore Gaming, says that French-speaking African markets have their challenges but offer tremendous potential for operators that can deliver a properly localised player experience.

Online gambling operators are always looking to new markets to drive growth and right now the US is a key focus for many. But there are plenty of opportunities on the table in other markets around the world, and in particular in Africa where gambling is a part of the culture.

Just like the US, the African market is made up of lots of individual "states" each with its own regulatory landscape, technical infrastructure and cultural expectations. But Africa is even more diverse, with a wide range of languages and dialects spoken.

While this can provide challenges for operators, we believe it actually presents an opportunity to identify niche markets based on language and serve them with a fully localised sports betting/casino product and experience.

[READ THE FULL INTERVIEW](#)

EYESPY RECRUITMENT

IWD: This industry is better when diversity and inclusion have a place at the table

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CB: What attracted you to the online gambling industry in the first place?

Emma Clayton-Wright, Founder of EyeSpy Recruitment: I never had any real intention of getting into gaming and essentially it was a really happy accident. I was travelling around the south of Spain when my campervan broke down in Tarifa. I then found my way to Gibraltar where I interviewed for a job at Party Gaming as an internal recruiter. Incredibly, this was 18 years ago! Three years...

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LUCKSOME

IWD: This industry is better when diversity and inclusion have a place at the table

To mark International Women's Day 2022, we spoke with a number of leading female figures from across the betting and gaming industry to find out more about their careers, advice that they'd give to news starters and what more the industry can do to make sure diversity and inclusion 'get a seat at the table'.

CB: What attracted you to the online gambling industry in the first place?

Josefin Uppeke, Head of Creative and Game Designer at Lucksome: It all started with having a lot of friends already working in the industry, they all spoke very highly about it. I'm a creative person and I saw the possibility to use that in the gambling industry.

When I started there were not many game designers as there is today, so I saw it as a good opportunity to learn and really make an impact. The gambling industry is very dynamic and changes all the time which makes it interesting and exciting to be part of it.

CB: What has been your experience of the industry to date?

JU: I must say I always felt very welcomed in any company I have worked for in the industry, so I would say it has been a very good experience overall. I would say that people have a lot of respect for each other, and I don't see it as a very hostile industry where people are behaving badly.

It's also a great industry to evolve your expertise and skills, to become better...

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GLITNOR GROUP

David Flynn, Glitnor Group: KaFe Rocks comes with a lot of pedigree

"Strategically we've been looking at the affiliate space for quite some time now," elaborates David Flynn, Glitnor Group CEO, when elaborating on the igaming group's recent purchase of Malta-based igaming affiliate KaFe Rocks.

At the time of last month's purchase, Glitnor noted that it will be a key factor in the long-term growth of the business, as well as accelerating its move into the lead generation space.

"We decided that we wanted to really expand into the affiliate space at quite a rate, and make sure that we work together with a team who really know this, and really have fantastic products and pedigree," Flynn continues.

In addition to facilitating advanced growth in the affiliate space, the purchase of KaFe Rocks, which boasts 40 online casino and sports betting and recently celebrated its fourth birthday, also saw the US opportunity play a key role

"So, of course, the opportunity they were looking at with regards to the United States is also of interest, so you can see the amounts of money that are being..."

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CHAMPION SPORTS

IWD Roundtable: Finding the right path on diversity

Hearing different perspectives on diversity and inclusion can help highlight the areas in which the betting and gaming industry can improve.

Hosting a roundtable discussion, SBC spoke to women who are relatively new to the industry to find out about their career development, their experience of the sector's work environments and the advice they'd give to other women looking to enter the sector.

SBC: What attracted you to the online gambling industry in the first place?

Skyler Cheng, Business Development Specialist at Champion Sports: When I graduated from Leeds University with my master's degree in International Trade, I didn't really know what industry I wanted to go into. What I did know is that I didn't want to be stuck in an office doing something that was mundane. I wanted to work in an industry that was fast-paced and exciting and that fascinated me.

I started to do some research into the different sectors where my skills would be a good fit and where I could also leverage my ability to speak both Mandarin and English, as well as my experience of studying in multicultural environments in China, the US and the UK.

I soon realised that the online gambling industry would be a great match as it would allow me to combine my academic abilities and understanding of building international businesses with my ability to speak two languages while also working in a multicultural environment.

