



# FOCUS ON

# OCTOBER

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



## OCTOBER 2022 PRESS RELEASE HIGHLIGHTS

### STAKELOGIC

#### Stakelogic Live Launches Classic Blackjack Network Studio

Leading live casino provider opens four new American Blackjack tables in its cutting-edge Malta studio with two tables available 24/7

Stakelogic Live, the live dealer provider that thinks bigger, has launched a suite of network classic blackjack tables as it continues to establish itself as the leading provider of live casino content to operators in markets around the world.

The suite of games includes four blackjack tables, two of which will be available 24 hours a day, seven days a week. Minimum bets are €5 and €10 with all tables offering a return to player of 99.51%.

The classic American Blackjack tables will be streamed out of Stakelogic Live's state-of-the-art studio in Birkirkara, Malta, and will leverage cutting-edge camera, microphone and broadcast technologies to deliver a superior player experience at all times.

Each table boasts a stunning backdrop that captures the look and feel of blackjack tables and rooms found in prestigious land-based casinos from Las Vegas to Macau.

[READ THE FULL STORY](#)

### 1X2 NETWORK / COMEON GROUP

#### ComeOn Group Gets Branded Slots from 1X2 Network

The ComeOn Group is the latest top-tier operator to leverage the 1X2 Network's unique branded content to drive enhanced levels of player engagement.

UK-based 1X2 Network has announced it is providing two of ComeOn's Swedish-language online casinos, Snabbare and Hajper, each with a fully customized slot game built around their brands.

Tomb of Snabbare and Tomb of Hajper are based on the hit game Book of Ba'al by award-winning 1X2 subsidiary Iron Dog Studio. But graphics, logos, fonts, counters, reel symbols and other customizable game elements will reflect the two casinos' own brand identity. Both games have already gone live earlier this month.

Like Book of Ba'al, the two 5x3-reel, 10-payline slots will see players collect 'books' to trigger bonus games. They use the wildly popular 'book of...' mechanic that ensures they come packed with sticky expanding symbols and free spins.

The 1X2 Network's branded content allows operators to embed their DNA into a classic game to increase customer-interaction with their brand.

Its "Tomb of" and "Book of" branded products are the latest in a line of...

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### STAKELOGIC / OLYBET

#### Stakelogic comes to Estonia and Latvia with OlyBet

Stakelogic has launched its slot content in Estonia and Latvia after agreeing a deal with OlyBet.

The provider will now offer its players Stakelogic's full suite of content, including its modern video slots, including titles like El Cowboy Megaways, Hola Frutas and Wild Moon Saloon - while OlyBet will also offer Stakelogic's classic slot games.

Neil Tanti, Sales Manager at Stakelogic, said of the launch: "We are thrilled to have teamed up with OlyBet and for our full suite of classic slots and video slots to now be available to its players in both Estonia and Latvia.

"These are fast-growth markets where players now demand access to the best slots in the business, something that Stakelogic strives to provide with each game we release into our varied portfolio.

"We look forward to seeing its players try our classic and video slots for the first time, especially those that opt to activate Stakelogic. Those that do will need to strap themselves in for the ride of their lives, that's for sure."

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### LIVESPINS

#### Twitch's recent rule tightening is a 'good thing for everyone'

Seeing someone's work "abruptly ended" by something they can't control is "never enjoyable" stated Chris Scicluna, CEO of Livespins, yet he stressed Twitch's recently announced rule tightening is a "good thing for everyone".

Responding to Twitch's statement, released late on September 20, which introduced new rules set to be implemented on October 18, will see the streaming platform issue a ban on content from websites offering slots, roulette or dice games that aren't licensed in the US or other jurisdictions that "provide sufficient consumer protection".

Included in the announcement were specific citations to operators, such as Stake.com, Duelbits.com, Rollbit.com and Roobet.com, as sites that are prohibited.

Joining CasinoBeats and Scicluna in delving into the streaming platform's latest rule amendments was Aidan Cliff, Account Manager at Square in the Air, but more importantly, a former streamer on Twitch.

CasinoBeats: What were your initial reactions to Twitch's announcement on banning unlicensed slots sites?

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## OCTOBER 2022 PRESS RELEASE HIGHLIGHTS

### SKILLONNET

#### SkillOnNet Committed to Supporting Safer Gambling Week Mission

Safer Gambling Week in the United Kingdom is an annual campaign that focuses on promoting safe and responsible gambling. It's universally supported by regulated companies in the sector and this year, the initiative is backed by EGO, EGamingOnline.com, and SkillOnNet's partner affiliate program which is working with the company's numerous brands.

SkillOnNet Readies to Support Safer Gambling with Brands and Affiliates

This includes brands such as PlayOJO, Genting Casino, SpinGenie, and Slingo, among others. All brands, along with the affiliate partners, will be making sure to deliver safe and responsible gambling messages during the period between October 17 and October 23 when the event is officially running.

All brands focused on the UK gambling market will promote Safer Gambling...

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### INTELITICS / GAMING INNOVATION GROUP (GiG)

#### Intelitics extends GiG partnership to integrate Data Broker tool

Intelitics has furthered its collaboration with Gaming Innovation Group after becoming the first user acquisition and affiliate platform in the igaming vertical to integrate the latter's Data Broker.

The inclusion of GiG's tool will allow B2B firm's clients to integrate with Intelitics, providing igaming operators with real-time access to all its data.

Martin Collins, Director of Sales & Business Development at GiG, said: "With Intelitics becoming the first affiliate platform provider on our marketplace to integrate to the GiG Data Broker, our partners can now draw leverage from the real-time data flow advantage that it offers.

"We're indelibly linked to the innovation and ingenuity of our solutions, so it's a continued source of pride to be able to keep pushing new ground."

GiG's Data Broker will provide an event-driven, real-time stream of data points directly into the Intelitics back end, which is said to remove the need for daily uploads of data or time-consuming database querying.

Allan Petrilli, VP of Sales and Growth at Intelitics, noted: "We are very excited to further our existing integration with GiG and continue to strengthen our..."

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### GREEN JADE GAMES / GAMECO

#### Green Jade to merge with GameCo

Green Jade Games has entered into a definitive agreement to merge with GameCo, creating a new entity: the Green Jade Group.

As both developers aim to create casino-like games with a focus on interactivity, the business said that it hopes to create a clear market leader in what it calls "differentiated games".

"The combined entity is set to dominate the differentiated games category and will offer the most comprehensive portfolio of content focused on higher LTV and new players that includes slots, table games, crash games and arcade games," the Green Jade Group said. "The merger will also enable the company to scale rapidly in order to meet the growing demand for its content from the global igaming market – particularly in North America and Europe."

Jesper Kärrbrink – currently the chair of Green Jade – will become the chief executive of the new combined entity. GameCo chair Robert Montgomery will then become its chair.

"We have followed GameCo for quite some time and we are big fans of what the company has achieved to date and I'm confident that together we are going to create unstoppable momentum with some very exciting times ahead," Kärrbrink said.

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### PLAYSTAR / CAESARS

#### PlayStar and Caesars plan for iGaming in Indiana

Online casino operator PlayStar has followed up its launch in New Jersey with a new market access deal with Caesars Entertainment in Indiana.

PlayStar launched in New Jersey in September through a market access deal with Ocean Casino and plans to launch in Pennsylvania later this year in partnership with Caesars, with the two now also partnered in Indiana.

Indiana only allows retail and online sports betting and land-based casino gaming at present, but a report released last week by the Indiana Gaming Commission suggests that regulated iGaming could generate between \$392m and \$943m in taxes during the first three years, depending on the tax rate.

PlayStar said that the possible timeline to the launch of regulated iGaming in Indiana would sit nicely with its current launch plan in Pennsylvania and provide...

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### HAPPYHOUR

#### Happyhour to invest in Chile's Betsala

Happyhour.io, the igaming-focused seed and early-stage accelerator led by former Gaming Innovation Group (GiG) chief executive Robin Reed, has committed to an investment in Chilean online sports betting brand Betsala.

Financial terms of the agreement were not disclosed, but Happyhour said the funding would help to accelerate growth for the operator.

Happyhour will also offer its operational, product and technical expertise to support Betsala and its long-term plans of becoming one of the leading sports betting brands in Chile.

Betsala launched in 2020 and is fronted by Chilean football legend Marcelo Salas, who also serves as an ambassador for the operator. During his playing career, Salas played for Italian Serie A teams Lazio, Roma and Juventus, while he was also captain of the Chilean national team.

"We have the right management team, experience and vision to be a sports betting and gaming powerhouse in Chile," Betsala chief executive Albert Bellavista said. "The investment from Happyhour will allow us to scale rapidly with product and operational know-how to become the sports betting brand in Latin America."

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### STAKELOGIC / BETFLAG

#### Ciao: Stakelogic joins forces with BetFlag in Italy

Leading provider's full suite of player favourite classic and video slots now live with the Italian operator powerhouse

Stakelogic continues to establish itself as a leading content provider in the thriving Italian market after putting pen to paper on a major deal to provide big-name operator BetFlag with its full suite of slots.

Under the deal, players at BetFlag will now be able to access the provider's in-demand classic slots and modern video slots, which have topped operator game lobbies in markets all over the world.

This includes titles such as Twin4Timer and Runner Runner Popwins, both of which capture the nostalgia of classic slot machines but then ramp up the anticipation and excitement through exciting features such as Free Spins, Multipliers and more.

