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MAY 2021 PRESS RELEASE HIGHLIGHTS

TRUNARRATIVE / HOLLAND CASINO

TruNarrative to bolster Holland Casino's player protection protocols

Holland Casino has teamed-up with TruNarrative regarding the group's upcoming online operation, and to enhance their existing land based onboarding process.

This comes as part of a commitment to deliver a safe, secure and responsible gaming environment for their customers in line with the latest Kansspelautoriteit guidance.

The Dutch state-owned casino group, which spans 14 land-based operations across the Netherlands and has applied for an online gaming license, says that it's "determined to play a leading role when it comes to responsible gaming and player protection".

With TruNarrative's technology, Holland Casino adds that it "takes an important step" to adhere to the KSA regulatory and compliance standards through the implementation of anti-money laundering, risk management and responsible gambling strategies.

[READ THE FULL STORY](#)

REAL DEALER STUDIOS / DELASPORT

Real Dealer Studios strikes Delasport partnership

Real Dealer Studios has struck a distribution deal with igaming and sports betting software solutions provider Delasport, which will see the provider's games become available to operators powered by the latter.

This will see the inclusion of Real Dealer Studios' flagship Real Roulette series, as well as Real Baccarat, the Fortune Finder money-wheel series and the studio's latest offering, Multifire Auto Roulette, featuring random multipliers.

Piero Q P Carlucci, head of casino at Delasport, stated: "Real Dealer's games really do provide a unique player experience and make for a great addition to our quality content portfolio. By offering games like these, we can stand out as a market-leading platform and content provider."

Real Dealer Studios' games are designed as an alternative to live casino and are created from recorded video clips of dealers and gameplay, which are then integrated into the random number generator gameplay in a bid to deliver a smooth and seamless experience.

[READ THE FULL STORY](#)

BIG TIME GAMING

King of Cats Megaways™ by Big Time Gaming

Big Time Gaming brings you King of Cats Megaways™, which introduces BTG's latest groundbreaking innovation, the Playerselect™ engine.

The classic Megaways™ format is on display in both variations of this game, which sees your players take to six reels of action, hunting for multiple symbols to bring the massive 117,649 Megaways™ into play.

Game Type: Megaways™

Go Live date: 19th May 2021

Game Special Features: Megaways™, Playerselect™, Free Spins, Multiplier Modifiers, Wild Modifiers.

Number of paylines: 117,649

Number of reels: 6

RTP%: 96.70% (Puma) - 96.72% (Lion)

Variance/ Volatility: High

Number of symbols to trigger feature/ bonus: 3

[READ THE FULL STORY](#)

SLOTS TEMPLE

Slots Temple becomes the latest member of RAiG

Leading affiliate compounds their commitment to responsible gambling and social responsibilities.

Slots Temple, the forward-thinking iGaming affiliate has completed the rigorous application process to seal their membership into RAiG (Responsible Affiliates in Gambling), the independent body helping to raise standards in the affiliate sector.

Following the successful navigation of the membership process and meeting all the entry criteria, including a third-party social responsibility audit, Slots Temple have been inducted into the RAiG association, demonstrating their pledge to providing the safest gaming environment for their users.

Commenting on the application, Fraser Linkleter, CMO of Slots Temple, said: "It is essential in today's market that affiliates are as professional and trusting to players as casino operators. Being part of RAiG is a big step for Slots Temple to evidence our commitment to our users and build trust in the brand.

"The process itself is stringent to say the least and quite rightly so. Delving deep into an affiliate's operation, how we conduct ourselves, how our staff are trained...

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MAY 2021 PRESS RELEASE HIGHLIGHTS



SWINTT

David Mann: beware of over-regulation of slots

The industry needs to push back against the over-regulation of slots as the laws around gambling are being scrutinised, according to two key game developers.

Speaking on a special edition of the Double Espresso Show with Rasmus Sojmark, Yggdrasil Gaming CEO Fredrik Elmqvist and Swintt CCO David Mann both highlighted the dangers of players moving to black market operators if slots become less entertaining.

The significance of regulatory changes was one of many topics tackled on the show, which will have its premiere later today as part of the CasinoBeats Slots Festival sponsored by Groove Gaming and BetConstruct.

Regulatory changes often create significant challenges for the gambling industry, as companies are forced to adapt their operations according to...

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BETIXON

Betixon outlines ambitions for 'exciting' Greek market

Betixon has set its sights on achieving Greek success, after submitting its B2B manufacture's suitability licence to the Hellenic Gaming Commission.

The slots developer, whose games are available in regulated markets such as the UK, Lithuania, Estonia, Italy, Colombia, Portugal and Romania, says that the application aligns with its strategy of regulated market expansion.

The HGC set a deadline of May 7, 2021 for all operators and suppliers looking to serve the market to enter their licence applications, or leave the jurisdiction.

The developer has taken steps to make sure that it meets requirements set by the regulator including obtaining ISO27001 certification and securing a European gaming licence, with the firm holding licences from the UK Gambling Commission and Romania's ONJN.

The HGC is expected to issue licences to operators over the next few months, with suppliers to receive their licences after. Betixon has voiced confidence in receiving its licence in due course.

"Our strategy is based around entering regulated markets across Europe and beyond, delivering our modern, innovative and hugely entertaining content to..."

[READ THE FULL STORY](#)

BETPOINT

Betpoint Group appoints Lahcene Merzoug as CEO

Betpoint Group has announced angel investor and former ComeOn boss Lahcene Merzoug as its new CEO.

The operator says Merzoug will spearhead the company's growth strategy as the group continues to "gather pace".

Before this appointment, Merzoug spent two years as CEO of ComeOn Group. Prior to that, he was CMO at Green Media, which is Mr Green's internal media agency.

Merzoug has also held senior roles at Evoke Gaming, Bonnier Gaming and Red Bet, bringing with him years of experience and expertise to his role at Betpoint.

