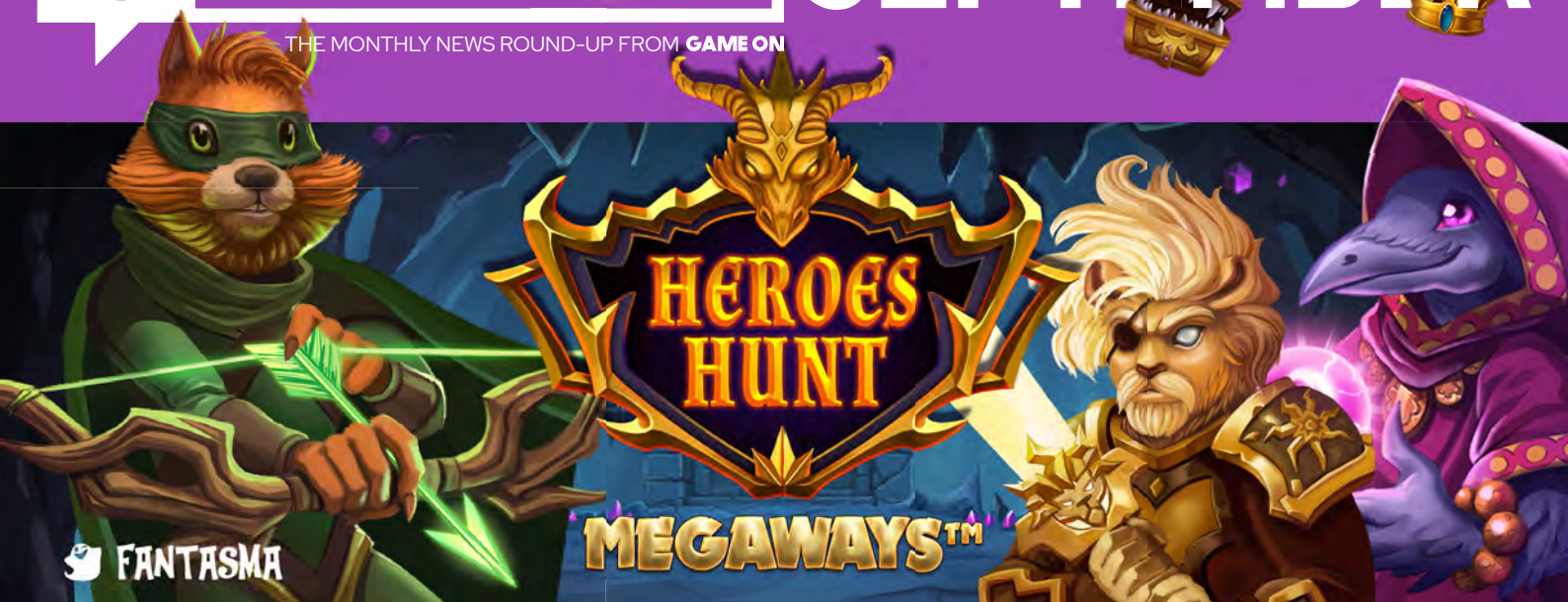




FOCUS ON

SEPTEMBER

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



SEPTEMBER 2021 PRESS RELEASE HIGHLIGHTS

GAME ON

SKILLONNET

SkillOnNet debuts unique "Hot or Cold" player feature at PlayOJO

New feature tells players whether a game is on a winning or losing streak so they can decide where to play without having to rely on gut feeling alone

SkillOnNet, the award-winning online casino platform provider behind some of the world's hottest brands, has debuted a brand-new, player feature called Hot or Cold – launching this week at PlayOJO before being rolled out network wide.

Hot or Cold allows players to see which games are on winning and losing streaks so they can decide which titles they wish to play based on how the game has paid out over the previous hour. Hot games are shown with a flaming red icon while Cold games are shown with a blue ice icon.

The feature has been developed in-house by SkillOnNet with the aim of driving player engagement and increasing retention. It plays on the land-based casino experience where players have superstitions about whether a slot machine or table has already paid out big or is about to.

The launch of Hot or Cold at PlayOJO is being supported by a major advertising

[READ THE FULL STORY](#)

SWINTT / MAX ENTERTAINMENT

Max Entertainment: adding Swintt was a no-brainers

Swintt has secured a distribution agreement with Max Entertainment, which will see the online casino content developer's suite of games go live to players across the operator's brands in all Malta jurisdictions.

Under the terms of the partnership, players at Slotty Vegas and GoSlotty, a pay'n play casino, will be able to access Swintt's full portfolio of slots for the first time.

This includes titles such as Book of the West, Sea Raiders and the recently launched Lone Rider XtraWays, which features the developer's XtraWays mechanic that allows the players to increase their winning potential with each spin.

"We are thrilled to add Max Entertainment to our growing line-up of big-name operator partners. Slotty Vegas and GoSlotty are hugely popular brands, and we believe players will love our portfolio of games," noted David Mann, chief commercial officer at Swintt.

"Each of our games has been localised for the specific market in which it is being offered to ensure they deliver an experience that not only meets but exceeds player expectations."

[READ THE FULL STORY](#)

GAMEON

GameOn releases debut white paper titled ReportOn

iGaming marketing and advertising company GameOn has released the first-ever version of its quarterly white paper on the industry – titled ReportOn.

Created as part of a collaboration with content marketing agency Ghostfoundry, the first topic under discussion was 'Innovation in Responsible Gambling.'

The white paper featured the insights of prominent contributors, including Leigh Nissim, CEO & founder of Future Anthem, Allan Auning-Hansen, the newly-appointed CEO of CEGO, and Eduards Jukobov, head of responsible gaming at Betsson Group.

The commentators discussed the progress of the iGaming industry regarding responsible gambling, what is stopping operators from innovating around responsible gambling and safe gaming, and suggested what some of the best operators are doing to drive innovation around responsible gambling.

ReportOn is a free, quarterly report aiming to break down a topic or trend into key talking points with contributions from a variety of experts.