[READ THE FULL INTERVIEW](#)

GREEN JADE GAMES

IWD Roundtable: Finding the right path on diversity

Hearing different perspectives on diversity and inclusion can help highlight the areas in which the betting and gaming industry can improve.

Hosting a roundtable discussion, SBC spoke to women who are relatively new to the industry to find out about their career development, their experience of the sector's work environments and the advice they'd give to other women looking to enter the sector.

SBC: What attracted you to the online gambling industry in the first place?

Natasja Tkacova, Product Owner at Green Jade Games: Coming from an economic background, my personal skills and talents were never really pushed to the limit with the previous jobs and roles that I held. In other industries, companies give you a rule book to follow as soon as you step through the door on your first day and ask you to adhere to it religiously. This leaves little to no space for creativity and coming up with new ideas and processes.

The gambling industry showed me that there can be space for creativity, and it offers many different areas that you can develop and grow into. Besides that, the industry's culture of "work hard play hard" is something that I have not experienced in the other sectors that I have worked in.

SBC: What has been your experience of the industry to date?

NT: It has been a roller coaster ride for sure and I have had plenty of fun along the way. At its heart, this industry is all about delivering entertaining experiences...

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CEGO

Ditch the bonuses battle

Online gambling operators have long used bonuses to engage players and incentivise them to play at their brands over those of their rivals.

However, this has led to something of a bonusing war with operators forced to offer large deposit matches and hundreds of free spins. Allan Auning-Hansen, CEO at Danish operator CEGO, says the key to player acquisition lies in providing a fun and entertaining experience – not in big bonuses.

Bonuses are undoubtedly effective when it comes to player acquisition and retention, but if the overall experience offered by the casino does not meet the player's expectations then they will simply play elsewhere – this is a sector where churn remains incredibly high.

This means that operators are potentially wasting their marketing budgets on bonuses that don't deliver the long-term player lifetime values they need to achieve a sensible ROI and a profit.

[READ THE FULL STORY](#)

INCENTIVE GAMES

IWD Roundtable: Finding the right path on diversity

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Hosting a roundtable discussion, SBC spoke to women who are relatively new to the industry to find out about their career development, their experience of the sector's work environments and the advice they'd give to other women looking to enter the sector.

SBC: What attracted you to the online gambling industry in the first place?

Victoria Harnett, Product Manager for Incentive Games: I've always enjoyed the excitement of casinos – both land-based and online. Las Vegas is one of my favourite places to visit (I even got married there!) so working in the industry was always a given for me, it's such an innovative area to work in and when you're in the business of providing entertainment no day can ever be boring.

SBC: What has been your experience of the industry to date?

VH: I've been lucky to have worked for amazing companies and been supported by several male and female mentors who have encouraged and supported me with my career aspirations. I started my career in the customer operations side of things working my way up before moving over to product around four years ago and I haven't looked back since.

SBC: Could you share a particular highlight?

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PRESSENER GROUP

Exclusive Q&A with Hampus Eriksson, Chief Product Officer/PressEnter Group

Operators understand the need to offer more than just a wide selection of slots and generous bonuses in order to deliver a player experience that blows their rivals out of the water. But what are players really looking for, and what are operators doing to ensure they not only meet but exceed these expectations?

Hampus Eriksson, Chief Product Officer at PressEnter Group, says that ultimately it is about putting the player first and that is exactly what the operator is doing to drive brand awareness and strengthen loyalty and retention across its portfolio of brands. But just how far beyond gambling do casinos need to go and are players still ultimately motivated by the slots and table games stocked in the casino lobby?

We put this question – and more – to Eriksson below:

To deliver the best player experience, is it right to say that casinos must now go beyond just gambling in the proposition they offer? Why?

While I don't fully agree with that statement, there is certainly a growing demographic and type of player that is looking for additional entertainment elements in their online gameplay. This includes enjoying "on top of content" gamification features or seeking more social elements embedded into the overall experience. However, a large group of players still play for the entertainment and thrill that core products such as slots, table games and live...

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GIFT & GO

When it comes to attracting new players, the key is standing out

Do you believe in the power of a gift? Poses the home page of Gift & Go, a B2B on demand gifting technology platform powered by Amazon and whose client roster boasts names such as Hard Rock International and Light & Wonder.