He will be based at the company's Malta office, where Merzoug will be responsible for overseeing Betpoint's expansion plans.

The new CEO will be tasked with further expanding the company's flagship brands like 21.com, Justspin, NitroCasino, NeonVegas and UltraCasino.

He will also have to identify possible merger and acquisition targets for Betpoint, as well as continue developing the company's culture so that it can attract other experienced candidates across the iGaming industry.

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STAKELOGIC

Stakelogic delivers fast paced thrills with Ultra Joker

Classic slot has been developed in collaboration with Hurricane Games as part of developer's Greenlogic® Program.

Stakelogic, the in-demand developer behind some of this year's most popular casino games, has added another classic slot to its already impressive portfolio of retro titles.

Ultra Joker has been produced in collaboration with Hurricane Games via the developer's Greenlogic® program that sees it team up with rising star studios on a series of game launches.

Ultra Joker has been designed to appeal to fans of retro slots, taking a 5x3 reel grid format with 5 paylines and featuring the classic bar, star, x and fruit symbols.

[READ THE FULL STORY](#)

XACE

Xace enhances offering with virtual debit cards

Accelerating the growth of its offering, Xace has confirmed it will provide virtual debit cards to all individual and business account holders in the UK.

The specialist account and payment services provider for the gaming sector also revealed that the offering will come as standard, with no additional costs.

Xace Virtual Debit Cards are connected directly to the Xace payment account – meaning they function in the same way a traditional debit card would work. Account-holders can issue new cards at the click of a button, cancel and renew at any time, pay in both GBP and EUR and issue virtual debit cards to staff remotely – all from within the Xace application.

Annie Osborne, Chief Commercial Officer at Xace, commented: "Our products and services have been designed to offer a seamless payment solution for individuals and businesses in the gambling sector, and the launch of our Virtual Debit Cards builds on this.

"That our Virtual Debit Cards can be managed directly from within the Xace application just adds to the convenience we provide our customers. While initially available in the UK, we will be rolling them out to our European customers imminently.

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STRIVE GAMING

Strive Gaming to bring 'a new era' of igaming PAMs to North America

Strive Gaming has vowed to solve the many challenges faced by modern day US operators, as it debuts an igaming platform business specifically created to cater to the modern, multi-state requirements of North American operators.

The company will be led by Max Meltzer and Damian Xuereb, who both join from Kambi Group where they were chief commercial officer and vice president of sales, respectively.

At Strive, Xuereb assumes the role of president and CCO effective immediately, with Meltzer to take on the responsibilities of CEO in the next few months.

Xuereb told CasinoBeats: "Strive Gaming is here to solve the problems we see in the burgeoning North American market, and to help gaming operators run a profitable and compliant digital business.

"With its full suite of API's, Strive Gaming will completely harmonise the gaming ecosystem through direct integrations into the operator's ecosystem opening up the ability for full differentiation and cross-sell opportunities.

"The PAM brings true digitalisation capabilities to land based operators. Our multi-tenant solution is role based with a single window back-office solution, and complete travelling wallet capabilities.

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PANDAScore / ESIC

PandaScore secures official data partnership with ESIC

PandaScore has been named as the official data partner of the Esports Integrity Commission (ESIC), joining an 'exclusive class' of data-based business partners of the organisation.

The real-time esports data and AI-powered statistics provider will collaborate with ESIC in identifying and investigating suspicious betting activity in esports.

Additionally, as an official data partner of the commission, PandaScore will contribute to the minoring of betting market behaviours and uncover data-driven insights to assist with ESIC's overall ongoing risk monitoring activities.

Flavien Guillocheau, CEO of PandaScore, commented: "Partnering with ESIC is a milestone moment for PandaScore, solely driven by our commitment to combat match-fixing and uphold our industry's integrity to the highest standards.

Through the power of high-quality data, we hope to be a key contributor to the successful implementation of ESIC's Global Integrity Framework, ensuring the sustainable growth of our burgeoning esports industry."

In addition to its new partner in ESIC, PandaScore includes bookmakers Betcris and Pixel.bet in its list client portfolio, having secured back-to-back agreements with the two operators in July 2020.

This was followed by a successful funding round in October, in which the firm...

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CRUCIAL COMPLIANCE

Crucial Compliance debuts 'cutting-edge' CBI platform

Crucial Compliance has lauded its debuted 'cutting-edge' crucial business intelligence platform, which is said to allow operators to negate the need for expansive and expensive data teams via a single platform.

Noted as a 'cost-effective and quickly deployable segmentation, modelling, insight and reporting suite', CBI is designed to be easily overlaid to suit the needs of a modern, multi-territory omni-channel igaming business.

"Crucial business intelligence has been designed and developed to provide operators with a solution that is quick to market and at a fraction of the cost of building a data warehouse and BI team from the ground up," commented Andy Masters, COO at Crucial Compliance.

"It offers operators an unrivalled range of models, segmentations and reporting to provide them with a solid foundation for success from day one by targeting customers directly while having a 360-degree reporting view across all business functions.

"In crucial business intelligence we not only have the right product, but we combine this with the right people to integrate the solution with an operator's current and future platforms and to also assist them in maximising the potential of the features and tools we offer."

The focus of CBI is to support the need for in-house data teams by delivering customer management into an operator's existing environment.

[READ THE FULL STORY](#)

AMBER GAMING

Amber Gaming strengthens management team via Ali Hawa hire

Amber Gaming has strengthened its management team via the appointment of Ali Hawa as a director and head of regulatory compliance. He has been appointed to the group's board, and will be based out of the group's Isle of Man offices.

Responsibilities in the position include the implementation of compliance management policies and best practices, ensuring that areas of risk within products and services are monitored effectively and applied pragmatically.

"I am proud to welcome Ali to the Amber Gaming family. Ali is a highly respected specialist in the gaming compliance space and embodies our culture of responsibility matched with pragmatism and fun," explained Jade Zorab, managing director of Amber Gaming.