[READ THE FULL STORY](#)

CEGO

CEGO to enter 'significant' UK online gaming market

CEGO has continued its regulated market expansion after being granted a licence by the Gambling Commission to operate in Great Britain.

The operator, whose stable of igaming brands includes Spilnu and Lyckost, says that it is "excited" to enter a market "as significant in online gaming as Great Britain".

As a result of the licensing nod, CEGO will now be able to offer its online casino games in three jurisdictions, building upon its base of operations in Denmark and Sweden.

The firm says that it will continue with a strategy of providing games which are ideally suited to recreational players, which have been a "key theme of slot game releases this year," including Diamond Express, Golden Pyramid and Safari.

This content, says CEGO, can be adapted to make sure it is "the perfect fit" for the target market in each jurisdiction.

Allan Auning-Hansen, chief executive officer at CEGO, stated: "We are very excited to be able to expand into a new market; especially one as significant in online gaming as Great Britain."

[READ THE FULL STORY](#)

SEPTEMBER 2021 PRESS RELEASE HIGHLIGHTS



ARETONET

GiG gains 'competitive edge' via AretoNet collaboration

The platform of business intelligence and marketing automation provider AretoNet is now available to clients of Gaming Innovation Group, following the successful completion of a full integration process.

This will see GiG offering AretoNet's full suite of products to supplement its data platform solution, including real-time business intelligence, marketing automation, predictive modelling and campaign execution, providing the capability to launch and trigger real-time, multi-channel marketing campaigns with full end-to-end analysis tracking.

"Offering our products to the very best operators in the igaming sector is our key strategy and this new integration with Gaming Innovation Group emphasises that ambition," commented Justin Farrugia, co-founder of AretoNet.

[READ THE FULL STORY](#)

BETIXON / TOPSPORT

Betixon partners with Lithuania's top betting brand, TOPSport

TOPSport deal will amp up Betixon's presence in one of Europe's biggest growth markets

Mobile-focused casino games studio Betixon has announced a partnership with TOPsport, the leading operator in the Lithuanian betting market. Under the terms of the deal, Betixon will integrate its full portfolio of games into the TOPsport casino platform.

This includes Betixon's ground-breaking Fortune Breakers series, which marries slots play with fantasy adventure and arcade-style fighting games.

The deal will increase Betixon's footprint in the burgeoning Lithuanian market, which experienced almost 100 percent growth in Q1 2021 compared with the corresponding period a year earlier.

TOPsport was the first operator to be licensed in Lithuania after the liberalization of the country's gambling laws in 2001 and it remains its most recognized gaming brand.

According to figures released by the Lithuanian Gaming Board, TOPSport is a significant market leader, reporting almost eight times the pre-tax profit of its...

[READ THE FULL STORY](#)

STRIVE GAMING

Strive Receives License Approval in Colorado, First US Entry for Company

Strive Gaming has become the latest industry company to join the fast-developing US gaming and betting market, with the firm obtaining its first license in the country and the state of Colorado.

The Colorado Limited Gaming Control Commission reached a verdict that the player account management (PAM) supplier is fully prepared to service the market and provide local operators with the necessary tools to run a legitimate gaming product.

In other words, Strive Gaming can now sign B2B partnerships with any of the available and licensed operators in the Centennial State, providing them with its platform. A first for Strive Gaming, the company doesn't intend to stop here, citing momentum in its operations and determination to expand quickly throughout the North American gambling market.

Commenting in an official press release, Strive Gaming CCO and President Damian Xuereb touted the company's ability to deliver on its promises. "We have fantastic momentum at the moment, over-delivering on every single promise we've made internally and externally," stated Xuereb.

Xuereb reminded that obtaining this license was only a stepping stone for the...

[READ THE FULL STORY](#)

1X2 NETWORK / 32RED

1X2 Network secures 32Red partnership

Exciting content from the developer's 1X2gaming and Iron Dog Studio subsidiaries now live with tier one operator 32Red

1X2 Network continues to add tier one gambling brands to its impressive roster of partners after joining forces with 32Red in a deal that will see the provider integrate its popular content to the operator.

The integration, facilitated by Microgaming, means that 32Red players can access titles from the provider's 1X2gaming and Iron Dog Studio for the very first time, including blockbuster hits such as Pirate Kingdom Megaways™, Rock the Reels Megaways™ and Rainbow Wilds Megaways™.

32Red will also take 1X2gaming classics including Neon Jungle and Blood Queen™, allowing the operator to add quality content to its proposition with games...

[READ THE FULL STORY](#)

FIRST LOOK GAMES / HIGH 5

FLG adds High 5 Games to growing list of partners

Studio is the latest to add its titles to the First Look Games Library where affiliates can download game assets and information to create content and write reviews

First Look Games (FLG), the innovative platform that directly connects game studios with online gambling affiliates, has added popular developer High 5 Games to its roster of prestigious partners.

The addition of High 5 Games is a major coup for FLG. Under the deal, the studio will initially list 40 titles in the First Look Games Library where affiliates will be able to download assets such as logos, images and videos, plus key information about each game.

From this, they can then create engaging and informative content such as game reviews and comparisons and publish them to their readers alongside the correct logos and images.

High 5 Games has also opted to take advantage of the First Look Games Demo Game Server (DGS). This debuted last year and allows affiliates to once again offer free to play versions of a provider's slots while remaining compliant with UK Gambling Commission rules and regulations.

[READ THE FULL STORY](#)

ESPORTS TECHNOLOGIES

Esports Technologies becomes SiGMA Europe's Platinum Sponsor

The company will showcase their proprietary technologies, brands and product development. It will also be the exclusive sponsor of the esports tournament, featuring Counter Strike legends.

Global provider of advanced esports wagering products and technology, Esports Technologies announced Thursday that it will be a Platinum Sponsor at the upcoming SiGMA Europe expo.

The event will take place from 15-19 November at the Malta Fairs and Conventions Centre and will provide a platform for Esports Technologies to showcase their proprietary technologies, brands and product development.