With this in mind CasinoBeats spoke to Joe Hall, the group's CEO, to discover more about the concept, aiding acquisition and retention, the key differences between online and offline gifting, and plans through the remainder of the year and beyond.

CasinoBeats: For the benefits of our readers, could you explain a little bit about the concept of Gift & Go?

Joe Hall: Gift & Go is the new gifting technology platform that plugs into the power of Amazon Prime to help casinos quickly, cost effectively and easily attract new players and keep existing ones.

With no stock, no storage and no shipping to worry about, alongside instant access to millions of products and a global distribution network, player reward...

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SWINTT

Five minutes with...Tereza Melicharkova of Swintt

This month's quickfire Q&A comes courtesy of Tereza Melicharkova, head of marketing, Swintt

Q. What do you enjoy most about your job?

What I love about my job is the never-ending opportunities to be creative and original. I feel very fortunate to work in an industry that is all about entertainment and to work with game elements allows me and my team to be playful and create colourful assets, organise fun events and increase the company's awareness by all possible tools.

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

Trust your marketing team! The awareness you receive in return is priceless and...

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HONORE GAMING

Creating the next boom in the African market

A vast continent with a large, young and sports enthused population, it is unsurprising that Africa poses great potential as an emerging betting market with a strong growth rate, albeit with some local hurdles in areas of regulation and payments in particular.

With the global betting industry keenly focused on developments in North America, it could be argued that the opportunities posed by emerging markets in Africa and Latin America are being overlooked.

Discussing his experience and providing insights on the African betting industry, Honore Gaming's CEO, Cyril Casanova, highlighted the 'strong potential' but also challenges present in this 'underestimated' market.

SBC: Can you tell us about Honoré Gaming and which markets are your core focus?

CC: Honoré Gaming is a well-established brand with a strong presence in French-speaking African countries, in particular nations where French horse racing is very popular.

Historically, our footprint has been in French speaking Africa and we are in a very strong position there. During the last two years, we have been focused on...

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SPRIBE

Online casino needs to get social

Shalva Bukia, Product Director at Spribe, says that multiplayer, interactive games are the only way the online gambling industry can compete with other entertainment options.

Traditionally, playing online slot and table games has been a solitary experience with no interactivity whatsoever. Players simply open their favourite games and spin the reels for as long as they continue to be entertained.

But this one-dimensional experience is no longer enough and especially for operators looking to engage new audiences and in particular the lucrative millennial and generation z demographics.

These are people that spend their entertainment hours in highly social worlds where communication and interaction are the foundation of the experience. This includes social media, messenger apps and video and mobile gaming.

This desire for shared experiences gathered pace during the COVID-19 pandemic with multiplayer games becoming increasingly popular. With physical interaction strictly limited, people had to look to entertainment options that allowed for interaction and communication.

This is a trend that has remained even with the worst of the pandemic now...

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ROUTY

Taking monetisation to the next level

Assisting businesses in monetising more efficiently by "simply knowing more" may sound, and read, that a straightforward task, but that, in its most basic form, is that key challenge being faced by Routy on a day-to-day basis.

The software aimed at affiliates aims to help company's see where actual revenue is generated quickly, which, in turn, would drive understanding and allow efforts to be channelled much more effectively.

Here, Haim Bell, Founder of Routy, addresses some of the challenge faced by affiliates when it comes to monetisation, if this is currently being done to its fullest, how challenges can be overcome and more.

CasinoBeats: Do affiliates really understand the importance of data and tracking?

[READ THE FULL INTERVIEW](#)

1X2 NETWORK

Final Word

Gambling Insider spoke with 1X2 Network CEO Kevin Reid for an inside perspective on the state of iGaming.

Could you tell us a bit about your background and, given your earlier career in the financial sector, why the pivot into gaming?

Gaming seemed a natural fit for me as my family has been involved in bookmaking for a long time. When I entered the industry, online gambling was really taking off, and driving growth for our business and across the wider sector was a challenging but appealing prospect.

Moving from finance to online gambling might seem like a very different career path to take, but both have fast-paced, cut-throat environment mixed with a sense of old school trust in business relationships. I really enjoy that part of it.

I've been in gaming a long time now and I love almost every second of it (maybe not 9am on day three of a conference!) and I won't be pivoting anywhere else again.

1X2 Network was an early iGaming business, so how have things changed overall in the past two decades?