"His plans to enhance our regulatory compliance offering are already well underway and we look forward to sharing these with our partners soon.

[READ THE FULL STORY](#)

EZUGI

Ezugi gains Colombian Studio Certificate

Live casino specialist has received approval from Colombia's gambling regulator Coljuegos to start offering its games to operators in the country.

Ezugi, the market-leading live casino provider that is part of the Evolution Gaming Group, has secured the certification needed for its local studio in the fast-growing Colombia market.

Working with the reputable and respected BMM testing house, Coljuegos has audited and given approval for Ezugi's Colombia studio, where the provider will stream a wide range of live casino games and given it the green light to begin streaming games to operators and players.

The state-of-the-art studio is open with seven gaming tables that boast native Spanish speaking dealers and game variants including Blackjack, Unlimited Blackjack, Roulette and Baccarat designed to appeal specifically to players in Colombia, with more tables planned for the coming months as the market continues to mature. Ezugi will customise localized limits based on local player demands showing their ongoing commitment to deliver the optimum product for the Colombian market.

Ezugi has emerged as the leading provider of live casinos in established and emerging markets around the world. It combines opulent studio environments with highly trained dealers and cutting-edge technologies to deliver a best-in-class live casino experience.

[READ THE FULL STORY](#)

STAKELOGIC / HURRICANE GAMES

Stakelogic joins with Hurricane Games

Stakelogic has teamed up with rising star developer Hurricane Games to launch a video slot that can deliver some excellent wins.

Candy Links Bonanza has been created through the provider's Greenlogic program and is a modern video slot with plenty of features to unwrap.

During the base game, players collect gold coins that are transferred from the main 5x5 reel matrix to that same position on the Hurricane Links collection card on the left hand side of the reels.

Coin symbols can appear on all reels except the centre reel. Any vertical, horizontal or diagonal line of five coins on the Hurricane Links collection card will trigger the Hurricane Links win.

All coin amounts within that line are paid and multiple Hurricane Links lines can be paid in one spin. Lines that include the middle bonus wheel icon triggers the Wheel of Fortune bonus.

The Wheel of Fortune feature consists of three wheels - Mini, Major and Grand. One spin on the Wheel of Fortune is awarded, starting on Mini.

The Mini wheel can see players upgrade to Major or land a x5, x10 or x20 multiplier. If they upgrade, the Major Wheel offers the chance to upgrade or land a x10 or x20 multiplier. If they upgrade again, the player is given the chance to land either the Mini, Major or Grand jackpot.

[READ THE FULL STORY](#)

ALL-IN GLOBAL

All-in Global: welcome to the revolution of igaming localisation

All-in Global has debuted an AI-powered translation solution, which the language service provider says is specifically calibrated for online gaming, sports betting and esports.

The group's AI Translation + Human Post-Editing solution was designed to leverage the greater volumes and shorter turnaround times that are becoming the new normal thanks to the rapidly increasing content needs within the digital sphere.

The group says that the "fast and cost-effective solution" is aimed at operators, game developers, affiliates, platform providers, and esports organisations that "need to meet large content volumes while maintaining accurate translations".

It uses neural machine translation technology, powered by AI combined with human post-editing, to allow organisations to create content at scale that is perfectly translated for specific markets in the fastest, most cost-efficient way.

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MAY 2021 PRESS RELEASE HIGHLIGHTS



PANDAScore

PandaScore Adds King of Glory in Mobile First Offering

PandaScore, the market leading AI-powered esports odds and data provider, has today announced that it has added King of Glory to its roster of games – the highest grossing mobile game in the world.

From today, PandaScore's customers, including Entain Australia, Betcris and Pixel.bet will now have access to King of Glory's premier competition, the King Pro League.

With the final week of the KPL Spring Group Stage kicking off today and the King Pro League Spring Playoffs starting the following week, the game is a must have for bookmakers looking to capture a greater share of the Asian market.

This latest announcement comes just one week after PandaScore announced that it has partnered with ESIC as an Official Data Provider.

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REAL DEALER STUDIOS

Real Dealer Studios says Ciao to Italy

Developer of cinematic online casino games receives the required certifications to integrate its Real Roulette and Fortune Finder series with operators in the fast-growing market.

Real Dealer Studios, the cinematic games producer whose titles have been designed as an alternative to live casino, has received the necessary certifications to launch its flagship titles in the Italian market.

The certifications mean that Italy-facing operators can now offer their players some of the most engaging online casino games in the market, including titles such as Real Roulette with Sarati, Real Roulette with Holly and Real Roulette with Caroline. The newer Multifire Auto Roulette, which features multipliers up to 500x, has also been certified as has the money-wheel game, Fortune Finder.

Real Dealer's games are created from high-quality recorded video clips of dealers and play, which are then integrated into the random number generator gameplay to deliver a smooth and seamless experience on all devices and at all times.

This pioneering approach to game development uses professional actors, film directors and post-production crew to deliver Hollywood levels of production...

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STAKELOGIC

Introducing Viking Smash from Stakelogic

Developer's latest Norse-themed video slot sees player go into battle with Wandering Wilds, Respins and Free Spins helping them in their quest.

Stakelogic, the developer behind some of the biggest blockbuster slots this year, is taking players into battle with its latest Norse-themed game, Viking Smash.

The 5x3 reel, 243 payline slot is set against the backdrop of a fierce battle where Vikings wander across the reels in search of the enemy before turning Wild for some truly smashing wins. This exciting new slot has an additional and unusual plot twist, paying both ways – left to right and right to left.

These Walking Wilds land at each side of the reels and move from one side to the other for extra win combinations – each step they take triggers a Respin.

The Respins keep on coming until all of the Walking Wilds have exited the reels or the Free Spins bonus is triggered.

When the Wild symbols are next to each other or one position apart on the same row while Respins are active, the Wild symbols smash together and award Free Spins.

One pair of Wilds awards 10 Free Spins with four additional Free Spins for each extra pair.