As a Platinum Partner, Esports Technologies will be the exclusive sponsor of the esports Tournament within the event, which will feature "Counter Strike: Global Offensive" legends team up and take on some of the next generation of players making their mark on the game in a competitive battle.

During the event, Esports Technologies will also be running an Esports workshop, co-hosted by industry leaders, where delegates can learn more about the future of Esports and the key trends impacting the fast-growing sector.

In an official press release, Chief Marketing Officer at Esports Technologies...

[READ THE FULL STORY](#)

1X2 NETWORK

1X2 Network partners with Octavian Lab

1X2 Network, the developer brand, has increased the distribution of its online casino content after partnering with platform provider Octavian Lab.

The deal enables any operators powered by Octavian Lab to offer its players games from 1X2 Network’s 1X2 gaming and Iron Dog Studio subsidiaries, which aims to add quality and variety to its content.

Included in this are a variety of games, such as Megaways slots, Million Megaways BC and the most popular slot, Megaways Jack. Alongside these games, the most recently launched Rock the Reels Megaways will also be available.

Non Megaways titles are also available to operators, with access granted to Battle Maidens, Battle Maidens Cleopatra, and Western Wilds.

Jack Brown, Director of Sales at 1X2 Network, said: “1X2 Network and Octavian Lab have both been making a lot of noise in the industry over the past 18 months and this deal unites two organisations dedicated to delivering the best online casino product to operators and players.

“It has been a pleasure to work with the Octavian team and we have been able to quickly and easily add our titles to its impressive portfolio. We now look forward to seeing our games land in the lobbies of Octavian’s operator partners and for their players to enjoy the thrilling experience they offer.”

1X2 Network holds certification across a range of markets across the globe...

[READ THE FULL STORY](#)

AUTHENTIC GAMING

Authentic Gaming Makes Entry into Promising Spanish Market

Authentic Gaming has expanded its operations to the Spanish gaming market as the company continues to scale its global footprint. As a result, the company has launched its live table games portfolio in one of Europe’s highest-grossing markets, with several operators already signing up with Authentic Gaming. The company will not stop there, as it looks to expand its product portfolio to other brands that are regulated on the Spanish gaming market. This should happen over the coming months, the company said in a press release.

Authentic Gaming has been able to negotiate a swift market entry by obtaining the necessary regulatory approval and leveraging its existing relationships with global operators already present in the country. The live dealer studio will provide games streamed from the prestigious Gan Via Casino in Madrid, where Authentic Gaming introduced five-wheel installations.

This marks the highest number of live wheel casino games any operator in the country presently has with the products accessible through iJuego.es del Casino Gran Via. Authentic is also launching with roulette, which comes in three main categories divided up across Studio, Auto Roulette, and Authentic Roulette.

Commenting on this success, Authentic Gaming CCO Magdalena Podhorska-Okolow said, “This is a significant time and strategic move for Authentic Gaming. Our debut in Spain has allowed our operating partners to launch our content in yet another regulated market and will undoubtedly pave (the) way for new operators to add a good variety of new roulette games to...

[READ THE FULL STORY](#)

SCOUT GAMING

Scout Gaming debuts new US social sportsbook platform

Scout Gaming is to make its US debut, launching a North America-focused social sportsbook platform through a partnership with new sports league, the Masters Cup Series of pool.

The five-year deal will see the Masters Cup Series pool competition leverage the new product that has been developed specifically for the US market and aimed at online and retail operators as well as sports venues and franchises.

The product allows organisations to tap into the sports wagering segment by offering a fun and low barrier of entry, ‘sports betting-like’ experience without the involvement of real money wagering.

Stockholm-headquartered Scout said the partnership will allow the sports franchise to provide a way for fans and viewers to engage with sports game play action 24 hours a day, seven days a week, while also generating significant revenue for the series. The event will comprise of eight professional players who will compete in weekly, nationally televised MCS Tour Stop events.

[READ THE FULL STORY](#)

BETIXON

Betixon looks to replicate land-based casino thrills through social widget

Betixon is aiming to recreate the experience of land-based casino win in the digital ecosystem, after detailing the launch of a spinXP social feature.

The gaming supplier’s latest introduction, which has been developed in-house by the Betixon team and is at final stages in its patent application, is looking to heighten engagement by allowing players to share wins in real-time and interact with other players.

It allows players to share big wins from its games in real time to all other online players playing any of betixon games. These will receive a real time notification which they can interact with including showing ‘love’ back to the winner.

The engine that powers the spinXP social widget has been designed to automatically filter & analyse events, queue them and then deliver notifications in a non-intrusive way while bringing an uptick in player engagement.

Lior Cohen, co-founder and CEO of Betixon, said: “Playing online casino games can be a solitary pass-time for many but with spinXP, players share their wins and successes with others, making it a much more social and interactive experience than before – similar to the experience of a land based casino where you hear and see the wins of players around you, and can express your congratulations.

“That players can then respond to notifications takes this to the next level, allowing them to enjoy our games while also being able to engage with other all...

[READ THE FULL STORY](#)

SWINTT / COMEON

ComeOn Group added to Swintt’s operator network

ComeOn Group has praised Swintt’s understanding that “localisation is absolutely key to delivering a superior player experience,” after the two rolled-out a commercial tie-up.

This will see Swintt, which lauds ComeOn as a “titan of the industry,” add its full-suite on slots to the operator’s games lobby, which will be available to players in all Malta jurisdictions, as well as Sweden and Germany for the first time.

“Swintt has quickly made a name for itself by designing and developing slots that exceed player expectations so adding its suite of games to our portfolio was an easy decision to make,” stated Cristiano Bianco, gaming director at ComeOn Group.

“Localisation is absolutely key to delivering a superior player experience and with Swintt we have a developer that not only understands this but ensures each game can be tailored to meet the needs of players in core markets such as Sweden and Germany.

“This is a great partnership for ComeOn and I believe Swintt’s titles will prove to be a big hit with our players.”

This agreement includes slots such as Book Of The West, Mega Maya and Sea Raiders, as well as Lone Rider XtraWays. With XtraWays, players can increase the winning potential by collecting XtraWays icons that drop at random across all reels, these then expand and contract depending on the symbols that land.