Stakelogic's modern video slots are now also available to players at BetFlag, with each game designed to deliver an edge-of-the-seat experience with every spin. This includes the just-released Hola Frutas, which takes players to a big-win tropical island where Wilds, Multipliers and Free Spins await.

Of course, BetFlag players will be able to experience the thrill of Super Stake...

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## REAL DEALER

### Real Dealer Studios launches cinematic RNG casino games starring Vinnie Jones

Vinnie Jones Roulette is now available to all operators after a period of exclusivity on Betway.

Real Dealer Studios' series of games features the football and film legend in the role of VIP dealer; he interacts with each player in a one-on-one fashion, bringing every piece of his persona and character to the table.

Jones said: "Can you believe they put a geezer like me in charge of roulette? Trust me, you're gonna love this game. It's just like regular roulette but loads better, because of me."

His inclusion in the game was made possible through cinematic RNG, a process created by Real Dealer that consists of cinema-quality recorded videos being integrated into a random number generator-based game framework.

Shane Cotter, Chief Product Officer at Real Dealer Studios, also commented: "We're effectively blurring the lines between the worlds of iGaming and film, particularly now with these celebrity titles. Apart from yielding an all-around better experience for players, it opens up the door to some fantastic new game concepts."

Vinnie Jones Stories Roulette along with Vinnie Jones Blackjack will be launched in November and more Vinnie Jones games are planned to be released in early 2023.

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## BETER

### BETER names Evgeniy Bekker as Esports General Manager

Betting company BETER has promoted Evgeniy Bekker to the role of Esports General Manager.

In the newly created role, Bekker will be tasked with developing esports betting products and working closely on esports-related assignments.

BETER is an iGaming company that provides odds feeds and other betting services, as well as small-scale tournaments. BETER operates through segmented brands such as BETER Sports, BETER Gaming and BETER Live. According to a release, the company now offers betting on around 40,000 esports events annually.

Evgeniy Bekker initially joined the company in 2020 as its Chief Trading Officer. During his two-year tenure, Bekker helped scale the company and was seen as an important factor in BETER's growth in recent years.

BETER shared that Bekker's appointment is a major step in the company's 'intensive development of the esports vertical'. Moreover, it reflects the company's aim to become the number one betting supplier for esports fans. BETER also shared that esports has grown into a key strategic initiative for the company.

BETER recently strengthened its position in esports through a partnership with Bayes Esportsan esports-focused data company. Companies that are part of Bayes Esports's Partnership Program work with the company on tools that...

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## PLAYSTAR

### PlayStar launches fully personalized iGaming Casino App in New Jersey

PlayStar, an online iGaming casino featuring your very own concierge, announced recently the launch of its casino app on the App Store and Google Play Store. PlayStar offers access to live games of roulette, baccarat, blackjack, as well as on-demand slots – including popular titles Starburst, Cleopatra, Megajackpots, and more. PlayStar offers the most personalized user experience with its customized "concierge". The more time users spend playing, the more attuned the concierge becomes to their typical gaming behaviors.

To celebrate the launch, PlayStar is offering a welcome bundle of 100% deposit match up to \$1,000 plus up to 500 free spins for each new user. Other launch promotions include several high-value local prizes tied to events around New Jersey this fall.

Players can expect an experience like no other on PlayStar, which places a high value on rewarding customers with the likes of Star Rewards, offering monthly vouchers for users to redeem at participating restaurants, and for leisure activities and services. Not only that, all players will be part of the PlayStar...

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## INTELITICS

### Mohegan selects Intelitics to drive customer acquisition efforts in Ontario

Mohegan Digital Canada has chosen Intelitics to power the user acquisition platform for its PlayFallsview brand in Ontario, a region where the latter is aiming to be "a game-changer for operators and affiliates".

Under the partnership, Intelitics will deliver its data-driven product suite and platform, which the operator will use to manage all affiliate and paid media activity. This includes real-time media campaign monitoring and player tracking.

Richard Roberts, President of Mohegan Digital, said: "We believe the PlayFallsview online casino and sportsbook is well positioned to be a leader in the Ontario digital marketplace.

"In such a highly competitive market, effective customer acquisition is essential and in Intelitics we have a proven partner whose technologies and tools will allow us to maximise player engagement activity."

Furthermore, this platform and product suite will also allow PlayFallsview's affiliate partners to access real-time data and analytics as well as flexible pixel tracking. This aims to ensure that they can manage campaigns and monitor their effectiveness quickly and easily.

"We are thrilled to have been chosen by Mohegan Digital Canada to drive customer acquisition efforts for PlayFallsview," explained Allan Petrilli, VP of Sales and Growth at Intelitics.

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## CONTINENT 8

### Continent 8 brings in Koh as new Commercial Chief

Hosting, connectivity, cloud and security solutions provider Continent 8 Technologies has appointed Brian Koh as its new chief commercial officer.

Reporting directly to chief executive Michael Tobin, Koh will be tasked with supporting the provider's growth plans, including developing and implementing its commercial strategy covering sales, account management, marketing and customer service.

Koh joins the business having spent more than 20 years working in senior positions within the global technology sector, including most recently as executive vice-president for Syntax.

Prior to this, he worked for IT Convergence and Core Services, and was also involved in both executive roles and several corporate and non-profit boards across the US, Asia and Latin America.

"The opportunity to work with such a highly respected brand was one that I simply couldn't turn down," Koh said. "Continent 8's customer base and reputation in the industry is second to none, and I look forward to playing my part in the next chapter of Continent 8's success story."

Tobin added: "We have a world-class team at Continent 8 and our headcount has grown significantly over the past few years to ensure we remain at the top of our game. Brian is a significant addition to our team and comes at an exciting time for the organisation.

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## INTRISS MEDIA / WYNNBET

### WynnBet opts for Intriss Media in affiliate partnership

Intriss Media has struck an alliance with a partner that the group suggested "ticked all the boxes of what we're looking for" in WynnBet.

This will see the affiliate marketing group promote the digital arm of US casino firm Wynn Resorts through its network of US-facing casino news, entertainment and education portals.

Jamie Farrelly, Director of Affiliates at WynnBet, said: "We really like what Intriss is doing with content creation in the affiliate media space, and their emphasis on responsible gaming was an important one for us too.

"WynnBet is committed to working with only the most trusted affiliates in the industry and we hope this is the beginning of a long and fruitful partnership."

Intriss, which will also offer exclusive sign-up bonus offers as a result of the link-up, commented that aligning with WynnBet accelerates a mission "to work only with the most respected and trustworthy casino brands within the regulated US markets".

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## PRESSENTER GROUP

### PressEnter continues global footprint expansion as NitroCasino brand launches in Ontario

Malta-based online gambling operator PressEnter Group has entered the Ontario market with the regulated launch of its NitroCasino brand.

The operator, which also operates other brands including 21.com, recently made its debut in Canada's first regulated iGaming market after securing approval from the Alcohol and Gaming Commission of Ontario.

It said the market is expected to be one of the largest in the whole of North America, and therefore represents an important step as the operator continues to expand into regulated markets across the globe.

The firm's broader plans for international expansion have recently seen its Ultra Casino brand launch in Chile and Peru, while the operator expects further market entries across Latam over the coming months.

"We have an ambitious international expansion plan and entering Ontario is yet another step towards PressEnter Group becoming a truly global, top-tier operator," said PressEnter CEO Lahcene Merzoug.

"Ontario is a market with great potential for operators that can deliver engaging, entertaining player involvement and that is where we excel. We look forward to seeing players from Ontario enjoy the high levels of entertainment that our brands deliver."

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## BLUE GURU GAMES

### Blue Guru is delighting thrill seekers with high volatility gameplay and two Free Game features

Blue Guru's latest release, Totem Link, invites us into a sacred land populated by animal spirits and rich in tribal legend. Illuminated with colourful totem carvings in unspoiled landscapes and offering glittering coin wins. This 5 reel game comes with 40 paylines and dangerously high volatility – coming to the Oryx Platform on October 18.

The Native American Totem tradition is given reverentially reproduced in this beautifully crafted game. You'll be taken on a whirlwind exploration of Totem traditions, building up wins of up to 6,344 times the bet along the way.

Blue Guru might be a small fish in a vast pond of mega providers, but the studio's attention to detail and original themes consistently set them apart from the crowd. Totem Link is a great example of the quality players have come to expect.

The game is fully loaded with two bonus games designed to set players up for substantial balance boosts, on top of base game wins. Experience Free Games with Wild Reels, plus a Spinning Totem Bonus that fills the grid with gold coins backed by instant cash prizes. You'll also be treated to locking symbols, extra spins and crazy jackpot prizes.

Discover your spirit animal on this Native American journey. Blue Guru as always have paid great attention to the game soundtrack, and you'll be transported and entertained by the music as spins are transformed into mystical wins.

[READ THE FULL STORY](#)

## STRIVE GAMING / CHALKLINE SPORTS

### Strive Gaming partners with Chalkline Sports

Strive Gaming has entered into a product partnership with Chalkline Sports.

The agreement between the player account management (PAM) platform and the provider will see the former enter into freeplay games, allowing customers to deploy a turnkey free-to-play acquisition and retention tool.

"We know from our executive team's experience: customer acquisition and retention are the biggest challenges for operators in the North American market, and this partnership addresses this opportunity head-on," said Strive Gaming CEO Max Meltzer.

"Chalkline's localised and personalised live-odds freeplay sports prediction games engage fans around every sport, and focus on localisation and personalisation, which are two of the strongest features of the Strive Gaming platform."