[READ THE FULL STORY](#)

SKILLONNET / CAESARS

SkillOnNet to take PlayOJO stateside via Caesars market access deal

Online casino platform provider SkillOnNet is set to make its US debut via its flagship brand PlayOJO, which is to gain access to players in New Jersey through a market access agreement with Caesars Entertainment.

Lauded as a "breakthrough moment" by the firm, the deal will allow SkillOnNet to launch its PlayOJO brand on its own proprietary software to players in the Garden State, pending regulatory approval.

The move, which comes after success across European markets, will see SkillOnNet establish a strong local HQ operation in the US with marketing, product development and technology teams also focusing on securing additional market access partnerships and igaming and media deals across the country.

[READ THE FULL STORY](#)

SWINTT / TWIN

Twin: adding Swintt to our offering was a no brainer

Swintt has grown its roster of operator partners after launching its portfolio of slots with Malta licensed Twin, which it lauds as a "hugely entertaining online casino".

Under the terms of the deal, players at the latter will be able to access a suite of content which Swintt says has been developed "to appeal to specific player preferences and in specific markets".

This includes Master of Books Unlimited, Extra Win and the football themed Fussball, which is delivered in timely fashion ahead of next month's delayed Euro 2020 tournament. Twin will also be among the first to be able to access Swintt's latest titles, including the soon to launch Book of the West and Bloxx Zeus.

"From day one we have looked to differentiate through specialist content that has been designed specifically to appeal to our players and in the markets we target. Adding Swintt to our offering was a no brainer," stated Kasper Bach, head of casino at Twin.

"Its localised content has proved to be incredibly popular in key markets across Europe and beyond and we are delighted to be able to offer our players chart-topping titles such as Master of Books Unlimited for the very first time.

[READ THE FULL STORY](#)

1X2 NETWORK / CASUMO

1X2 Network lauds 'major' Casumo content deal

1X2 Network has secured a commercial tie-up with online gaming group Casumo, which the gaming software provider praises as "one of the biggest names in the online casino space".

Under the terms of the agreement, 1X2 will initially supply the Malta-based Casumo with 20 of its "top games," which are developed by the provider's 1X2gaming and Iron Dog Studio subsidiaries.

"I want to offer my huge thanks to Casumo's head of casino Josefine Hellstrom and her dream team who have made this possible after a long time of speaking about the possibility of a collaboration," said Jack Brown, 1x2 sales director.

"Thanks, also, to Yariv Lissauer and team at the fantastic Leap Gaming for their hard work on this integration. This deal unites some of the brightest talents in the online gaming space and I hope it's the start of many exciting collaborations to come."

The integration, which is to be undertaken via Leap Gaming, will include online casino titles such as Rainbow Wilds, Smoking Hot Fruits, and 1 Million Megaways BC.

Hellstrom added: "1X2 has been on our radar for a while as they have impressed..."

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MINOTAUR - LIVE 5

Minotaur roars off the Live 5 production line

Developer's latest release combines the simplicity of a classic slot with the features of a modern video slot to deliver a thrilling player experience.

Live 5, the content partner of choice for some of the biggest gambling brands in the market, has launched its latest fantasy-themed slot, Minotaur, which sees players navigate a labyrinth in search of treasure guarded by the mythical beast.

The game will launch exclusively with William Hill via SG Digital from the 29th of April for four weeks before going network-wide to operators in regulated markets around the world

Minotaur is a 5x3 reel, 10-win line game that combines the stripped-back simplicity of a classic slot with some of the thrilling features found in modern video slots to build anticipation and deliver big win potential with each and every spin.

In order to defeat Minotaur, players can use Expanding Wilds that land at random during the base game and substitute for all other symbols except Scatters. Once they hit the reels, they can expand to cover the whole reel and deliver legendary wins.

If three, four or five Scatter symbols land, the Free Spin bonus is activated with players awarded 10, 15 or 20 free games. During Free Spins, the Expanding Wilds become Sticky and remain in place throughout the feature giving players a shot at a truly epic win.

If that wasn't enough, Minotaur has a roaring Super Spins feature aimed at high rollers. In markets where it is permitted, players can buy in to the bonus for 10x their stake to unlock four spins played sequentially on four separate reel sets.

Any Wild that lands will expand and transfer to the remaining reels where it will also have a 2x Multiplier, which will increase by 1x on each transferred Wild.

Live 5's games are live with operators in core regulated markets including the UK, Spain, Sweden, Italy, Denmark, Lotto Quebec in Canada as well as Malta jurisdictions.



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FIRSTLOOKGAMES



BARON BLOODMORE AND THE CRIMSON CASTLE - THUNDERKICK

Baron Bloodmore and the Crimson Castle is a video slot with 5 reels and 25 pay lines. The game features a Massive Mystery symbol, a Bonus game with free spins, and a Crimson Cash Bonus game with a pattern collect feature, a spawn feature and a copy feature.

FREE SPINS BONUS GAME

3 or more Free spins Scatter symbols landing anywhere on the reels during the Base game trigger the Free spins Bonus game consisting of free spins. The number of free spins awarded depends on the number of Scatter symbols that triggered the Bonus game according to the pay table. In the Free spins Bonus game, the Massive Mystery symbol is triggered in each spin.

CRIMSON CASH BONUS GAME

3 or more Cash Scatter symbols landing on 3 different reels during the Base game or the Free spins Bonus game trigger the Crimson Cash Bonus game. When the Crimson Cash Bonus game is triggered, the Cash Scatter symbols that triggered the Bonus game will remain on the reels until the Cash Bonus game has ended or if the Pattern Collect feature is applied on the symbols(s). When entering the Crimson Cash Bonus game, a pattern of 5 illuminated symbol positions is randomly generated. Every pattern generated will have the middle position illuminated, and at least one empty space. This pattern will be kept through the current Cash Bonus game until a new pattern is generated. When all illuminated symbol positions are filled, the Pattern collect feature is triggered.