[READ THE FULL STORY](#)

ESPORTS TECHNOLOGIES / ASPIRE GLOBAL

Aspire Global in platform deal with Esports Technologies

Nasdaq-listed Esports Technologies has partnered with Aspire Global to launch a new online betting and gaming site.

The new site, Gogawi.com, leverages Aspire Global’s platform, sportsbook, games, game aggregator and managed services to offer real money betting on esports and professional sports, as well as live and traditional online casino games.

Gogawi.com is operated out of Cyprus under a license issued in Curacao and is launching four months after Esports Technologies listed on the Nasdaq stock exchange in New York.

“At Esports Technologies, we are at an exciting rapid growth phase, expanding our business across multiple markets and service offerings,” said Esports Technologies COO Bart Barden.

“When executing on our plan to expand our presence in key markets, we searched for a solution which allows us to further differentiate us and to...

[READ THE FULL STORY](#)



SEPTEMBER 2021 PRESS RELEASE HIGHLIGHTS



SENET

Senet moves to strengthen senior team with former Tabcorp executive

Gambling compliance, law and business consultancy Senet has hired Daniel Lovecek, the former General Counsel of Wagering and Media at Tabcorp, to join its senior leadership team.

Joining former colleague Julian Hoskins at the gambling advisory firm, the duo will work to direct and lead complex commercial regulatory work, building on Lovecek's experience in this role at Tabcorp.

"I'm thrilled to be joining Senet at such an exciting time in its growth," Lovecek remarked. "It has been clear from the start that Senet's plans have been developed with a paramount focus on client service and it has cemented itself in the industry and built a highly trusted brand.

"Senet has brought a fresh advisory proposition to the gambling industry, and..."

[READ THE FULL STORY](#)

FSB / AGT

FSB secures sports wagering agreement with AGT

FSB has secured a sports wagering agreement with slot route operator AG Trucano (AGT).

As part of the agreement, the sports betting and online gaming platform provider's self-service betting kiosks will be distributed across 11 AGT-operated casinos in Deadwood, South Dakota subject to licence approval.

Two of the 11 casinos meanwhile will also be supported by FSB's over-the-counter EPOS solution, while the agreement will see AGT operate a single retail sportsbook across the 11 casinos.

The new US venture for the group follows the revamping of its North American leadership team earlier this year, where Vice President of Pre-Sales, Mike Van Ermen, and Vice President of Operations, Bob Akeret, joined from Circa Sports and Resorts Digital Gaming respectively.

"This is a tremendous step forward for FSB as we continue to make progress in the North American market," said Van Ermen. "AG Trucano has an outstanding reputation in South Dakota and we're delighted to be building this partnership with them.

"This deal is testament to the strength of our localised retail offering and..."

[READ THE FULL STORY](#)

1X2 NETWORK

Jason Bradbury joins 1X2 Network's fast-growing team

Industry heavyweight named Head of Business Development and Marketing as developer continues to strengthen its talent base

1X2 Network, the developer of award-winning online casino content, continues to grow its highly skilled and ambitious team following the appointment of industry veteran Jason Bradbury as Head of Business Development and Marketing.

Bradbury has spent 8+ years in the industry working at some of the biggest names in the business including Inspired, William Hill and Entain. He will bring the wealth of knowledge and experience gained from these roles to the developer and its 1X2gaming and Iron Dog Studio subsidiaries.

As Head of Business Development and Marketing he will be responsible for driving awareness of 1X2 Network and its suite of games among operators in key markets around the world. He will also work to understand market requirements and feed this back to the commercial team.

Bradbury will also contribute to 1X2 Network's 3PI content aggregation platform, known as 1X2 Partnerships, as well as bringing his expertise with game development and production.

[READ THE FULL STORY](#)

MAXIMBET

MaximBet makes US debut with Colorado launch

MaximBet, a new online sports betting brand owned and operated by Carousel Group and presented by lifestyle magazine brand Maxim, has entered the US market by launching in Colorado.

Players across the state will be able to wager on a wide range of sports events, while those who sign up will also have access to the operator's MaxRewards loyalty program.

"MaximBet is the first true lifestyle sports betting brand, designed with a customer first approach, offering great promotions and a full slate of leagues and props, all anchored around real-life rewards that players won't be able to experience anywhere else. Everyone should sign up and come to our epic parties," MaximBet chief executive Daniel Graetzer said.

[READ THE FULL STORY](#)

SCOUT GAMING

Scout Gaming announces new deal with eFanGage

Scout Gaming and eFanGage have signed a partnership that will deliver an in-venue sports engagement platform to the US.

Scout Gaming allows users access to socialised fantasy sports and sportsbook products and entry to certain contests and tournaments. Users can gain rewards in the virtual branded currency which can be exchanged for perks, discounts and other items.

The Las Vegas-based company, eFanGage, will use Scout's technology to enhance its offering, by allowing retail venues to boost customer socialisation, engagement, retention and rewards.

Thanks to this agreement, Scout Gaming will have its free to play (F2P) social sportsbook and fantasy sports solution delivered across bars, restaurants and stadiums in the US using eFanGage's venue-based customer engagement platform.

Andreas Ternström, Scout Gaming CEO, commented: "I'm glad we can add another deal with our new social sportsbook. Arthur Backal is well-reputed in the hospitality sector and his ideas with eFanGage are groundbreaking."

[READ THE FULL STORY](#)

CONTINENT 8

Continent 8 becomes Microsoft Silver Partner

Continent 8 has achieved Microsoft's acclaimed Silver Partner status, it announced on Monday 27 September.

The iGaming security provider will now be a member of the tech behemoth's Microsoft Partnership Network, joining big names in the software business who have "proven expertise in delivering quality solutions."

A silver certification places a company in the top 5% of Microsoft's partners and allows the firm to provide Microsoft-related products and services, but it's not easy to attain.

The ranking requires a company to subject itself to close scrutiny and pass various tests before Microsoft will even consider awarding it the much sought-after silver competency level.