Strive noted that freeplay sports games educate and acclimate new players to sports betting, delivering high marketing ROI for casinos that roll out sports...

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## SWINTT / JOI GAMING

### Swintt enters into partnership with Joi Gaming

Casino software studio Swintt has signed a new partnership deal with Dutch operator Joi Gaming and its casino brand Jacks.nl. The deal further extends Swintt's presence in the regulated Dutch iGaming market, reiterating the group's desire to expand in licensed markets across Europe.

As a result of the deal, players at Joi Gaming's online casino brand, Jacks.nl, will shortly find games from the Swintt catalogue appearing on the platform. These will include innovative titles from Swintt Select range and Premium Games, which are popular with Dutch players who know the titles from Jack's land-based gaming halls.

David Mann, Chief Executive Officer at Swintt, said: "Having only entered the rapidly-growing Dutch market earlier this year, we're delighted to have the opportunity to team up with a leading brand like Joi Gaming as we establish Swintt as the go-to software provider for Netherlands-based customers.

"The new partnership will enable us to put our innovative range of slots in front of a whole new audience at Jacks.nl, giving them the chance to experience the signature gameplay and features that have made Swintt games such a success. We certainly hope they enjoy everything we have to offer.

Sjoerd Kranz, Casino Manager at Joi Gaming, said: "Here at Joi Gaming, we pride ourselves on bringing only the best in hand-picked casino gaming to Netherlands-based customers - and our flagship casino brand, Jacks.nl, has...

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## MICROGAMING

### Microgaming Spotlights Gambling Charities During Safer Gambling Week

Leading online gaming software provider Microgaming is rallying behind Safer Gambling Week (October 17 to 23)

The industry-led event aims to stimulate conversation around safer gambling, while driving awareness of tools and resources that are available to people who believe they may have a problem.

As a leading provider of online gambling platform software, Microgaming takes its responsibility to ensuring players have access to such resources very seriously.

Through its corporate responsibility arm PlayItForward, it backs several organisations and charities that provide support and assistance to people who have experienced gambling harm.

These include the Gordon Moody, the UK's number-one charity dedicated to providing support and treatment for gambling addiction. The charity aims to help people reclaim and rebuild their lives through recovery in a safe, supported environment.

PlayItForward recently helped Gordon Moody to create a comfort fund for affected others, as well as donating towards the purchase of new furniture to help treat more people.

PlayItForward also recently donated to digital mental health treatment service...

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## BLUE GURU GAMES

### Blue Guru Releases Seafaring Slot Reel Big Fish

Blue Guru Games, the gaming studio that embodies a passion for spirituality, mythology, and history reflected in all games have released a new slot. The new game is called Reel Big Fish and it is dedicated to all fishermen, new or seasoned, with a passion for daylight fishing or an interest in Wii Fishing at night. The game features Free Spins, random cash prizes, and three bonus-buy levels.

Reel Big Fish is yet another spectacular slot release from the team that constantly creates "fascinating, intelligent, and engaging games" with one-of-a-kind game mechanics and graphics. The game will reach the Oryx platform on October 5, bringing tribute to all fishermen. Players are invited to join the hunt for the big wins while looking for free spins and additional features that are equally rewarding.

While engaged in the base game, players need to keep an eye on the wild symbols. If one pops up, all fish symbols will pay random cash prizes. At the same time, multipliers will be added to the cash prizes for each new wild symbol showing on the reels.

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## OCTOBER 2022 PRESS RELEASE HIGHLIGHTS



### SWINTT / CAMPEON

#### Campeón Gaming Adds Swintt Slots and Live Games

Swintt keeps pushing the envelope to get its games out to as many players as possible in regulated markets. The Malta-based company with deep Swedish roots is not resting on its laurels after being awarded a UK license, rather they have gone back home and signed with super-site provider Campeón Gaming to lock in its presence in the global Malta-licensed market.

In addition to Swintt Premium and Select slots, Campeón players will have access to classic casino floor games from the SwinttLive catalog. Campeón Gaming operates or markets several brands including Campeónbet, Evobet, Lapilanders, Livebet, Nucleonbet, Playfastcasino, Sons Of Slots, Supacasi, Svenbet, Svenplay, and Wallacebet. Campeónbet hosts over 5,000 slots by more than 25 different providers.

Among its numerous awards, the Athens, Greece-based company recently...

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### FSB

#### FSB recruits ex-Entain exec Michaela Bonomini as Chief People Officer

FSB has added a third former Entain leader to its ranks after the betting and gaming supplier strengthened its executive team with the appointment of Michaela Bonomini as Chief People Officer.

In the role, the former Entain Head of HR will be tasked by heading up with the group's HR function and adopting an overarching people-centric strategy to maintain high employee retention rates.

Bonomini had previously spent three years with Entain, then under the GVC moniker, where she led the restructuring and people transformation programmes after the acquisition of Bwin.Party in 2016.

"FSB's growth into a tier one global supplier over the last 18 months has been hugely impressive and I'm passionate about playing a key role in this continuing growth journey," said Bonomini.

"My job now is to work closely with our people across the regions and put dynamic practices in place to make sure FSB continues to attract, develop and retain top talent."

Bonomini becomes the third former Entain employee to join the group...

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### FIRST LOOK GAMES

#### First Look Games Rolls Out White Label Client Area

First Look Games, the platform that directly connects slot studios and affiliates for the purpose of game promotion, has expanded its product offering to include a comprehensive White Label Client Area.

The White Label Client Area is based on the powerful First Look Games (FLG) platform but has been further developed to support operator access and asset delivery.

One of the greatest challenges that comes with building a client game lobby is the sheer volume of storage required. Studios need to upload game sheets, large assets, images, videos and even demos of the game, and this takes up a lot of data.

The FLG White Label Client Area has been tested with up to 30TB of allocated space and 800,000 active files. It can support individual file sizes of 10GB, even with the platform sitting behind Cloudflare's cutting-edge cybersecurity defences.

Security is taken a step further with only logged-in users able to access and download hosted files and segmentation available on users as the studio wishes.

Given the highly competitive nature of game development and the need for...

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### BLUE GURU GAMES / RELAX GAMING

#### Spring Heeled Jack leaps onto the Relax platform on October 25th

Blue Guru Games and Relax Gaming have teamed up to give you a scare with the fascinating folktale of Spring Heeled Jack.

Landing on October 25th the game transports you to the streets of Victorian England, usually overrun with villains and nightcrawlers, now silent as news of Jack's return spreads through the city...

Nicknamed after his trademark swift exit, Jack terrorises London's inhabitants, always narrowly avoiding capture and leaving nothing but fear in his wake. The gameplay is as exciting as the character and the volatility and multiplier potential will have you on the edge of your seat. You'll love the thrill of the chase while enjoying Mystery Symbols, Jumping Multipliers and a thrilling Free Games feature. For players who can't handle the suspense too long there's a Bonus...

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### NEXIUX SOLUTIONS

#### Nexiux Solutions Launches in Asia, LatAm and Europe

Nexiux Solutions, the agile and dynamic technology company that provides premium iGaming solutions, has deployed ambitious global expansion plans after making its platform and tech stack available to operators targeting markets in Asia, LatAm and Europe.

Until now, the company has focused on offering its cutting-edge Nexiux Player and iGaming Platform to operators in the UK but has now expanded its reach into three of the largest and fastest-growing online gambling markets in the world.

This means that operators in Asia, Latin America and Europe can now leverage the power of its state-of-the-art online sportsbook and casino platform which has been built using next-generation technologies such as artificial intelligence and machine learning.

The Nexiux Player and iGaming Platform is also modular so that it can easily bolt-on products and solutions from the best third-party providers in the business. Recent partner integrations include Hub88, Xtremepush, Loqate and Altenar.

Other highlights include a unique billing module, high levels of automation, a...

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### FLOWS / DOUBLEUP GROUP

#### DoubleUp Group opens the path to automation with Flows

DoubleUp Group has today signed an agreement with Flows for its no-code innovation platform. Flows will enable DoubleUp Group to build features and applications at speed, without code via Flows automation technology.

Flows was built to be the most agnostic piece of software on the market, that can sit alongside any other piece of technology that a business has to then enable it to innovate freely and without constraint. Flows allows its customers to orchestrate different data points from one place, allowing them to accelerate delivery and reduce operational and development time and costs. The plug-in no-code platform, is supporting businesses in accelerating development and fast-tracking integrations in a single interface and workflow automation tool.

The no-code platform will enable DoubleUp Group to truly supercharge its business by instantly improving the work processes they already have in place. This is possible by enhancing existing features as well as building new ones, automating key processes, and greatly increasing delivery time to create a first class player experience – all without the need to write a single line of code.

Alessandro Rallo, CEO, Of DoubleUp said: "We are excited to see what Flows can do for our business in terms of automation. As a startup, we sometimes don't have the same manpower to dedicate to product changes as major players in..."

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**FLAWS / NAZIONALE ELETTRONICA SRL**

**Italian Slots Provider Nazionale Elettronica srl (NE Games) Fuels Innovation with Flows**

Flows will enable Nazionale Elettronica to supercharge it's CRM by building new features and applications at speed without code, increase innovation and enhance personalisation via its automation technology.

Flows was built to be the most agnostic piece of software on the market, that can sit alongside any other piece of technology that a business has to then enable it to innovate freely and without constraint. Flows allows its customers to orchestrate different data points from one place, allowing them to accelerate delivery and reduce operational and development time and costs. The plug-in no-code platform, is supporting businesses in accelerating development and fast-tracking integrations in a single interface and workflow automation tool. Flows works with affiliate networks, operators and suppliers alike.moving forward."