As a company, we've been through many different iterations and had lots of...

[READ THE FULL INTERVIEW](#)

BETSSON

Pontus Lindwall: Positioning Betsson as a leading technology company

THE BETSSON CEO walks us through the ups and downs of his career, building the company into a global technology brand and how the growing influence of the internet has revolutionised the gambling industry.

The gambling industry has changed substantially over the last few years, most notably with the growing influence of the online sphere on how we consume information and entertainment.

Speaking to SBC Leaders, Lindwall explained that when he first entered the online gambling industry in 1996, the sector was very much in its infancy. But fast forward 26 years and the internet has become an integral part of our daily lives.

He began: "I first entered the online gambling industry in 1996 but there wasn't really an industry to speak of at that time. That is why I founded Net Entertainment - which ultimately became NetEnt - so that I could establish a business that offered internet gaming.

"I could see huge potential for this, but we had to do everything from the ground up. This meant building a team, developing the software and creating the games. "A couple of years into doing this, I realised we could resell our platform and games to other operators and that is when we established a B2B division and we eventually distributed Net Entertainment to our shareholders. Although...

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GREEN JADE GAMES / EMINENCE

Metaverse: A pathway to a new gambling scene?

THE METAVERSE. A massively scaled and interoperable network of real-time rendered 3D virtual worlds which can be experienced synchronously and persistently by an effectively unlimited number of users. Enough to send the imagination into overdrive! But what are the implications for a gaming sector that has its roots very much in the real world?

One person who is optimistic about its potential is **Mark Robson, CEO at Eminence Holdings**, who believes that online gambling “will work better in the metaverse”. Robson noted that through the metaverse, things such as onboarding, payments, and locating favourite slots will be made much easier. Moreover, the CEO stated that sportsbooks will become “much more exciting”.

He continued: “Traditional sports betting can already be done when you’re at the venue of the event taking place, but the metaverse will blur the lines between real life and cyberspace through virtual and augmented reality. “From a business perspective, there will be far more opportunities to cross-promote, target your advertising and create a better winning feeling and more excitement for customers.”

Another optimist regarding the metaverse was **Ben McDonagh, CEO and Co-Founder of Green Jade Games**, who remarked that by being “less Black Mirror and more hopeful”, this new reality can become the “perfect destination for a myriad of consumers” with a heightened emphasis on those with limited physical abilities or those who are introverts.

[READ THE FULL STORY](#)

PRESSENER GROUP

Pressing all the right buttons

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

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

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

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

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

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

[READ THE FULL INTERVIEW](#)



TRUNARRATIVE

Don’t bet on your players’ affordability

Adam Doyle, Head of Gaming at TruNarrative, says that AML, fraud and affordability must be prioritised if operators are to fully leverage the potential of major sports events such as Cheltenham and the Grand National.

Major sporting events such as the Cheltenham Festival and the Grand National are seen by sportsbook operators as providing a significant opportunity to engage new customers and drive them to sign-up to and wager at their brand or brands.

This often leads to a marketing and bonusing contest as operators look to offer more incentives and greater value than their rivals in order to secure the largest share of wallet.

Where there are opportunities, there are also challenges, and big betting events give operators their fair share of headaches. This not only relates to ensuring a sensible ROI on the money invested into marketing and bonusing, but also around AML, fraud and compliance.

Big betting events present unique challenges that operators must be prepared for if they are to onboard new customers and carry out the due diligence and affordability checks required of them by the UK Gambling Commission.

These challenges include an influx of new customers signing up to a sportsbook in a short period of time, a higher volume of bettors active across the book, as...

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BLUE GURU GAMES

We expect that this year will be the turning point

Could 2022 be the year that the oversaturation of the global slots markets hits a turning point? Liam Mulvaney, Blue Guru Games’ Chief Business Development Officer, certainly thinks so.

“It can’t last” he tells CasinoBeats when addressing the current rapid pace of release into the global gaming market.

“I expect we’ll sadly see a few studios fail if they can’t address their quality,” he continued. “Casino managers we know are becoming increasingly frustrated by it but it’s just so difficult to curate everything and they have enough on their plates. We’ve been there. It’s finite, and it has to be for the sake of the industry.”