The tests give the tech giant an opportunity to determine a company's ability to deliver high-quality software, solutions and support based on Microsoft technologies.

"Achieving Silver Partner status with Microsoft is a strategic step for Continent 8 and forms part of continued efforts to be the leading multi-cloud solutions provider to organisations in the global gambling industry," remarked Michael...

[READ THE FULL STORY](#)

SCOUT GAMING

Scout Gaming to Partner with Skylands Events and University Sports & Entertainment

Fantasy sports and betting provider Scout Gaming will be partnering with the Florida-based organization Skylands Events and University Sports & Entertainment to support its teams – the New Jersey Jackals and the Sussex County Miners. Through the agreement, Scout Gaming will use its fantasy sports platform to promote the two Frontier Baseball League franchises.

Scout Gaming’s chief executive officer, Andreas Ternström, spoke on the agreement and revealed that his company is thrilled to partner with Skylands and offer its products to Skylands’ teams. He reminded that daily fantasy sports and social sports betting are a tremendous opportunity for smaller franchises and leagues.

“Our products have been designed to deliver a fun and thrilling player experience that also takes engagement with the sport and the team to the next level. The Jackals and the Miners will be able to leverage this to unlock new and exciting revenue opportunities,” Ternström concluded.

Thanks to the new agreement, the New Jersey Jackals and the Sussex Country Miners will unlock a whole new world of fan engagement opportunities. Fervent fans of the teams will be able to enjoy Scout Gaming’s unique sports betting-like experience with their favorite players. Scout Gaming provides fantasy sports with betting options that don’t involve real money and rather focus on the...

[READ THE FULL STORY](#)

HITSQWAD / BLACK COW

HITSqwad selects Black Cow for RGS platform

Innovative studio focussing on jackpot slots will use the provider’s cutting-edge remote game server to develop its pioneering content

HITSqwad, a dynamic new game studio that plans to become the number one provider of jackpot games, has put pen to paper on a partnership deal with Black Cow Technology as it moves closer to debuting its first run of games.

Under the deal, HITSqwad will use Black Cow’s flexible and proven remote game server to develop its hotly anticipated jackpot slots. The partnership comes shortly after the studio announced a distribution deal with content aggregator, Playzido.

HITSqwad is run by a team of industry experts that have identified a gap in the market for flexible and customizable jackpot games that meet the regulatory requirements in each of the markets that operators target.

Each jackpot theme will have a family of games underneath that ensures the HITSqwad game suite is varied, while also allowing operators to identify the themes and brands that engage their players and then add additional games to ensure the longevity of each product.

Black Cow’s Open Gaming Architecture is a scalable, modular RGS platform that will allow HITSqwad to rapidly build and launch its games.

Each title will be developed with a mobile-first approach and will ensure the...

[READ THE FULL STORY](#)

BEST BITCOIN CASINO

Best Bitcoin Casino relaunches with new rating algorithm

Bitcoin casino comparison site Best Bitcoin Casino has gone through a visual transformation as it relaunches with a brand-new design and rating algorithm.

Along with the relaunch, which is said to deliver “even more value to operators and players”, BBC will now offer an “intuitive” back office and dashboard, which gives full control to operators over the information and review for each of their brands, as well as direct access to the BBC community.

“I am incredibly proud of the new look and feel we have created for Best Bitcoin Casino as we continue to establish the site as one of the most reputable and trusted in the market,” Barry Goldwon, asset manager at Best Bitcoin Casino, remarked.

“More than that, I am proud of the incredible feedback we have received from operators and our subscribers which gives us the confidence that we are on the right track and have been since we launched in 2013.

“Our ultimate goal is to help players find reputable cryptocurrency and...

[WATCH THE FULL STORY](#)

MAXIMBET

MaximBet Gets Access to Ohio and Pennsylvania as It Scales Up

Online sportsbook operator MaximBet has signed two new market-access partnerships in Ohio and Pennsylvania, marking two more jurisdictions in which the company will soon launch. Introduced by the namesake men’s magazine, the sportsbook is an attempt by the company to break into a new vertical.

MaximBet already broke ground in Colorado, where the company runs sports betting options, and previously, Maxim confirmed that it successfully negotiated a partnership with the White Mountain Apache Tribe in Arizona for the tribe’s Hon-Dah Resort-Casino.

The operator was established in April as a co-venture between the Carousel Group and the men’s magazine. Detailing the pending launches in Ohio and Pennsylvania, Maxim explained that the company was going to launch a fully mobile platform in Ohio.

As for Pennsylvania, the company has been able to negotiate a partnership with Caesars Entertainment and Harrah’s Philadelphia because of the Keystone State-specific requirement that any operator must be associated with a land-based casino.

As the Ohio and Pennsylvania market-access deals have been announced, MaximBet has already confirmed that the company is expanding its footprint in Indiana, Iowa, and New Jersey, marking ambitious new targets for its further expansion.

[READ THE FULL STORY](#)



STAKELOGIC / BLOX

Stakelogic expands casino content via Blox distribution deal

Online casino games developer Stakelogic has lauded its partnership with platform provider Blox which “significantly” increases the distribution of its catalogue of titles.

Under the terms of the deal, operators powered by the Blox platform will gain accessibility to Stakelogic’s full portfolio of classic and video slots, along with live dealer titles for the first time.

This includes Black Gold 2 Megaways, Viking Smash, Hero Clash, Sea God, and Raging Bison plus classic slots such as Joker Wild Blaster, Hot Joker and Ultra Joker.

“Our mission is to ensure we provide our partners with the tools they need to succeed and being able to offer the best content in the market is vital,” explained Karl Grech, CCO at Blox. “This is why joining forces with Stakelogic was an easy decision to make.

“The provider’s slots have been topping charts in markets around the world...

[READ THE FULL STORY](#)



SEPTEMBER 2021 GAME RELEASE HIGHLIGHTS



CHEEKY CHESHIRE - GREEN JADE GAMES

Go on a Wonderland adventure with Green Jade

Cheeky Cheshire, takes players on a crazy ride in search of big win bonus features

Green Jade Games is taking players on a trippy Alice in Wonderland 'esque' adventure in Cheeky Cheshire, the latest slot to leave its production line.