Danilo Festa, CEO of Nazionale Elettronica, said: "We immediately recognised how Flows can supercharge our CRM capabilities via their innovation platform by enabling us to build additional promotional tools, which will instantly improve our offering for our partners and their players with hyper-personalised promotional campaigns – all without the need to write a single line of code."

Domenico Mazzola, Director of Sales said: " I am super excited to add Nazionale Elettronica to our portfolio of customers. It's truly great to see an established and ambitious company like Nazionale Elettronica place value on how Flows will ignite their business growth. I am looking forward to watching how they use Flows to amplify the way they both deliver promotional and player monitoring tools to players."



[READ THE FULL STORY](#)

**STAKELOGIC / BETNATION**

**Stakelogic signs major content deal with Dutch Operator, BetNation**

Stakelogic, the in-demand casino content developer, has put pen to paper on a significant deal that will see its full suite of online slots and live dealer content launch with power player operator in the Netherlands, BetNation, for the very first time.

The deal was facilitated by Stakelogic's aggregator partner, Oryx Gaming, and means BetNation players can now access Stakelogic's chart-topping classic slots and modern video slots, with games designed to get pulses racing as the big win anticipation builds with each spin.

The provider's classic slots have taken the Dutch market by storm, with players drawn to the traditional fruit symbols that drop onto the reels. Of course, Stakelogic takes this to the next level by combining this nostalgia with big bonus features like Wilds, Respins and Free Spins.

Its portfolio of modern video slots is packed with blockbuster titles like El Cowboy Megaways, Hola Frutas and Wild Moon Saloon. Each delivers striking design, booming sound, and crazy bonuses including its innovative Super Stake feature.

This super smart mechanic allows players to effectively double their bet to increase the chance of a game's bonus feature triggering and insane win combinations landing.

Super Stake also features in some of the live dealer titles produced by the provider's Stakelogic Live division which is on a mission to push the boundaries to create highly authentic, thrilling player experiences.

Neil Tanti, Sales Manager at Stakelogic, said: "BetNation needs no introduction. It is a power player operator, and we are thrilled to see our classic slots, video slots and live dealer games land in its game lobby and for Dutch players to experience the insane excitement our content offers.

Our portfolio of games offers quality and variety in equal measure, with many of our games topping the charts in markets around the world. They will now shake up BetNation's game offering, allowing the operator to deliver a superior player..

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**GAMINGTEC**

**Gamingtec looks forward to 'eye-catching titles' via Fazi team-up**

Gamingtec has formed an alliance with land-based casino supplier Fazi in a strategic partnership that will expand the former's casino offerings.

The deal between the two entities will see the integration of over 100 of Fazi's games onto Gamingtec's platform including titles such as Wild Hot 40, Very Hot 40, Lolla's World and Turbo Hot 100.

"We are really happy to enter into a partnership agreement with Gamingtec," noted Aleksandra Pešić, Head of Account Management for Fazi. "This means that more players get to enjoy playing the best Fazi casino games.

"This cooperation will no doubt attract more attention to our products and help us grow our community even more! Thank you, Gamingtec."

Fazi's in-house content comprises 125 games, available in over 150 currencies and 17 languages. With licences for 18 regulated markets, including an MGA licence, the firm are present in more than 50 markets worldwide.

Moreover, Gamingtec offers more than 10,000 games across slots, casino, table games and live dealer. Its platform allows brands to get up and running within six weeks, while providing them the features and tools they need to compete.

Andrei Beu, Commercial Director at Gamingtec, added: "Fazi have brought the same standard of technical excellence to the online world that made them global leaders in the land-based industry.

"They have some really eye-catching titles that will complement our platform. And we can't wait to see what exciting new content they come up with next."



[READ THE FULL STORY](#)

**BETER**

**Beter signs partnership with the Asian Basketball League**

Beter has expanded its sports portfolio through a partnership with the Asian Basketball League (ABL).

The company will now power and distribute the ABL events which take place in Bishkek, the Kyrgyz Republic, and are organised in partnership with the National Basketball Federation.

"The Beter team provides high-quality tech and operational support for tournaments and each match is streamed from three cameras with different viewing angles," a statement from Beter read.

"The company implements its integrity services, ensuring transparency of all events and these solutions help enhance the player experience and drive the development of the fast-paced sports betting content sector."

Through the agreement, Beter will provide live streaming, data and odds for 66 basketball matches of each ABL tournament. Until the end of 2022, three preliminary tournaments are scheduled, with over 160 games set to take place.

Beter Sports Deputy General Manager Nikolay Vernidub commented: "Adding new disciplines to the Beter Sports product is a large part of our business development strategy. We already had a successful partnership with the Asian Basketball League in 2021, and now we are delighted to announce the launch of a new series of tournaments.

"Basketball is one of the most popular sports in the world and that's why we decided to add it to our sports portfolio, providing more options for players and increasing their engagement by enhancing the overall betting experience.

"It is also important to note that all the tournaments we provide are held under the Beter Integrity policy - in cooperation with sports federations and associations."

Last month, Beter extended its strategic partnership with Bayes Esports.

[READ THE FULL STORY](#)



## BETER

### BETER Live Secures Prestigious Malta Licence

BETER Live, the live dealer division of gambling content and solutions provider, BETER, has secured a prestigious Malta Gaming Authority (MGA) licence, allowing it to launch its suite of next-gen live casino games with operators in markets around the world.

BETER Live is on a mission to deliver new live dealer experiences across its suite of games, which includes Blackjack, Gravity Blackjack, Speed Blackjack, Roulette, French Roulette, Auto Roulette, Baccarat, Andar Bahar, Bet on Teen Pati and Sic Bo.

The developer has taken an entertainment-first approach to each title and combined this with a high-tech studio environment consisting of HD cameras, powerful microphones and state-of-the-art broadcast technology to deliver a superior player experience.

The company is run by a team of industry veterans with experience at tier one companies such as Playtech and Entain. This has enabled BETER Live to develop its proposition and offer even more value to operators via powerful BI analytics tools, a personalised UI and multi-currency payments.

BETER Live also promises zero downtime, multi-language support, responsible gambling features and a rapid integration time of less than two weeks.

Securing a Malta licence is a major moment for the studio, which has also been certified by BBM, and its ambitions to become the leading provider of live casino content in regulated markets.

BETER has quickly become the industry's leading provider of high-velocity, fast-paced betting products designed specifically to tap into the psyche of the next generation of players and deliver the thrilling experiences they are seeking.

The company's verticals span BETER Esports, BETER Sports, BETER Gaming and BETER Live.

Anna Vikmane, Director at BETER Live, said: "Malta is one of the most...

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## FSB / ABELSON INFO

### FSB Enhances Football Offering with New Abelson Info Partnership

Global B2B sports betting & iGaming supplier FSB has made a significant enhancement to its already comprehensive football product by partnering with London-based sports data and odds specialists, Abelson Info.

The new alignment will see FSB integrate Abelson Info's highly respected Goalscorer Pricing and Settlement (GPS) service into their football offering. The integration will upgrade FSB's goalscorer markets service with goalscorer derivatives now offered across every match within Europe's major leagues and other selected global competitions.

The collaboration has also been timed to bolster FSB's World Cup coverage with the GPS markets directly integrated into the suppliers proprietary 'Create A Bet' Bet Builder model in time for next month's competition in Qatar.

The new partnership arrives amidst the backdrop of a hugely busy few weeks for FSB with a multi-market European agreement with Olympic Entertainment Group announced alongside the awarding of a prestigious Nevada licence in North America.

Mark Wilson, Trading Director at FSB, said: "Delivering premium sportsbook experiences to our partners and their players is integral to our philosophy at FSB. Abelson Info has an outstanding reputation of offering dynamic data and pricing solutions to Tier 1 global stakeholders in our industry so this partnership made sense on a number of levels.

As we continue to scale across multiple continents, this new relationship with Abelson Info allows us to offer an enhanced, richer service to our growing, global client base enabling them to carefully curate their required football offering across club and international football into 2023 and beyond."

Jeevan Jeyaratnam, Chief Operating Officer at Abelson Info, said: "This has been a hugely constructive relationship with FSB. We understand their global...

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## 1X2 NETWORK / BETCITY

### 1X2 Network goes live in the Netherlands via BetCity

Supplier 1X2 Network has signed a deal with BetCity.nl.

This new partnership, which extends the provider's presence into the Dutch market, will provide BetCity casino with 1X2 Network's suite of slots, casino, arcade, numbers and instant win games.

This means Dutch players now have access to a range of titles from 1X2 Network's development arm, 1X2gaming and its subsidiary games studio Iron Dog Studio, such as Solar Nova, Wolf Strike Hold and Win, Gods of Asgard Mega-ways and more.

Launched in 2002, 1X2 Network has signed various expansion deals in recent years, agreements which allowed the UK-based tech company to go live in regulated markets across the globe.

The group is not present in jurisdictions including the UK, Isle of Man, Malta, Gibraltar, Sweden, Spain, Italy, Colombia, Romania, Greece, Germany, Denmark and now the Netherlands.

Rory Kimber at 1X2 Network said: "The Netherlands is a key market that has grown quickly since the introduction of licensing and regulation 12 months ago, and BetCity has been a key part of that story.

"We're delighted to partner with one of the major players in the Dutch gaming space."