DOWNLOAD THE 'BARON BLOODMORE' MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM

MAY 2021 EDITORIAL HIGHLIGHTS



HEDGEHOG SECURITY

Hedgehog Security COO Peter Bassill: "Protect Your Consumers or Risk Losing Them Forever"

Securing the future of the iGaming industry is no easy task. While some companies tend to worry about customer acquisition, retention and changing consumer habits, companies such as Hedgehog Security work hard to ensure products and services are safe and secure.

With cyber-attacks increasing, and nefarious third-parties becoming more inventive in the ways they seek to mislead consumers, iGaming has sought the expertise of established security companies that bring a comprehensive product and service offering to provide the necessary levels of protection that businesses and consumers require.

Today we speak with Peter Bassill from Hedgehog Security; he has agreed to talk to us about internet security and how important it is in the iGaming world.

Q: We hear all these stories about personal data leaks and ransomware attacks. How challenging is it to protect businesses that concentrate huge amounts of money, such as iGaming operators, from these attacks?

A: One of the biggest challenges is providing an online platform that, should the worst happen for the end user, you can prove you have done more than is reasonable to adequately protect the user's accounts from being accessed.

Gone now are the days where you can rely on just a username and password. Two factor authentication, and more commonly now an addition second factor authentication, is derigour.

But that is simply one side to the many-sided die of cyber protection. Weekly patching, daily AV scanning, hourly signature updates and constant vigilance is needed to protect both the iGaming operator and its customers.

[READ THE FULL INTERVIEW](#)

SPORTINGWIN

How-to guide to securing funding

SportingWin's Mark Chakravarti explains that to rise to the top in the online gambling sector, the ingredients of grit, determination, ambition and an amazing product offer are simply not enough - investment remains fundamental if companies are to shift from minnow to monster.

The online gambling sector has always attracted new companies seeking to leverage the huge opportunities on the table and take their organisations from startups to titans of the industry. Those that enter the fray with ambition, passion, dedication and a product or service that moves the needle have what it takes to succeed, but they cannot rely upon this alone.

To establish and grow a business in this sector requires investment, and those that are able to secure capital are ultimately the ones that rise to the top. SportingWin counts itself among the number of start-ups looking to take the fight to the incumbents and to do this it is seeking investment ahead of it's imminent debut in the Bulgarian market.

Why is funding so important for start-up businesses and operators?

Capital has always been important for businesses to thrive in the gambling sector, but now more than ever it is critical for organisations, in particular operators, to build the foundations they need to drive growth in markets around the world.

The cost of doing business has increased significantly in recent years as more markets regulate and operators must go through the process of securing a licence in each jurisdiction. Most regulators even require a minimum capital requirement in order to award a licence.

For larger, established organisations these minimum capital requirements and licensing costs are not too problematic, but for a start-up it is a major hurdle as...

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SOFTWEAVE

Roy Greenbaum, CEO - SoftWeave Ltd.

How is SoftWeave merging the online and physical space?

SoftWeave started as a software development company over 11 years ago. We developed multiple systems, most of them related to gaming, social gaming, real money gaming and sports betting gaming. Around six years ago we decided we wanted to create something unique and utilise our expertise in technology and innovate in the gaming sphere.

The result was the concept of live slots, which took us suddenly from a purely software development company to a hardware and software development company.

Today we manufacture two types of hardware devices that give solutions for streaming: our proprietary solution for streaming and our proprietary solution for the remote control of slots machines and the software that encompasses them. Plus, we develop everything in-house from start to finish.

So how does it work?

Anyone with an online account with Hard Rock in Atlantic City can log onto the website and click the live slots icon. The player is routed to our lobby where we have real-live view of the available machines; when it was last played, what was the biggest win and so forth, and from there the player simply clicks to select their machine of choice.

We switch from the lobby to a live video feed of their precise machine in real-time, whereby the player can push the actual buttons (and we also support a touchscreen).

Music and sound-effects are also transmitted in real-time, with the online player able to see everything the land-based location player can see. In New Jersey we have less than one second delay on our screen and that's actually playing from Malaysia, so half way around the world.

[READ THE FULL INTERVIEW](#)

FANTASMA GAMES

The risks and rewards of bespoke games

Fredrik Johansson, Commercial Director at Fantasma Games, describes the responsibility of developers to create content that allows operators to keep their slots catalogues fresh while still meeting player expectations.

One of the greatest challenges faced by online casino operators is ensuring their slots catalogue is fresh and packed with new and exciting content, while also providing players with proven titles that deliver the various experiences they are seeking.

As a developer, it is our responsibility to provide our operator partners with a suite of games that meet different player preferences as we as coming up with innovative mechanics and features that bring something entirely new to the table.

We also have to think about the channels through which players play slots - we are a mobile first developer, but we still have to make sure our games work just as well on desktop as around 25 per cent of sessions on our games come via this channel.

As a relatively new developer, our portfolio is not as large as some of our more established rivals, but we have gone to great lengths to ensure it is varied in terms of themes, ways to win (lines, ways clusters, Megaways, etc.), mechanics and bonus features.

Of course, we must also develop games that allow our operator partners to differentiate through their slots catalogue and that is why we always put our own unique twist on the games we release - being a quality over quantity developer allows us to do this.

Think outside the Box

Take Megaways, for example. We could all see that this mechanic was revoluit...

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PANDAScore

Esports Betting and the Issue of Latency, with Flavien Guillocheau, CEO at PandaScore

Right now we are witnessing the birth of a new entertainment industry, esports. It merges the competitive and athletic element of traditional sports with high-quality scripting, storytelling and broadcast value. It's no wonder, then, that fans want to bet on this action.

This can be seen in the numbers. Today, esports betting is around 1 per cent of the size of traditional sports betting, but just a couple of years ago it was around 0.1 per cent. This shows how quickly the sector is growing in scope and scale with huge untapped potential still on the table.