The game uses a 5x3 reel matrix with 10 paylines and a selection of features...



READ THE FULL STORY

BOUNTY SHOWDOWN - FANTASMA

Bounty Showdown launches network wide

Gun-slinging slot from Fantasma Games now available to operators in regulated markets around the world following a successful exclusivity period with Kindred.

Fantasma Games, the developer of slots beyond gambling, is pleased to announce that its hugely popular Bounty Showdown title has launched network wide following a period



READ THE FULL STORY

FIRSTLOOKGAMES



RELA::: GAMING

PREPARE TO STRIKE GOLD!

Players jump behind the digger in Relax's latest release, Mega Mine, where they're bound to be buried in treasure.

Nudging Mystery Stacks take the form of a manic miner who'll help players cross the tracks to glory. Nudging to cover the entire reel and revealing many of the same symbol, this guy's worth his weight in gold!

Two or more scatters plunge players deeper into the mine, awarding 6 free spins and triggering the Mega Free Spins bonus round. Down in the mine,

Nudging Mystery Stacks land more frequently and may also reveal stacks of wild symbols, taking win potential from massive to MEGA!

With 32,768 ways to win and a 50,000x bet reward, players better get their hard hats on, they might strike gold in Mega Mine.

NUDGING MYSTERY STACKS

Mystery stacks always nudge into full view and reveal the same symbol type. Mystery stacks land displaying a value between 2 and 5, increasing by 1 each row it nudges until it appears fully in view. The number displayed when covering the reel results in the number of symbols that each stack shall reveal. Mystery stacks are present on all reels, creating up to 32,768 ways to win!

MEGA FREE SPINS

Scatter symbols can be revealed from Mystery Stacks. 2 or more scatter symbols award 6 free spins, +1 free spin is awarded for each additional scatter which triggers the feature. Nudging Mystery Stacks land more frequently in free spins and may also reveal wild symbols!

BUY FREE SPINS

The Buy Feature awards the Mega Free Spins for the price displayed.

DOWNLOAD THE 'MEGA MINE' MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM

THE EXPENDABLES: NEW MISSION MEGAWAYS™ - STAKELOGIC

Stakelogic launches The Expendables: New Mission Megaways™

Developer pulls back the curtain on second instalment of blockbuster slot based on hugely popular movie franchise

Stakelogic, the developer of progressive and pioneering online slots and live dealer games, is taking players on an action-packed thrill ride in its latest title, The Expendables: New Mission™ Megaways™.

The game is the sequel to the blockbuster The Expendables™ Megaways™ slot launched last year with the cast returning for another fast-paced instalment of the franchise. Of course, the gameplay promises to be explosive thanks to several bonus features.

This includes ferocious Free Spins. These are triggered when three or more Scatter symbols land anywhere on the reels. Players receive 12 Free Games plus five extra for any additional triggering Scatters that land. This is combined with a win multiplier that increases between x0 and x5.

Scatters can land during Free Spins. If three land, a further five Free Games are awarded with an extra five for any additional Scatters that drop.



[READ THE FULL STORY](#)

HEROES HUNT 2 - FANTASMA GAMES

Introducing Heroes Hunt 2 from Fantasma Games

Developer launches sequel to its most successful slot to date promising an even more engaging and entertaining player experience

Fantasma Games is taking players on an incredible adventure in the second instalment of its blockbuster series, Heroes Hunt.

Heroes Hunt 2 Megaways™ sees players join three characters at the foot of a staircase located in an old castle where stone walls loom high above the ground. Whispers can be heard from the shadows and there is a foul smell of decay in the air.

The archer puts an arrow to his bow, the wizard gathers her spells and the warrior draws his sword. There is no turning back now...

The player must lead the heroes through the castle to defeat the evil presence and claim the treasure for themselves. Each character is unlockable and delivers its own bonus feature.

The archer shoots a Respin feature where each Respin symbol removes itself and four to nine random non-winning regular or blocker symbols. New symbols then fall to create win opportunities.



[READ THE FULL STORY](#)

9 PYRAMIDS OF FORTUNE - STAKELOGIC & HURRICANE GAMES

Stakelogic & Hurricane Games Launch New 9-Level Slot

The new slot title from Hurricane Games and Stakelogic is called the Nine Pyramids of Fortune. The game is set in the sandy dunes of the Ancient Egyptian Civilization.

The game will be played on a 5 x 3 reel matrix, and there will be 25 paylines. When a winning reel lands, the symbols are removed, creating more combinations of symbols which players can land on. This feature is called the Avalanches. If a player lands on avalanches consecutively, the avalanche multiplier gets activated. The avalanche multiplier goes up to a maximum of 5 x for a base game. This multiplier is available for all kinds of avalanche symbol combinations.

There are more attractive features to this title. When players land on three pyramid symbols, the Pyramids of Fortune come into play. Every single Pyramid Scatter symbol to appear gets added to the player's total winning. The payment card for the game is visible on the left-hand border of the screen.



[READ THE FULL STORY](#)

MIDAS WILDS - STAKELOGIC & REFLEX GAMING

Introducing Midas Wilds from Stakelogic & Reflex Gaming

Developers' latest video slot glistens with big win potential as players join King Midas and take advantage of his ability to turn everything he touches into gold

Stakelogic, the tier one online casino content provider, & Reflex Gaming are giving players the chance to enjoy the Midas touch and turn spins into gold and big wins in the latest slot to roll off their production line, Midas Wilds.

The game is played on a 5x3 reel matrix with 20 win lines. Players join King Midas, the ruler of the ancient Kingdom of Phrygia, where he sits in his palace marvelling at the powers bestowed on him by the gods – everything he touches turns to gold.

His food, a rose, a river, even his own daughter; once he has touched them they become solid gold. A gift or a curse? The only way to find out is to join King Midas in Midas Wilds. In addition to his powers, players are helped in their quest for riches by several bonus features.