Melvin Bostelaar at BetCity said: "We're great fans of what 1X2 Network has achieved in this industry over the years and we're delighted to team up.

"Through 1X2 gaming, and more recently Iron Dog Studios, they've always been at the forefront of technical excellence, creating games that pack a punch. We look forward to growing together in this vibrant new market."

Recently, two 1X2 Network products became available to Swedish players via a deal with ComeOn Group.

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## LIVE 5 / 888

### Live 5's Most Popular Titles Now Live on 888casino

Live 5, the in-demand developer behind some of this year's top performing slots, has signed a milestone partnership with 888casino, one of the world's leading online casino brands and part of 888 Holdings plc.

For the very first time, a selection of Live5's most popular slots are available to players on 888casino including, Cleopatra Queen of the Desert, Wild Gods of Egypt, Wolf 81, Minotaur, Fruit and Nut, Lucky Golden Clover, Roco Loco, Gems of the Nile, Sheba, Royal Tiger Lightning Lines™, Three Books™ of Khan and The Game With No Name featuring ReelzUp™. These slots feature Live 5's most recent mechanics and innovations, such as Lightning Lines™, ReelzUp™ and 3 Books™, as well as the recently released Instapots™. In the coming months, 888casino will also host Live 5's upcoming releases.

Lloyd Butler, CEO at Live 5, said: "This is a big deal for us and marks our arrival as a major provider of premium online casino content to the biggest operators in the business."

"888casino is one of the world's leading online casino brands, renowned for using its sophisticated AI technology to create fun, fair and safe gaming and betting experiences for players. We are very excited that our games are now a part of 888casino's platform, which marks a big moment for the entire Live 5 team.

"Each of our slots have been designed to capture the imaginations of players through striking design and powerful sound, which we combine with engaging gameplay and innovative features like Lightning Lines and ReelzUp."

Talya Benyamini, VP B2C Casino at 888, added: "Adding dynamic and exciting slot games, like the ones created by Live 5, to our existing portfolio of high-quality games is a key part of our product and content leadership strategy at 888. We believe these games, known for their design and sound, will enhance our offer and support our mission to create unique experiences for our players. We look forward to working with the Live 5 team as we integrate more..."

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## OCTOBER 2022 EDITORIAL HIGHLIGHTS



### INTRESS MEDIA

#### The affiliate evolution

Since the repeal of PASPA, the US affiliate sector has already undergone drastic change. Cole Rush looks at how the sector got to where it is now, and where it might go next.

Search for odds or lines on any given match-up, and the vast majority of results will spring from affiliate sites. The affiliate market has a long history of operating in tandem with sports betting, reaching back to much-more-mature markets like the UK – or even beyond locally regulated online betting – and into the early annals of US sports betting upon PASPA's 2018 repeal.

Now, the affiliate space is broader than ever before. It's become an industry all on its own, and it welcomes change with open arms. From overseas roots to the burgeoning US market, affiliate sites have had to contend with ongoing...

[READ THE FULL INTERVIEW](#)

### BLUE GURU GAMES

#### Question & Answer session with Blue Guru Games

The Question and Answer sessions keep coming here at Demoslot, and we are delighted to be joined by Kristian Hassall today, who is the Commercial Manager at Blue Guru Games. We talk about all things slots and find out more information about the newly formed studio and what the future holds for them.

Thanks for joining us today. Before we get started could you tell us your job title and a brief description of what your role is at Blue Guru Games?

I'm Kris and I work within the marketing and commercial teams; I also take the lead along with our audio partners on in-game music and sound effects which is a key component of all Blue Guru games.

Blue Guru Games was founded in 2021, but what was the driving force and inspiration behind the group being created? And how did you come up with the name for your brand?

The brand name and identity were important for us as it conveys so much at-a-glance. The driver behind the company was to explore our combined love of storytelling, encompassing mythology, history, spirituality, and folktales from around the world – all rich hunting grounds for game themes. The Guru signifies a lot of that and embodies the tradition of a friendly sage imparting stories...

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### 1X2 NETWORK

#### Slot Innovation: Too much of a good thing?

Alex Ratcliffe, Chief Product Officer, 1X2 Network: You can certainly have too much of a good thing; but that swings both ways. You can rush ahead with supplier driven innovations that do not fully consider the experience of players, but you can also become static in producing repetitive gaming content. If a balance is struck between experimentation, and delivering content you know works, there is an ideal middle ground to be found that provides both quality player experiences, and commercial success.

Most definitely you can over-do the bells and whistles. In fact, player research from the past year highlights confusing features as one of the most common reasons players abandon a given game. Even if you win big, if the game is so complex it's not intuitively obvious how that win occurred, you're left with a hollow, unfulfilling experience.

The best games have clear visual hierarchies, and intuitive feature progression that requires no explanation. Classic fruit slots are classics for a reason; their simplistic allure is in players' understanding of them. However, despite introducing innovative features being a challenge, it's an enjoyable one, and a necessary undertaking in progressing the industry and avoiding stagnancy.

Spinning reels absolutely do not need to define the slot games of the future.

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### RAW iGAMING

#### Slot Innovation: Too much of a good thing?

Tom Wood, CEO of Raw iGaming: Innovation is tricky. If you go too far outside of the box, it will require players to "learn" your game or mechanic and we know from experience that in these cases, players tend to skip the learning and go back to what they know.

You also have to be careful of innovating to the point where the thing you have created is no longer recognised gambling game which might cause issues with game certification or compliance acceptance. It might even require a whole new set of regulations of its own which can block or decrease access and time to market.

It's also a question of demographics and location. Regarding demographics, older generations tend to prefer the transactional simplicity of a classic slot machine. Millennials and Generation Z prefer interaction and skill elements,...

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### BIG TIME GAMING

#### Slot Innovation: Too much of a good thing?

Nick Robinson, CEO of Big Time Gaming: Innovation is the driving force of iGaming! Creating new mechanics is a passion of mine, and I can't see an endpoint in the industry where we sit back and say, that's it, this is the perfect slot! I guess we came close with Bonanza! It still is one of the most popular online slots in the world today, but that's just it: you come close, and then you start all over again, each game in essence, has to be built from scratch.

The online slot industry is now far too mature to rely on a cookie-cutter approach. Today, innovation is the key to game performance and player retention, as players will spend extra time on a game to work out its nuances and personality.

Whether you can overdo the bells and whistles just for most players to go an play a classic fruit slot comes down to the playability of the game mathematics, if the bells and whistles are in the math engine, that's when the fireworks begin! I would advise not to go too overboard i graphical application of dull events.

This works on land based because you have a metric tonne of machine backing it up, but you won't retain players for long. When I'm playing a new release, it must come together in its base form, you could be spinning triangles, circles and...

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### SILVERBACK GAMING

#### Creativity, innovation and focus

Raphael Di Guisto, Founder of Silverback Gaming, explains why effectiveness and ease in every detail of a developer's work is what makes games remarkable, not trying to reinvent the wheel.

What does Silverback Gaming stand for?

When we founded our first game studio, Cayetano Gaming, back in 2009, I was very much a newbie to the iGaming industry and still had a lot to learn. ten years later we felt like we'd earned our stripes and wanted to pick a name that reflected the experience we'd accumulated releasing more than 100 games as the B2B arm of Flutter Entertainment (Flutter acquired Cayetano back in 2011)

Founded by a supercharged team of industry veterans, Silverback Gaming stands for creativity, innovation and focus. Our mission is to create the most enjoyable online casino games on the market. Bringing fun to millions of people worldwide is not a job, but a life purpose for us.

Would you describe Silverback as a challenger brand?

Absolutely. We're looking to disrupt the industry and particularly the US market by introducing new gaming concepts and thrilling features. I can't say too much just yet, but next year we've got some extremely innovative games coming...

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## SLOTS TEMPLE

### Interview with Fraser Linkleter, CMO at Slots Temple

We caught up with Fraser Linkleter, CMO at Slots Temple:

Slots Temple is the first affiliate site to become licensed in the UK. Tell us what this means for an affiliate as opposed to an operator.

Being awarded our UKGC licence is a game-changer for our business. It means we're now able to offer cash prizes in our tournaments, making our players' experience so much more exciting and enjoyable. We've been running tournaments for a long time, but being able to offer cash prizes really puts us into a unique position within the market.

We'll continue to provide links to operators and tell our players about the operator bonus offers, but having our own licence means we can also give players a more engaging experience while they're on our site.

Slots Temple offers free to play slots, but regulatory compliance is still an important part of your business, isn't it?

Absolutely! We've built our business to be fully compliant – whether people are playing free games, entering tournaments and looking for an operator offer.

Tell us some of the compliance challenges you have faced over the years and how they differ from jurisdiction to jurisdiction.

The differing age verification requirements for each jurisdiction has meant...

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## PANDAScore

### Exclusive Q&A/Widget with Nicolas Marlier, CTO at PandaScore

What motivated you to upgrade your Widget product?

Our revamped Widget 2.0 product builds on the huge success of the original solution we launched several years ago. The upgrade forms part of wider efforts to deliver the best products and player experiences to the esports ecosystem, driven by the power of data. Operators using Widget 2.0 can better attract and engage esports fans, particularly during live, with highly customisable esports widgets that provide game-specific, real-time data. This means that players can enjoy in-depth esports information on their favourite games, delivered via undelayed data so that they know they are getting a real-time viewing and betting experience.