Sports betting and esports betting work in the exact same way, and there are similar parallels in how punters bet on the action. The size of bets placed is similar in both spheres and live betting is king-matching or eclipsing pre-match bets in the markets where it is permitted.

But there are some differences, and the greatest difference is the one that regulators are struggling to overcome as they seek to apply standards to operators and suppliers wanting to offer markets and odds on esports contests from around the world.

This difference is latency. In traditional sports, fans are at a stadium and they get to see the action live. For those watching on television, there is a slight broadcast delay of perhaps a second or two. With esports, there is a delay for those...

[READ THE FULL STORY](#)

SLOTS TEMPLE

Studio and streamer interaction and the 'untapped potential'

In the penultimate episode of SlotBeats Spotlight's venture into the slot streaming community, we asked our experts what the future holds for studio streamer interaction and if both could link up to equal benefit.

When it comes to collaboration – what's the future of studio streamer interaction? How can both team up to equal benefit?

Fraser Linkleter, Slots Temple: I think game studios, casinos and streamers have a responsibility to the customer to be open and transparent about the nature of their relationships with each other.

If a streamer is being paid to promote a particular game then the audience should know. Likewise if a streamer is not risking his own money then the audience should be aware of this.

I think by promoting new, interesting content, educating the audience and giving them insight they can't get elsewhere will stand both streamer and game studio in good stead.

Long term, the streamers and studios that have been open and transparent with their audiences will have longevity and trust from their viewers.

Rory Kimber, 1X2 Network: Obviously there's some controversy and scrutiny at the moment on streaming regarding play money/force tools, but for genuine streamers I think the future is very bright.

[READ THE FULL STORY](#)

INCENTIVE GAMES

Incentive Games Commercial Director Victor Pronk: "The Importance of Virtuals Can No Longer Be Ignored"

Incentive Games specializes in the development of virtual sports games that complement and often elevate the traditional sports betting experience. Throughout the pandemic, Incentive Games was one of the companies to offer a worthwhile alternative as sports were put on a temporary hiatus.

The look at the many announcements of partnerships with platform providers and operators in the last couple of months alone, it is hard to imagine that the company is just two years old. To service these new partners and continue this growth rate, the company has bolstered its highly skilled team, almost tripling its employee total in the last 18 months.

Whilst there were no live sporting events, the company focused on its virtual sports products where it is competing with the likes of Inspired Entertainment, Kiron Interactive, and Golden Race.

This has not gone unnoticed and has resulted in industry recognition. The...

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1X2 NETWORK

Prioritising 'user experience' over 'streaming experience'

In the second episode of SlotBeats Spotlight investigations, we quizzed our experts on the growing impact streamers currently have on slot development and if games are being influenced to how they may appear on the streaming channel.

To what extent would you say streamers are having a growing impact on the development of slot games? Are games being influenced outright to how they might be presented on a streaming channel?

Rory Kimber, 1X2 Network: There's no question that streamers are influencing slot titles and that slot studios are beginning to work directly with them. It also allows slot studios to have subtler forms of innovation, particularly in the bonus round, as we know streamers are likely to buy in and highlight them to players.

We know certain features excite streamers and therefore players are enthusiastic about them too so when there's a fork in the road of how to set out game features we tend to lean towards ones that streamers appreciate.

It's a balancing act – we keep streaming in mind but I wouldn't say we necessarily make changes solely for this purpose. There have been occasions where the max exposures of our games are left high even though we know the majority of operators will ask for them to be capped so that streamers have the opportunity for the biggest wins.

[READ THE FULL INTERVIEW](#)

HIDEOUS SLOTS

The influence of the streamer community over the next decade

In the finale of SlotBeats Spotlight's in-depth look into slot streamers, we asked our experts to look over the next decade to predict what type of influence the streaming community will have on the sector.

Will Barnes, Hideous Slots: I think the next 5-10 years will be exciting for Slots, Online Casinos and Streaming alike. Slot Streaming will almost certainly move further towards mainstream gaming in terms of quality and choice; and with that I think we will see more focus on community and inclusivity. It's all going to be great fun, and I'm looking forward to being part of it!

Fraser Linkleter, Slots Temple: I think a large part of the influence will be yet more regulation, unfortunately we have seen some shady streamers and also some less reputable casinos/studios use streaming in a less than honest way by giving away fake money.

Any regulated market won't tolerate this type of behaviour and will quickly regulate against it. We should also see more controls in place on streaming platforms such as the ability to geo-target and restrict audience by age.

This is hugely frustrating for the genuine streamers out there, so I hope the guys who are doing it properly and honestly are rewarded in the long run.

Rory Kimber, 1X2 Network: Streaming will continue to grow and I think it'll...

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PLAYSTAR

Boss Media pioneer plots second coming with PlayStar

New PlayStar chief executive officer Per Hellberg talks to Gaming Intelligence about his pioneering boss Joel Wikell and their plans to launch a virgin product on the US market.

Joel Wikell is the founder of Boss Media. You might not know the name. He "retired" from the online gaming business in 2008, when he sold Boss Media to GTECH (now part of IGT).

However, Wikell is an industry legend. As the founder of the company that powered some of the very first online casinos, his name should arguably be as well recognised as that of Isai Scheinberg, Martin Moshal or Teddy Sagi. However, Wikell took another route to that empire building trio. He sold his baby to GTECH and quit in search of new adventures elsewhere. But now he's back.

The news that Wikell was back in the game came via a press release announcing a market access deal with Ocean Casino Resort. His new venture would be called Playstar and it would be helmed by another old friend – Per Hellberg.

[READ THE FULL STORY](#)

CHAMPION SPORTS / FSB

BettingUSA Report: Realizing The American Dream

Legal Sports Betting Report: Lessons Learned and Opportunities Ahead.

BettingUSA.com collaborative report with industry stakeholders: Realizing the American Dream is BettingUSA's report on the state of the legal US sports betting industry as of April 2021.