[READ THE FULL STORY](#)

SPRIBE

The Chain Gang: Crypto iGaming

Leandro Rossi, Lloyd Purser and Shalva Bukia share their thoughts on the advantages of becoming crypto-friendly, how it can be the differentiator in a congested space and whether blockchain will be the next driver of seismic change in the iGaming industry.

How prominent are crypto-friendly casinos built using blockchain technology?

Shalva Bukia: Blockchain and crypto casinos are a captivating story: one might think that crypto-friendly casinos are ones that simply accept Bitcoin and other crypto currencies, but the reality is much more interesting: crypto-only casinos emerged not from traditional iGaming, but rather as a mix of video-game driven iGaming and social solutions.

This is a different breed of casino, with its own rules. These games became popular between Millennials and Gen-Z (early adopters of cryptocurrencies) and now are migrating to traditional iGaming with disruptive success. We at Spribe...

[READ THE FULL INTERVIEW](#)

PANDAScore

The key to an evergreen sporting calendar

Outside of the Premier League, for most sports betting operators the European Championships was the biggest betting event of the year - a whole month packed with topflight international matches keeping punters buzzing and engaged. But what happens when the football's over?

Although different esports titles each have their own schedules throughout the year, the overlap across the board and particularly for the big three - LoL, CS:GO and Dota 2 - mean that there are top flight esports matches almost every day of the year.

For bookmakers, boosting the bottom line is all about maximising those peaks in betting activity. Mitigating the intensity of their revenue troughs as the sports calendar rolls on is here esports comes into the picture, according to Oliver Niner, Head of Sales at PandaScore.

Sportsbook giant Entain went on record saying that the Euro 2020 tournament was its biggest ever sports betting event, estimating customer bets on the tournament to be worth over £250m. Wagers on the final between Italy and England were seen at £17.5m alone. With huge numbers like this, it's easy to understand why so much emphasis is put on competitions like the Euros and the English Premier League.

However, now that the Euro's are over, operators will be looking for ways to make additional revenue during the lull in activity. Wagering levels have been somewhat propped up by the Tokyo Olympics, but with these sorts of events...

[READ THE FULL STORY](#)

CONNECTIVE GAMES

Connective Games achieves major milestone

Connective Games celebrates 15 years in the industry cementing its status as the leading poker platform.

The online poker giant has been at the forefront of poker technology for over a decade and a half, successfully wavering and adapting to the changes within the industry. Most recently with the Covid-19 pandemic propelling online poker's popularity to new heights. The cancellation of major sporting events saw thousands of players return to the game for the first time in years, reigniting the passion they previously had. As the company celebrates its landmark anniversary, CEO Sergey Mukhanov has maintained that poker is just as important today as it was a decade and a half ago.

The calibre of brands Connective Games has partnered with, which includes the likes of PokerMatch, Europebet, Pokerdom, Spartan Poker and Blitz Poke, speaks to the excellence of their unrivalled platform, product and service offering.

Leader in Mobile Poker

As a leader in mobile poker, the company continues to work tirelessly to ensure its partners offer the best experience to their players, by constantly bringing new ideas to the market including the option to multi-table from smartphone and tablet. Connective Games has also secured a competitive edge over its rivals with the company's innovative portrait mode mobile experience, allowing for...

[READ THE FULL STORY](#)

INTELITICS

iGaming challenger brands need to be savvy

In July, Intelitics was granted a vendor permit by the Michigan Gaming Control Board allowing the platform provider to work with licensed online sportbook and casino operators in the state.

G3 caught up with CEO, Allan Stone, to discuss the platform provider's plans for the uS market and why player strategy optimisation doesn't significantly differ between states.

Taking market share away from larger, more established brands is a significant challenge. To do this, operators must be creative in how they acquire new customers, but they must also do this in a way that is financially viable. Unlike their bigger rivals, they may not be able to scale by any means necessary.

What differentiates Intelitics' offering from other analytics platforms in the US?

What really sets us aside is our real-time reporting and cookie-less tracking, meaning that operators and traffic sources alike are getting the information...

[READ THE FULL INTERVIEW](#)

EYESPY RECRUITMENT

EyeSpy's Jo Sykes: Lack of Relevant Candidates in Emerging Markets Is an Obstacle We Help Overcome

Overcoming recruitment challenges is EyeSpy's bread-and-butter. The company has positioned itself as the leading talent acquisition agency in iGaming, developing a targeted approach to individual markets. Today, Jo Sykes, founder and director of executive talent acquisition, talks about another important aspect of finding the right fits in the industry - localization, and hand-picking the candidates who possess the relevant knowledge of emerging markets. There are many things that both businesses and candidates value, and EyeSpy is in a great position to facilitate the negotiations between employers and the right talent.

Q: What are the main challenges operators face when staffing market-specific support offices based outside of that market?

A: One of the major challenges facing operators, especially based out of their domestic market, is the lack of readily available candidates with online gambling-specific skills and knowledge in new or unestablished markets such as LatAm or North America.

We generally find that when approaching candidate sourcing for these types of markets, the key roles companies focus on will be positions such as Vice President of Operations with gaming-specific experience. Then from there, they will go on to hire from similarly fast-paced digital sectors, with a strong emphasis on training. Apart from this, other essential areas that are typically focused on for remote office recruitment include Customer Service, VIP, Fraud Risk, and...

[READ THE FULL INTERVIEW](#)

FSB

FSB Redobla Su Apuesta Por Latino America Con La Contratacion De David Charnock

El proveedor de plataformas para iGaming, FSB, sigue fortaleciendo su posición en Latinoamérica con el nombramiento de David Charnock como gerente de desarrollo comercial para la región. Este experimentado ejecutivo de la industria cuenta con más de 30 años de experiencia en el sector.

Charnock será el responsable de continuar con el impulso del proveedor en los mercados latinoamericanos. El gran objetivo que se ha fijado el inglés es el de aprovechar las tecnologías y los servicios de FSB entre los socios potenciales de Centroamérica, Sudamérica y en el Caribe.