With Widget 2.0 we can offer a more customised integration through a block system that allows each bookmaker to adjust what kind of information they want to make available on specific sections of their website or app. We have also improved the data visualisation so that players can more easily understand complex datasets at a glance while providing even greater data granularity for expert players that really want to deep dive into specific games.

What titles does Widget 2.0 cover in live? And to what depth?

So we offer a dedicated Widget for each of the 11 esports titles we cover including three live widgets for CS:GO, Dota 2 and League of Legends (LoL). Take LoL, for example. We have a radar chart designed by League of Legends...

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## LIVESPINS / 1X2 NETWORK / FIRST LOOK GAMES

### 'Roundtable: there is a clear market for lucrative slots streaming

A recent, and now much discussed, Twitch ruling sent shockwaves across the industry as many delved into the finer details of September's announcement and the potential implications this could have.

This came in response Twitch's statement of new rules that are set to be implemented on October 18, which will see the streaming platform issue a ban on content from websites offering slots, roulette or dice games that aren't licensed in the US or other jurisdictions that "provide sufficient consumer protection".

In CasinoBeats' latest examination, a three-part special featuring Michael Pedersen, Chief Commercial Officer of Livespins, Harry Proudley, Marketing Coordinator of 1X2 Network, Tom Galanis, Managing Director at First Look Games and Darren, a streamer at Stop and Step, looks at the impacts this will have, if it was indeed the correct decision, where the online casino and streamer relationship goes from here and much more.

CasinoBeats: What impact will Twitch's decision to ban online casino from its platform have on the industry?

[READ THE FULL INTERVIEW](#)

## PIXIU GAMING / LUCKSOME / GREEN JADE GAMES

### Road to Safer Gambling Week: The Game Studio Journey

As we continue our journey on the road to Safer Gambling Week (17th – 23rd October), we make our last stop off with the game studios. A brilliant opportunity to get the perspective from some of our industry's leading content providers.

Once again, iGamingFuture has brought together some of our industry's most forward-thinking and influential stakeholders to examine the current state of responsible gambling in our industry and most importantly, discuss what iGaming studios can do to further support the ongoing industry campaign for responsible gambling, whilst still pushing industry growth.

Speakers include:

Tony Plaskow, Founder of Pixiu Gaming  
Bryan Upton, Founder, Lucksome  
Mark Taffler, CCO at Green Jade Games

To what extent do you have to consider responsible gambling as a game studio? Or do you see it as more of an operator concern?

Tony: We have worked very closely with all the Canadian Provincial Governments to supply them with content for many years, so player protection and responsible gaming are a critical element of those partnerships. Moreover, Pixiu, independently, is a staunch

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## LIVESPINS

### Livespins creates a group betting, shared streaming experience

Livespins enables operators to leverage the surging popularity of slots streaming by allowing players to watch their favourite streamers spin the reels on blockbuster slots from the biggest providers in the business and get directly involved by betting behind the action taking place.

This creates a group bet and a shared experience with players able to select their own bet amount and number of spins. Social interaction is a core part of Livespins experience, and this is provided by players being able to chat with the streamers and each other throughout.

Players can also add reactions and emojis to the gameplay taking place across the reels and as their bets complete – win or lose, players are guaranteed to have a fun time.

Livespins has been designed to put the power in operators hands. Until now, operators have paid streamers to play from their brands, but this has proved to be ineffective when it comes to converting audiences to FTDs and regular players.

With Livespins, the stream is taking place directly within the operator's casino, allowing them to generate revenues from the bet behinds being placed. Studios can also leverage the opportunities that Livespins presents, especially when it comes to marketing games to players and showcasing the latest titles to leave their production lines.

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## FIRST LOOK GAMES

### Why studios need to promote their games

Elliott Resnick, Head of First Look Games, says that due to the highly competitive nature of the industry studios need to get their games in front of players if they are to succeed in the long term

Slot studios are fighting for operator attention in a highly competitive marketplace. There are literally hundreds of developers pushing thousands of games with endless new titles launching every month. So being heard above the noise made by rivals is a vital key to success.

Developers also face fierce competition when it comes to directing players to their games. Operator lobbies are stocked with thousands of titles, with game positioning often the difference between whether a title sinks or swims.

But what if affiliates could not only fulfil their traditional objective of new traffic to operators but also drive awareness of a studio's content and have players specifically look for the game regardless of where they are positioned in casino lobbies?

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## PANDAScore

### Engagement data needed to continue esports betting growth

Oliver Niner, Head of Sales at esports data solutions provider PandaScore outlines upcoming data challenges for esports betting operators seeking to engage fans in the nascent growth markets of North America and LatAm.

Esports betting has come a long way over the past few years. The total global turnover of esports betting amounted to 46 BLN Euros in 2021, securing the sixth most popular type of sport to bet on and climbing the ranks very fast over the years.

There are some highly established game titles that prove popular with bettors including CS:GO, Dota 2 and League of Legends. Dedicated odds products are giving fans a serviceable depth of markets and lines to choose from on these titles, and constant innovation to adapt to ever-changing tastes.

But there is a missing piece of the puzzle that operators and suppliers alike are yet to find for esports betting: consistent, successful customer engagement.

The models of customer acquisition and engagement that have worked in sports betting, while successful in that space, can't be flippantly draped over the esports betting space and expected to work. A 40-year-old football punter doesn't engage with their passion the same way a 25-year-old esports bettor does.

The industry has learned a lot about how esports fans interact with data in...

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## SLOTS TEMPLE

### Pulling a crowd: Leveraging social gaming and community building in affiliate marketing

The modern slot may be jam-packed with new mechanics and features and cinematic video cutaways, but strip that all away and its core is reassuringly simple. Maybe that's why players' tastes in games have not changed as much as you might think over the years. What has changed completely, though, is how players want to engage with gambling games.

Gone are the days when playing slots was a purely solitary pastime, enjoyed in smoky casinos by gambling grannies wearing glazed expressions and horn-rimmed specs. The modern slots player is a more competitive, social animal who likes multiplayer gaming and lives in a digitally connected world. Sure, some players still prefer the solitary experience, but increasingly others want to interact and engage.

It is these connections between players that fascinate us at Slots Temple, and how, as an affiliate, we can use the communities we build to create true marketing 'happenings.'

Social interactions and community building is hugely important right now and we're seeing much more demand for this type of engagement within the slots industry.

But the social element of gambling games is nothing new. Poker has always been as much a game about social interaction as it is about strategy.

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## SGG

### The affiliate evolution

Since the repeal of PASPA, the US affiliate sector has already undergone drastic change. Cole Rush looks at how the sector got to where it is now, and where it might go next.

Search for odds or lines on any given match-up, and the vast majority of results will spring from affiliate sites. The affiliate market has a long history of operating in tandem with sports betting, reaching back to much-more-mature markets like the UK – or even beyond locally regulated online betting – and into the early annals of US sports betting upon PASPA's 2018 repeal.

Now, the affiliate space is broader than ever before. It's become an industry all on its own, and it welcomes change with open arms. From overseas roots to the burgeoning US market, affiliate sites have had to contend with ongoing legislative efforts, tricky regulatory webs, and ever-evolving player tastes.

Turns out, everyone's talking about the affiliate sector. Frankly, we don't blame them; there's a lot to discuss. Gambling affiliates today are unrecognizable...

[READ THE FULL INTERVIEW](#)

## PEER GAMING

### Exclusive interview with Richard Owoyemi – Founder of Peer Gaming about peer-to-peer betting products

Today we are speaking with Richard Owoyemi, Founder of Peer Gaming. PeerGaming is a software technology company that develops only peer-to-peer betting products. Their vision is to put their revolutionary games in the hands of every reputable gaming operator worldwide. Their flagship product, X-LEAGUE, is destined to become the ultimate complementary product for fixed-odds wagering. And they're also devising proprietary gaming models that they intend to use in creating an armada of gambling products. PeerGaming is a UX-first startup that plans to gain market access through a leading betting product supplier in the gambling industry. They strive to be creative, optimistic, and persistent in their aspiration to build a global hub for peer-to-peer betting products. betting software providers to supply gaming operators with novel and established social betting products.

GA: Tell us about the idea behind PeerGaming.

RO: The idea behind PeerGaming was one of the blessings in disguise moments we had during the planning phase of X-League.

We were concerned about the enormous marketing costs it would take us to promote X-League in the US and international markets as a B2C company. Also, competing against established operators in different jurisdictions seemed to be a problematic approach to global expansion.

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## CONTINENT 8

### The formula for success: Why Betcris chose Continent 8 to grow in Latin America

Gabriel Szlaifsztein, Latin America General Manager for Continent 8 Technologies, shares some key insights on the partnership with Betcris and how the operator is leveraging its public cloud and DDoS solutions to drive growth in new markets.

Entering new markets is an important growth driver for international operators, allowing them to significantly increase their target audience in globally regulated jurisdictions. Although where there are opportunities, there are also challenges and, in most cases, overcoming them requires working with external specialists to ensure that entry into new markets is smooth and seamless, and that the necessary infrastructure for long-term success is in place. its place.

Betcris does not need introductions. The Malta-licensed operator has global ambitions and is already present in the Caribbean, Colombia, the Philippines, Mexico, Peru and Poland, where it offers players a highly localized and comprehensive online, mobile and sports betting experience. It is also keeping a close eye on key jurisdictions that are on the verge of regulation, such as Brazil, where parent company TV Global Enterprises has already committed to significant investment.

The operator knows all too well about the challenges that come with international expansion and first approached Continent 8 Technologies in 2019.