Outside of Nevada, the legal US sports betting industry is still in its infancy. Since the fall of PASPA just three years ago, 27 states and Washington DC have legalized sports betting.

Sports betting operators face challenges in the developing US sports betting market. Some operators come to the US with experience in developed European markets, but the US is a unique market that demands a unique approach.

[READ THE FULL INTERVIEW](#)

GREEN JADE GAMES

"You're a Woman and That's Your Superpower!" – Jana Baršová from Green Jade Games with a Special Message for all Casino Chick Readers

Casino Chick had the pleasure to sit down with Green Jade Games Gaming Coordinator Jana Baršová in what turned out to be a scintillating interview.

Jana was so kind as to reveal details of her job at Green Jade Games and their exciting games but we also touched upon a subject of a woman's role in the world of iGaming.

It's fair to say her message will "blow your mind"!

We hope all of our readers will enjoy the interview as much as we did.

Hello, and welcome to Casino Chick! Thank you for taking the time to chat with us. We are very excited to introduce Green Jade Games to our readers. Can you tell us more about the company and your slots? How does Green Jade Games fit the massive puzzle of iGaming today?

Thank you for having me, I'm really excited to chat with you and tell you a little bit more about us.

Green Jade is basically the only game studio offering 3 types of content – we create your typical slots, KO slots (that give our players a certain level of control

[READ THE FULL INTERVIEW](#)

SWINTT / EZUGI / AUTHENTIC GAMING

Latin America and Live Casino Market: A Piecemeal Approach or a Holistic Outlook?

Latin America is still a fairly untapped market when it comes to iGaming. In many ways, though, things are improving with jurisdictions passing laws and arguing a stronger case for the benefits of online gaming. Stakeholders naturally have a say in what happens with the industry and how the regulated markets shape up.

One particularly interesting aspect of this push for more clarity is how live casino products will be integrated into mainstream gaming. Most LatAm consumers are not quite familiar with the concept, but the quick legalization of new markets could give them immediate access to excellent live dealer products.

Even better, this may prompt stakeholders and developers to create tailored products that are a perfect match for the needs of the region. Live casino games are already no niche product, developed by numerous companies who bring their own unique set of insight and expertise.

This is precisely what Latin America needs to spur innovation and this is precisely why we have reached out to four of the leading companies that develop a live casino gaming product today. We explore the market's various challenges and opportunities in the company of Swintt COO David Mann, Authentic Gaming CCO Magdalena Podhorska and Ezugi LatAm territory manager Eric Mendez.

[READ THE FULL INTERVIEW](#)

PANDAScore

Esports arena: Digging deep into esports data

Flavien Guillocheau, CEO at PandaScore, lifts the lid on how esports data is gathered and the tremendous betting opportunities it presents.

The demand for esports betting continues to rise but many online bookmakers have yet to fully understand, let alone leverage, the huge potential the vertical has to offer. This is partly due to the complexities and challenges that come with gathering data and generating odds for esports contests, which can differ greatly to traditional sports.

Traditional sports use manual data collection and sensors, but this is somewhat limiting as you can't place sensors on players if it risks hampering their performance. This is not an issue with esports contests as they are entirely virtual – in theory, there is a server where all data and actions are logged and stored.

[READ THE FULL INTERVIEW](#)

FANTASMA GAMES

Beyond the Reels: Fantasma Games – Golden Castle Titanways

Here at SlotBeats, we dare to venture through numerous slot titles and experience different genres, with the latest edition of Beyond the Reels making us step into the gilded ruins of Fantasma Games' Golden Castle Titanways.

Joining James Ross, reporter for SlotBeats, on the adventure was Tianzhi Zhou, product owner and mathematician at Fantasma Games, who offered his insight into the title's debut Titanways mechanic, explaining why certain features were included before touching upon the overall design of the game.

Explaining how the Titanways mechanic works, Zhou noted: "The Titanways mechanic is a twist to the standard ways variation. The interesting part of Titanways is that it intermingles oversized symbols. The tall symbols aren't that interesting but the fat symbol is the interesting part.

"With those fat symbols, you can get a win with just one symbol if you land a 3x3 on reel one. That's the interesting part of the Titanways mechanic. It makes it much easier to get long wins, to make sure of reels four, five and six and it has a very good synergy with Avalanche.

"When you win, you always have a chance of avalanching other oversized symbols and then it plays like a linked reel making it easier to get another...

[READ THE FULL STORY](#)

STRIVE GAMING

Damian Xuereb talks Strive Gaming; Max Meltzer to become company CEO

Strive Gaming President Damian Xuereb has given his first interview since leaving sports betting supplier Kambi, speaking exclusively to Gambling Insider about the new brand on the block.

Strive is a player account management system that will target the North American market, having already received investment from operator Betsson AB.

Max Meltzer, who also last week announced he will be leaving Kambi, will take over as Strive Gaming CEO later this year once his Kambi tenure ends.

See below for Xuereb's insight into what Strive Gaming aims to achieve, the early milestones it is targeting and the ethos behind the organisation.

Tell us about Strive Gaming.

Strive is an iGaming technology provider that's got a really exciting future ahead of itself. We're about to launch it in the US market; we are an iGaming platform purely built around North American requirements. We are a full enterprise proprietary player account management system. We are the first in the market that has been purely built to satisfy the modern, multi-state requirements of North American operators. We deliver technical performance at scale...

[READ THE FULL INTERVIEW](#)

GAMINGTEC / TRUNARRATIVE

EGR Big Debate: Does a licence demonstrate your commitment to acting in best practice?

TruNarrative's Adam Doyle and Liam Mulvaney of Gamingtec answer this month's burning question.

No - Liam Mulvaney, commercial director, Gamingtec

No, you do not have to be licensed to be acting in best practice. Just look at the number of operators that incur significant fines each year from regulators like the UKGC.