With an aim to “offer something new to players”, the Malta-based games studio formed in 2021, complemented by a full in-house games studio in Asia, audio facilities in the UK and a dedicated EU games studio in Estonia.

Launching its first title in April, Blue Guru focuses on themes of mythology, history, folk tales, spirituality and “all things esoteric” in its games.

When pressed on the origin and concept of Blue Guru Games, Mulvaney explained that “it all happened organically, like the best nights out”, adding: “Like many new studios that emerge, the team behind Blue Guru have all worked in gaming for a long time, primarily with slots, and we felt there was something missing.

[READ THE FULL INTERVIEW](#)

SCOUT GAMING

Regulation will only drive fantasy sports betting growth further

As sports betting continues to grow across the US, Scout Gaming’s Chief Commercial Officer, Araz Heydariyehzadeh, tells SBC Americas how fantasy sportsbooks can stand out and if they can compete with traditional sportsbooks as more states regulate.

SBC: Back in September, Scout Gaming partnered with software systems company eFanGage which included a Free To Play (F2P) fantasy sports software solution. How has this partnership gone so far?

AH: It has progressed very well, and we are working closely with eFanGage and its highly experienced management team at SCCG Management to develop and deploy groundbreaking solutions to capitalize on opportunities that have become available to a wide range of US businesses due to market changes and regulatory conditions. This is primarily within the sports entertainment, land-based casino, and online betting industries.

It’s an exciting space that allows for tremendous innovation and creativity that can be used to build products with very specific user acquisition and retention...

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MARCH 2022 EDITORIAL HIGHLIGHTS




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CONTINENT 8

This industry is under attack

Craig Lusher, Senior Product Specialist - Secure, at Continent 8 Technologies, shares cyber-attack numbers from the fourth quarter of 2021 which show a rise in the volume and size of DDoS attacks being launched against online gambling organisations.

If you were unsure of the level of the threat posed by cyber-attacks, allow me to share with you some headline numbers from the fourth quarter of 2021. Throughout the three-month period, Continent 8 successfully blocked 641 Distributed Denial of Service (DDoS) attacks against our customers, up from 546 in the previous quarter.

It is worth noting that the Q3 number was more than double that recorded in the second quarter.

READ THE FULL STORY

BETSSON / GAMINGTEC / PRESENTER GROUP

Q: Is the online gambling industry lagging behind others when it comes to UX?

Betsson - Janick Bonnici - Gaming Content Optimisation Manager: Although we are seeing substantial improvement, the simple answer is yes, when you compare the industry to other digital industries and their giants like Netflix, Spotify, Amazon - it is clear that these companies invest heavily in differentiating themselves from others in their field, offering customers with the most user-friendly and effective browsing experience. As an industry, our focus has heavily been on the content we release, innovation and adapting to constant change, which can distract our focus on user experience optimisation.

Gamingtec - Andrei Beu - Commercial Director: The COVID-19 pandemic shook the very foundations of businesses from different industries, forcing them to adapt to changing times at a much faster pace. More and more businesses realized the importance of building their online presence as the world retreated indoors. We can say that the gambling industry is somewhat more conservative hence lagging behind tech, travel or big data, yet there are certain markets (like EU) which are focusing a lot of attention on UI/UX.

Press Enter - Hampus Eriksson - Chief Product Officer: We are operating in an online industry, estimated to be worth more than \$50bn which says to me we are doing something right. The industry is incredibly competitive and in order to acquire and retain players, UX has to be a priority for anyone hoping to drive a successful business and experience substantial growth.

READ THE FULL INTERVIEW

GIFT & GO

Branding with Harry

Fintan and Jon meet Joe Hall of Gift and Go fame, to discuss the cost of player acquisition and retention



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EMINENCE

Mark Robson: The inevitability of blockchain adoption in igaming

With the adoption of blockchain undoubtedly set to continue, the decision to adopt the technology should be treated the same as any other, those are the words of Eminence Holdings CEO, Mark Robson.

Sitting down with CasinoBeats, Robson offers his advice to operators considering blockchain adoption and how the technology can be used to improve the player experience.

CasinoBeats: Will operators who don't embrace blockchain get left behind, or coexist with those who do?

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

Mark Robson: Blockchain technology benefits many areas of business, but it can be difficult for larger organisations to adapt. There needs to be robust policies and procedures, as well as a significant headcount, to ensure they're able to...

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