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## BLUE GURU GAMES

### Spotlight Series – Q&A with CEO & Co-Founder of Blue Guru Games, Andy Braithwaite

In April 2022, the GMBLRS spotlight highlighted new games developer Blue Guru Games with a Spotlight Series interview of the fledgling studio as one to keep an eye on. Commercial Manager, Kristian Hassall, told of plans to wow players with entertaining games with eye-catching designs, compelling game mechanics, and the occasional story, folklore, or legend.

We caught up with CEO & Co-Founder Andy Braithwaite for an update on the road to slot developer stardom and Blue Guru Games first steps into the competitive online gaming world.

GMBLRS: Welcome, Andy, and thanks for taking the time to chat during what must be a busy schedule. You've been building Blue Guru Games from scratch, pushing the brand and launching your debut range of online slots. Has the dust settled yet, and how is the team settling into its stride?

Andy: I'm not sure the dust will ever settle, but it's fun, it's a proper challenge too, but it's all good fun. We're pleased with what we've achieved, especially in such...

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**STAKELOGIC**  
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## OCTOBER 2022 EDITORIAL HIGHLIGHTS



### JUST FOR THE WIN

#### Exclusive interview with the CEO of Just For the Win!

First of all, welcome to our SlotsCalendar Interview series!

We sat down with Johan Persson, CEO and Founder of Just For The Win Studios, to find out a little more about the Stockholm-based studio and games they've been developing.

I have always been into gaming, and after working on a custom game for LeoVegas with Jay Sopp, it became evident there was an opportunity for us to start a studio. Five years later, we seem to be doing something right, and now have a fifty-strong team of talented people creating feature-rich titles with impeccable mechanics and over forty games released to date.

With so many game studios on the market, what do you think is the biggest differentiator for Just For The Win?

[READ THE FULL INTERVIEW](#)

### ALCHEMY GAMING

#### Interview Series: Rory Harpur, Chief Product Officer

As part of the SlotsWise Interview Series with gaming studios, we had the chance to speak with Rory Harpur, Chief Product Officer at Alchemy Gaming. The company has top-notch mechanics and audiovisuals in its focus and strives to create the gold standard in gaming experiences.

Find out more about Alchemy Gaming, its unique take on the slots experience and plans for the upcoming months in our interview!

Welcome, Rory! We're glad to have you as our special guest in this week's interview series. Before we begin, could you introduce yourself and Alchemy Gaming to our readers?

"Hello. I'm Rory Harpur, and I'm the Chief Product Officer responsible for the design team and building our games roadmap. Alchemy Gaming hit the market in early 2019 with our first game, Wheel of Wishes. We're curious and love trying to tease games apart to understand the real magic that keeps players engaged. This is what keeps the job fun and drives us to keep building new mechanics and slot experiences."

How much time does it take to make a new game at Alchemy Gaming, from idea to release?

[READ THE FULL INTERVIEW](#)

### PRESENTER GROUP

#### CB100 pathways through gaming and beyond, with Terese Thagaard

The necessity of building and maintaining a strong network is a familiar construct among numerous industries, and is certainly one that is not lost in the gaming community.

However, among the multitude of strategies and expert tutorials on how best to achieve such a goal, is the question of: how much do you know about your network? With this in mind, CasinoBeats is aiming to take a look under the hood, if you will, and has tasked the 100 Club to help out.

Terese Thagaard, the newly appointed Chief Legal Officer of PressEnter Group, recalls an unsettling time in trying to define a concrete career path, what was the result of an incident that is defined as more luck than judgement, an abbreviation overload and what happened when belief in one's own judgement led to a regulatory challenge.

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

I trained as a lawyer in private practice in London after finishing Law School. Once I qualified as an English solicitor in 2010, I continued in private practice...

[READ THE FULL INTERVIEW](#)

### NEON VALLEY

#### Neon Valley Studios' Tomas Tezak: "Neon Valley Studios Is a Place Where Amazing Games Happen"

As the creator behind Aurora Wilds, Arctic Enchantress™, and the widely popular Mega Moolah: Atlantean Treasures, the Vegas-based Neon Valley Studios have become a household name at casinos operating Games Global exclusive content.

This is the first time we've had the pleasure of having Neon Valley here at Casino Chick, so we hope you enjoy our chat with Neon Valley's Tomas Tezak as much as we did.

Hello and welcome to Casino Chick, the internet hub for women in iGaming. Can you start by telling us more about yourself? How long have you been at Neon Valley Studios?

[READ THE FULL INTERVIEW](#)

### NORTHERN LIGHTS GAMING

#### "The Market Is Crying Out for Innovation" – Meet Northern Lights' CEO Andy Goodale

Northern Lights Gaming is a video slot studio based in Stockholm and Manchester.

Today, Northern Lights Gaming is a company that proudly makes exclusive video slots for the Games Global network, and we are delighted that we finally have the pleasure of introducing you to this unique studio. See our full interview with Northern Lights' CEO Andy Goodale below.

Hello and welcome to Casino Chick, the all-encompassing gaming hub for women in iGaming! Thank you for taking the time to chat with us. We'd love to start by introducing you, as well as your company, to our readers.

Hi, no problem at all, my pleasure to talk! I'm Andy Goodale, CEO of Northern Lights Gaming. The story started at Northern Lights about five years ago, setting up in two locations, Stockholm (mainly being the tech side) and Manchester (mainly being the creative and QA side). Since those early days, we have grown to a team of 17(ish) 'Northerners' and our games are now available on most major platforms.

Let's talk a bit about your company's vision. What makes Northern Lights...

[READ THE FULL INTERVIEW](#)

### PRESENTER GROUP

#### 60 seconds with...PressEnter Group's Lahcene Merzoug

Jeeps, Hania Rani and Close Encounters of the Third Kind. Three things which you probably weren't expecting to read about in the SBC Leaders Magazine! But in this '60 seconds with...' piece, PressEnter Group CEO Lahcene Merzoug tells us about the films and music that make him tick, and the holiday to the Spanish mountains that brought a degree of harmony.

SBC: To start us off, what would be your go-to film? And why?

LM: Growing up I was a big fan of sci-fi, so my favourite film must be "Close Encounters of the Third Kind". It's an absolute classic, and a must-watch!

SBC: Interesting choice in film, I'll have to watch it! Tell us, what has been your most extravagant purchase to date?

LM: I am not really keen on materialistic things. So the most expensive purchase I have ever made would be property. I really enjoy renovation and creating something very different.

SBC: Property is still very extravagant. Now, you've got your headphones in and can play any album on repeat. What's it going to be?

LM: I love all kinds of music and I often listen to different genres depending on...

[READ THE FULL INTERVIEW](#)





## RISKNARRATIVE

### Lexisnexis Risk Solutions: Smoothing the path to Latam's Land of Opportunity

Having built up a significant Latin American presence over the last five years, LexisNexis Risk Solutions is ideally poised to help new incumbents enter what's shaping up to be a betting and gaming market of leviathan proportions. Adam Doyle, the firm's Head of Gaming, explains all.

SBC: Can you tell us about LexisNexis' ongoing activities in the Brazilian market and how does RiskNarrative fit into the equation going forward?

AD: We've had boots on the ground in Brazil now for probably about five years, and we've been working in supporting the financial institutes within the country. With the amount of data we have and our technology, we can really help operators enter this market once it goes live around December.

Like in any market there will be different regulation requirements, so it's just understanding what it needs to look like so we can do configuration and support the operators.

We've already had success helping operators get up and running in different markets, like the Netherlands, and we can integrate new data suppliers into our platform. There is early indication that a high level of responsible and social gambling will be expected too, which we can help with both onboarding and continuously monitoring a player via a single API. We just need to wait for the final document to come out so we can build exact models that are currently nearly completed.

SBC: Having had five years' experience in Brazil, what challenges has LexisNexis faced in that marketplace and how has it addressed them?

AD: Like any new market, the biggest challenge is getting some of the boots on the ground, building relationships with the right services and making the right connections.

When you're entering into any country, it's important to fully understand what data is required and what technology you need. The LatAm market itself is a developing market; we have to make sure that we're doing everything that aligns with their rules and regulations.

If we look at the UK, you can do a lot of checks with just your name, address...

[READ THE FULL INTERVIEW](#)

## LUCKSOME

### Interview: Lucksome's Founder Bryan Upton

Rather young yet promising Malta-based studio, Lucksome has got some big names under its belt. Led by Bryan Upton, a seasoned iGaming professional with experience in pretty much every stage of game development, the studio is focused on creating high-quality casino games tailored to the needs of real players. We had a chance to talk to Bryan about the qualities that help Lucksome stand out from the crowd, their approach to slots development, and the upcoming titles.

iGamingNJ: Hi. Please can you tell us about yourself, your background, and how Lucksome came to be.

Bryan Upton: I've been in the gambling industry all my professional life which is around 16 years now. I've been a game artist, a games designer, studio manager, product manager and then C-Level management. I've now worked in the online space as much as in land-based. I worked a lot out of Vegas and have been around the world to see how players play different games in different settings. I founded Lucksome in Sept 2020. Lucksome is about making well-made games with transparency, awesome graphics, and the best mathematics in the world. We started off simply because we wanted to do something in a less chaotic and corporate environment. We've all worked at the big studios and felt that we can do better by staying small, focusing on games design quality and what it is players out there want.

iGNJ: Competition is huge in your space. What makes Lucksome stand out from the crowd?