Tras darse a conocer su nombramiento el director de ingresos de FSB, Ian Freeman, ha destacado que "la experiencia de David y su profundo conocimiento del mercado latinoamericano serán un gran activo para FSB mientras apostamos por continuar con nuestro impulso en la región".

Por su parte, el nuevo director de desarrollo de negocios para Latam en FSB, David Charnock, ha reconocido estar "encantado de unirme a una empresa tan innovadora y emocionante que está haciendo una apuesta importante en América Latina. Las ambiciones de FSB están ahí para que todos las vean y estoy emocionado de jugar un papel clave en su viaje por LATAM".

Para concluir, el propio Charnock ha expresado su deseo de "aprovechar mi red de contactos en la región y ayudar a construir sobre las relaciones establecidas

[READ THE FULL STORY](#)

GREEN JADE GAMES

CB100 pathways through gaming and beyond, with Ben McDonagh

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 in how best to achieve such a goal, is the question of: how much do you know 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.

Today, we hear from Ben McDonagh, CEO of Green Jade Games, who elaborates on dashed career ambitions as a teenager and finding purpose in Malta, as well as the major changes to have been observed within the online gaming ecosystem.

[READ THE FULL INTERVIEW](#)

HITSQWAD

HITSquad CEO Charl Geysler: "Jackpot Innovation Is Our Single Most Important Goal"

HITSquad is a new iGaming developer that has decided to challenge the jackpot vertical and deliver a portfolio of hard-hitting games that will change the industry paradigm and bring new experiences to customers.

Slated for launch in Q4 2021, these games are still under development, but HITSquad is moving quickly to start its push from a strong position. A recent partnership with game aggregator Playzido will allow the studio to reach thousands of potential players.

Playzido will assist HITSquad in customizing its offer and quickly meet individual market specifications. The end goal for HITSquad is to bring forward new gaming experiences that are the result of a blend of maths, psychology, art, and sound.

As excitement for HITSquad's forthcoming titles grows, we had the opportunity to speak with company CEO Charl Geysler to learn more about what the up-and-coming developer has to offer iGaming.

Q: A lot of this is still under tight wraps, but what is new about the HITSquad jackpot experience? Are you going to focus on progressives...

[READ THE FULL INTERVIEW](#)

HEDGEHOG SECURITY

The CEO Q&A: Peter Bassill, Hedgehog Security by David Revagliatte

Over the last few years, we have witnessed the world's airlines, banks, and even governments fall victim to cyberattacks. Local companies have also suffered much-publicised breaches to their security systems in recent months. It seems that, as more businesses move towards digitising goods and services - accelerated in parts by the Covid-19 pandemic - cybercriminals develop new strategies and tools to defraud and cause harm.

The good news is that it's not just the bad guys who are getting better. Most police forces and governments now have cybersecurity units, and investments in education and awareness is increasing. In addition, we are seeing an emergence of specialist firms that offer protection from attacks. One such firm is Hedgehog Security Ltd, a Gibraltar-based company that set up shop in 2009 and has enjoyed steady growth since then, focusing on innovative techniques and excellent client services.

I met its founder and CEO, Peter Bassill and asked him a few questions.

Please introduce yourself and tell us your role within the company.

I am Peter, the founder, CEO and caretaker at Hedgehog Security. My primary role in the business is to deliver security research to the business community. I also work with our offensive security team running penetration tests and...

[READ THE FULL INTERVIEW](#)

CONTINENT 8

Continent 8's ongoing mission: Providing global opportunities to local startups

Continent 8 Technologies' ongoing partnership with Founded represents the true culture of the startup community. A continued sharing of resources with the common goal of elevating entrepreneurial communities across the globe has already proved fruitful.

Continent 8 and Founded joined forces in 2019, on a unified mission to connect enterprising businesses and ambitious entrepreneurs with a support system to elevate their business to the next level. This resulted in the launch of the Isle of Man (IOM) Chapter of Startup Grind, a global community that forms the backbone of Founded, as part of a strategy to forge global brand alliances.

Startup Grind is the world's largest independent community of Startups...

[WATCH THE FULL STORY](#)

ALL-IN GLOBAL

The future of iGaming translation is here

Tiago Aprigio, CEO of All-in Global, talks about the power of artificial intelligence. AI has the power to not only improve the accuracy of translations, but also turn-around time and cost efficiency. By using the latest AI advances such as deep learning along with neural network models that imitate the connections performed by human brain neurons, the translation outcome can be much more precise.

What's more, neural network brings the capability of "learning" dynamically through human corrections to Neural Machine Translation to produce even more accurate results over time. Glossaries and client preferences can be integrated in the process, too.

To help operators, suppliers and affiliates leverage the power of AI when it comes to translating content at scale, All-in Global has recently debuted the industry's first Artificial Intelligence translation solution, specifically calibrated for online gaming, sports betting and esports.

Our AI Translation + Human Post Editing product has been designed to allow businesses to handle the ever-increasing volumes of data, information and content that requires translation daily - by 2022 the volume of digital content...

[READ THE FULL STORY](#)

GREEN JADE GAMES & SPRIBE

Roundtable: the rise of skill-based arcade games

Operator game lobbies are changing with the addition of new and innovative content. From Megaways to XtraWays, developers are creating mechanics, features and formats designed to engage the next generation of player and deliver new and exciting experiences to existing customers.

At the cutting edge of this push are skill-based arcade games, which combine real-money wagering with gameplay more akin to mobile and video games. They are proving to be hugely popular with a range of player demographics, taking session times and game revenues to new highs.

In this roundtable, Ben McDonagh, CEO of Green Jade Games, Shalva Bukia, product director at Spribe, and Lloyd Purser, COO of FunFair, take a closer look at skill-based arcade games, the demographics they appeal to and how operators can leverage the full potential they have to offer.

CasinoBeats: What are arcade games in the context of online casino?

BM: Arcade games are an extension of gambling entertainment, not a replacement of the existing game options. They fulfil a different need whilst remaining true as a gambling game, with the same volatility, prize range and hit frequency that can be experienced in slots, but with a completely different interactivity and reward sensation.

[READ THE FULL INTERVIEW](#)