Left entirely to their own devices, the vast majority of online gambling companies would prioritise safe gaming and RG as they absolutely want to protect players. This is not only from a moral perspective, but a commercial one, too.

Of course, the industry does not work in this way and nor should it – there needs to be some level of oversight and accountability provided by an independent body such as the Gambling Commission. But is the industry currently over-regulated?

Absolutely.

While global licensing jurisdictions like Malta and the Isle of Man are more than capable of holding companies to account, most markets now have local regulations in place. This double layer makes it increasingly difficult for businesses entering these markets to survive, let alone thrive, and the unintended but inevitable consequence is that operators and suppliers are turning their backs on these global/locally regulated markets.

Just look at how many operator brands have withdrawn from the UK over the past 18 months while others are entering unregulated markets where the going is a little easier. These shifts are player-driven because regulators have, unintentionally it must be assumed, penalised the majority of consumers to protect the few.

This is a necessary precaution perhaps but one which is top heavy and has led to players seeking casinos which can offer them bonuses and gaming experiences that are more aligned to their preferences – these are increasingly unlicensed...

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CONTINENT 8

Continent 8 continue to make technological strides

Roberta Castle, Chief Revenue Officer at Continent 8 Technologies, talks about the technical and infrastructure advances made in recent months that are allowing operators and suppliers to enter new and emerging markets around the world.

While the opening of new markets, the announcement of mergers and acquisitions, and the launching of the latest games are the stories that most often make the headlines, the technological and infrastructure advancements made in recent months and years are just as crucial (and noteworthy) to driving growth across the sector.

In order to enter these new markets and offer players the latest games or betting opportunities, operators require an ever-more advanced technical set-up and one that is compliant with what can be complex regulation.

This is certainly the case for those entering the US for the first time due to the state-by-state nature of the market.

During our Leaders & Legends webinar in February, Shimon Akad of Playtech described the US market as "the biggest opportunity" for iGaming. The US is a significant emerging market for Continent 8 and our customers. That's why we have gone to great lengths to ensure we are operational in states where required as soon as they go live. We are already established in over 20 states with further sites to launch this year.

Our investment in the US began in 2014 and resulted in the opening of a Tier 3 data centre within the Atlantic City Convention Centre in New Jersey in 2019. Dubbed the sports betting capital of the world, in New Jersey we offer partners a regulatory approved Public Cloud, enabling compute, network and storage as a service on a shared platform with dedicated connectivity for regulatory monitoring as well as in-state and out of state public internet and private MPLS services.

We have Private Cloud capability in all the states where we are live. We also support AWS Outpost deployment having recently become an AWS Select Consulting Partner.

[READ THE FULL STORY](#)

PLAYSTAR

Per Hellberg: "We Build for Tomorrow from Scratch While Others Need to Upgrade from Past to Present"

PlayStar is preparing for an ambitious launch in the United States with New Jersey, one of the most competitive markets in the country, chosen as its entry point. The company has announced Gaming Innovation Group (GIG) as its platform partner, has obtained market access via a deal with Ocean Casino Resort and has a go-live date slated for late Q4.

Shifting up a gear with its plans, the company recently appointed former Catena Media chief executive and industry veteran, Per Hellberg, as CEO. Hellberg has been tasked with steering the casino through what will be an exciting period and one that will ultimately define its future.

Similarly, PlayStar has already teamed up with Maxima Compliance, a company that helps operators with KYC and AML compliance, and also ensures that partner businesses are always on point when it comes to regulatory scrutiny and commitment to industry standards.

Hellberg is an individual that has already steered an empire to success during his stint as CEO at Catena Media, the world's leading affiliate marketing company, and he plans to do exactly the same at PlayStar.

Q: How has PlayStar been preparing for the upcoming launch? Has anything changed since you stepped in as CEO?

The team, prior to my joining (headed up by Joel Wikell and Adam Noble), have achieved fantastic momentum from the inception of the group in Q3 2020.

In that time market access has been obtained, a platform partner secured, our compliance partner onboarded and, of course, we have continued to execute on a recruitment plan to bring key personnel on board.

What I bring to the team is the knowledge to establish efficient corporate structures and organisations, a network of great people, investors and marketing partners and most importantly, a very strong will to always do better than the rest.

That is why since I joined, a lot of focus has been spent on establishing such operational structures and bringing in the funds required for the next step...

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GREEN JADE GAMES

Ben McDonagh talks two-way trust, countering burnout and effective communication

The impacts of the past year and a quarter have inevitably become interwoven into the everyday lives of hundreds of million individuals worldwide, and look likely to be felt for quite some time.

However, amid the industry talk of land-based closures, significant online uptick and retail only businesses being left behind, what have employers learned during this unprecedented time? What can be done to counter potential overworking and burnout? And how has more effective communication been adopted?

Ben McDonagh, MD of Green Jade Games, aims to tackle this and much more, as the next stage of the group's growth, and investing in people, are also touched upon in some detail.

CasinoBeats: Over the last 15 months or so employees have had to be trusted more than ever before, what major lessons do you believe have been learned by employers during this time?

Ben McDonagh: It's easy to say that if we don't have trust in an employee that we shouldn't hire them in the first place, whether that is to work elbow to elbow or remotely. However, the trust value is not intrinsically one way.

The employee must have trust that they will be included and considered and not be 'out of sight, out of mind'. This has been especially important over the last 12 months; employees have needed to know that their opinion and opportunity to speak has been as well considered when talking via Zoom as it would have been were they in the same room as their colleagues.

Addressing the lessons learned more prosaically, I can say that we're still learning. Green Jade Games has always functioned with an element of remote working – both in terms of outsourced experts and in-house staff – so we are comfortable with a shared documents space, regular digital meetings, exceptional note taking and meeting management. Due to our set-up, these are natural attributes and tools of our business.

Where I wish to improve is achieving my level of 'inclusion' for all colleagues.

[READ THE FULL INTERVIEW](#)