BU: Quality. Transparency. Diversity. We don't compromise on quality, even with games like Coins on Fire – a simpler more classic game – detail and polish is everything. Transparency: we show more stats on our games so that players know what our games are about. Diversity: take a look at our portfolio. Our games are very diverse in themes, mechanics and math profiles. We are masters at what we do, but Lucksome is new and is out to impress and build player trust.

iGNJ: With the world becoming more and more accepting of iGaming as a popular pastime, where are the main markets of interest for you?

[READ THE FULL INTERVIEW](#)

## LIGHT & WONDER

### Meet the Slots Creators – Light & Wonder's VP of Game Development, Rob Proctor Interview

Tell us a bit about yourself. what makes you, you; and why have you chosen to work at Light & Wonder?

I'm Rob Proctor, VP of Game Development at Light & Wonder. I look after everything from new game concepts to choosing which games to build (and which countries to launch those games in).

I started almost 10 years ago now in the QA team at Sky Betting and Gaming. Then I moved to a product role there, and then I went into a more 'content and commercial' position, heading up their casino content. That was across Sky Vegas, Sky Casino and Sky Bingo, so it was covering quite a large range of content. Then I moved here, to what is now Light & Wonder, looking after our second-party partners – the likes of Big Time Gaming and Lightning Box – helping them get onto our platform and develop their own games. I did that for about a year or so and then came into first-party.

Can you please tell us what are the slots with the most big wins from Light & Wonder?

If you look at a game like Spartacus Megaways, I think we saw a win at one point of about 97,000x, which is big! We are regularly getting wins on our newer games of 10,000x. For our European-focused content, we've made a conscious effort to make sure that those max wins are winnable; we don't want a max win for the sake of having a max win – we want it there because it's something players feel like they can win.

300 Shields Mighty Ways is your newest game. why do you think the original was so popular?

I think it was a little bit before its time if I'm honest. That super-volatile nature of having 300x was something at the time it was first released (and for a long time after) wasn't seen as widely as it is today – having the ability to get 300x on your wins. So that was the catalyst for its popularity. I think it got a bit of a cult following as players saw the potential in that top-level bonus, and the theme's great as well, even with the original version. It's not the best-looking game, but players have taken to it, and the mechanic and the math was so solid that key players and hardcore slot players stuck around with it for a long time.

[READ THE FULL INTERVIEW](#)

## CHAMPION SPORTS

### World Cup 2022: Is your Sportsbook Ready?

Next month will see the start of the greatest football tournament on earth, the World Cup!

This will be a great opportunity for operators to take advantage of a high-traffic period and generate increased revenue. However, periods of high traffic can be very demanding on your back-office systems, so its imperative operators have the right setup to manage this busy period and get the most out of it, while giving their customers a great betting experience.

We caught up with Simon Noble, Sportsbook Product Director at Champion Sports to hear his thoughts on the upcoming tournament and what he believes operators need to do to ensure they're ready to maximise the opportunities the World Cup has to offer.

What should online sportsbook operators/brands be doing from a technical perspective to ensure they are ready for the World Cup?

"Everyone goes a little bit mad for the World Cup, but, in reality, there are fewer matches taking place each day than a normal busy Saturday during the regular season. High-profile matches including semi-finals and finals can see a significant spike in betting traffic, but the vast majority of operators should be able to take this in their stride. This is why it is important to regularly stress-test systems – to do this, we take a busy Saturday where there may be upwards of 300 games taking place simultaneously with live betting offered in-play and all the data and transactions (live scores, price updates, etc) that come with it, capture this volume and then ramp it up by between 20% and 30% to make sure that we have the capacity to cope with what would be considered extreme demand.

"Of course, a World Cup final with hundreds of millions of patriotic punters watching and betting can put pressure on a sportsbook, and this will undoubtedly lead some operators to reconfigure their UI to streamline the customer journey so that players can quickly find the markets and odds they..

[READ THE FULL INTERVIEW](#)

## STRIVE GAMING

### EGR: Five minutes with...Jamie Shea of Strive Gaming

This month's quickfire Q&A comes courtesy of Jamie Shea, CMO at Strive Gaming.

Q. What do you enjoy most about your job?

That it is ever evolving as the industry grows.

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

Focus, Focus, Focus

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

Tina Fey

Q. What's your karaoke song of choice?

Dancing Queen (ABBA)

Q. Which one thing can't you live without?

Google maps

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

elevator repair person ( I am claustrophobic)

Q. Where would you time travel to and why?

The future. I want to find out how this life ends up

Q. What is your favourite TV programme?

chopped. I love food tv

Q. What is your biggest guilty pleasure?

singing Prince songs in the car, at the top of my terrible voice

Q. If you won the lottery, what would you spend the money on?

my family and animal rescue

Q. Name one place everyone should visit before they die.

Italy

[READ THE FULL INTERVIEW](#)

## APPARAT / LUCKSOME / SILVERBACK GAMING

### CasinoBeats: Game Studio Roundtable - Part One

Quality "always prevails" when start-up companies set off in the direction of the New Frontier, no matter how competitive the market, according to Thomas Wendt, Co-Founder and Director of Apparat Gaming.

In the first of CasinoBeats' two-part roundtable, experts from recent start-ups come together to discuss what it takes for a start-up studio to make it in the industry. It will cover some of the key challenges studios face in the early days and how they can be overcome? It will look at the different approaches new studios take, with some pursuing innovation and others looking to deliver solid games that operators know will perform well. It will discuss the pros and cons of each approach.

What made you want to launch a game studio in what is one of the most competitive industries on the planet?

Thomas Wendt, Co-Founder and Director of Apparat Gaming: One of the core elements of competitive industries is their growth. And the gambling market still has some growth potential in its transition from land-based to online. That's especially true since the Wild West days seem to be over, thanks to increasing regulation.

Of course, many others have, like us, set off in the direction of the New Frontier. The reason why we at Apparat believe that we will be one of the settlers whose efforts prove particularly fruitful is because quality always prevails, no matter how competitive the market. And it's our conviction that the German market, in particular, despite the adversities of – let's call it 'challenging' – regulation, will be an extremely exciting and large one that needs to be understood in terms of its needs structure. And that is what we are doing.

Bryan Upton, Founder at Lucksome: We have a lot of experience collectively in the industry. We have worked for some of the biggest and best around and we think we can do a better job of Games Design than a lot of what we see today and bring something new to players over the globe.

[READ THE FULL INTERVIEW](#)

## BETER

### Anna Vikmane, BETER Live: operating in a time of adversity

Anna Vikmane, Director of BETER Live, discusses the company's response to the war in Ukraine and the work that her team has done to support one another during this difficult time.

She highlights some of the difficulties that she, on a personal level, has faced over the last eight months before explaining the reasons why she remains optimistic for the months ahead.

Throughout February, rumours swirled in Ukraine about whether Russia would launch a full-scale invasion. Was the company preparing an action plan to follow if war broke out?

Given the nature of relations between Ukraine and Russia over the past few years, we were always considering what we would need to do in a worst case scenario, gathering key information to enable our team to know exactly what to do if war did break out. Equally, making sure we always have a plan A, B, and C is what we do as a business. But of course, you can never be truly prepared for war – it's a totally unpredictable catastrophe.

The fact that we had done our homework definitely helped when the unthinkable happened, as we had an end-to-end risk mitigation plan, which firstly ensured the safety of our teams, and then the safety of our infrastructure and product. It also made it possible for us to return to some state of 'normality' as quickly as possible. All we can really do is make the best of what is a horrible situation for everyone involved, but I'm so proud of how committed everyone at every level of our business has been, of how we have all cared for one another and made sure everyone is safe and happy, with access to everything they need.

On February 24th, when the war broke out, what were your first steps as the director of BETER Live? What was the first thing you did?

One day before the invasion began, I arrived in Gibraltar to sign a number of agreements with some potential clients, and the following night at 3am I received a call from our operations manager who was in our studio, saying that they...

[READ THE FULL STORY](#)

## APPARAT / LUCKSOME / SILVERBACK GAMING

### CasinoBeats: Game Studio Roundtable - Part Two

"If you want to come and 'just give it a try' you're probably in for a very rough ride..." stated Bryan Upton, Founder of Lucksome.

In the second part of CasinoBeats' roundtable looking into start-ups, we continue where we left off in part one, asking why certain approaches were taken in regards to game development, the pros and cons of innovation and is there further room for more start-ups in the current landscape?

Why did you take this approach and is it playing out as you expected?

Bryan Upton, Founder at Lucksome: Every game we make has improved performance over the previous so far. We are producing games faster with improved quality. We won't take this for granted, this always changes but for one we haven't released our most innovative content yet.

That is coming as we now have the capabilities and foundation to do it. Slow and steady wins the race.

Raphael Di Guisto, Founder at Silverback: Our approach is to always focus on the player and to deliver an experience that not only meets but exceeds their expectations. We play our games a lot and we also play other games, too. We believe in building games for players and delivering a unique experience for them to enjoy.

Online gaming is forever evolving but only by a small step at a time. For Silverback Gaming, it's all about keeping the player in their comfort zone while giving them something a little bit different and unique every time. We've seen great results with this approach and the performance of our games speaks for itself.

What are the pros and cons of pursuing innovation at this stage? Is innovation key to getting games in operator game lobbies? Ultimately, how do you stand out as a new studio?

Thomas Wendt: As described. Innovation in step one needs a damn good crystal ball or damn deep pockets. In the end, the operators don't want fortune tellers...

[READ THE FULL INTERVIEW](#)