



FOCUS ON

JANUARY

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



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JANUARY 2021 PRESS RELEASE HIGHLIGHTS



BETIXON

MGA awards Betixon a B2B recognition notice

Betixon has been granted a B2B recognition notice by the Malta Gaming Authority, which permits the slot developer to integrate its full suite of games with Malta-licensed operators.

Lauded as a "major milestone" by the firm, it continues a strategy of striving to secure partnerships with operators in regulated markets around the world, and adds to the UKGC and ONJN licenses already held, as well as certifications in the UK, Lithuania, Romania, Estonia, Italy and Colombia.

The developer is also in the final stages of launching the first slot in its flagship Fortune Breakers series, which promises to take visuals, audio and gameplay "to the next level," especially when games are increasingly being played from smartphone or tablet.

Lior Cohen, co-founder and CTO of Betixon, said: "The Malta Gaming Authority is one of the most prestigious and respected regulators in the world. To be awarded a recognition notice is a huge honour and proves our games are meeting the highest possible standards."

[READ THE FULL STORY](#)

FSB

FSB secures GLI 33 certification ahead of US launch

FSB has announced it has been granted Gaming Laboratories International GLI 33 certification for its sports betting platform, ahead of its impending US debut.

The online casino and sports betting tech provider successfully completed pre-compliance testing of its products and services against GLI 33 event wagering systems standards, ahead of the provider's entrance into the regulated US market.

Dave McDowell, CEO at FSB, said of the approval: "Gaining GLI 33 certification is another milestone for FSB. We see huge potential for our various products and services in the US and this certification gives us the platform to prove our technologies can meet the exact needs of operators and players across North America. It all points to an exciting 2021."

The company, which is said to have identified "tremendous opportunities" across the US, assures that its North American launch is anticipated soon.

The standards met by its latest approval, while not a replacement for the requirements that must be met in each regulated state, ensure that platform providers are meeting the highest possible integrity standards and will help...

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INCENTIVE GAMES / VIRGIN BET

Incentive Games & Virgin Bet's score early success

Virgin Bet is continuing to raise the bar in customer engagement and value – as its bespoke customer acquisition game, Virgin Bet Fives, has proved an instant hit.

The title, which was created in collaboration with Incentive Games, sees users build a five-man football team over the course of a week, and win real cash when their players score goals.

And the game has proved immediately popular with customers – scoring considerable uptake on launch in November, and impressive week-on-week retention rates.

Perhaps unsurprisingly, it won't be the only title that Virgin Bet and Incentive Games combine on – the two have signed a multi-game deal.

John Gordon, CEO of Incentive Games, said: "Not only does this game look great, but there's substance to go with the style – the analytics really back it up. We look forward to a long-lasting relationship with a forward-thinking brand that we had a lot of fun working with."

[READ THE FULL STORY](#)

1X2 NETWORK / BUZZ BINGO

Buzz Bingo integrates 1X2 Network slots

Buzz Bingo, the UK's largest bingo operator, has integrated slot games from award-winning developer 1X2 Network.

Players can now access chart-topping games from developers 1X2gaming and Iron Dog Studio, adding some of the hottest slots available to players right now. Playtech's state-of-the-art POP platform ensured a smooth and seamless integration between both parties.

The partnership will also include the launch of Buzz Bingo Branded Megaways, allowing players to enjoy the thrill of a Megaways slot with a brand they know and love. 1X2 Network introduced the award-winning Branded Megaways concept back in August, allowing operators to easily create and launched Megaways slots based on their brand.

1X2 Network has built a formidable reputation for designing and developing entertaining slot and table games that deliver a fun and thrilling experience. Its games are certified for launch in core markets including the UK, Malta, Italy, Spain and Colombia.

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JANUARY 2021 PRESS RELEASE HIGHLIGHTS



STAKELOGIC

Stakelogic unleashes new Voodoo Reels slot game

Casino games developer Stakelogic is taking players to the heart of Louisiana in its latest slot release Voodoo Reels Unlimited Free Spins.

The 5x3 reel, 10 pay-line slot comes packed with spell-binding features, including Free Spins, a Pick and Click bonus game, Wild Mixer, Sticky Wilds and the supplier's Super Stake feature.

Free Spins are triggered when three, four or five Scatter symbols land anywhere on the reels. This activates six, eight and ten Free Spins respectively. While Free Spins are active, Colossal symbols can appear on reels two and four, offering plenty of big win potential.

"Voodoo Reels Unlimited Free Spins allows players to summon magic to..."

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LIVE 5

Unleash the power of the Orb with Live 5's latest slot

Orb of Osiris launches exclusively with Entain brands including PartyCasino and Foxy Games before going network wide on the 15th February.

Live 5, the partner of choice slot developer who are behind some of this year's most popular titles, is taking players into the deep dark depths of an ancient Egyptian tomb in search of treasures and big wins in its latest blockbuster release, Orb of Osiris.

The game, which launches exclusively with Entain, the leading global sports-betting and gaming group formerly called GVC Holdings, from 14th December before going network wide on 15th February 2021, sees players faced with three layers of symbols which they must clear through in order to reach the Orb and the treasures within.

When a win occurs, the symbols involved in the win are removed and new symbols are unveiled underneath. Wilds are available on levels one and two while level three is where the Bonus symbols are found and where the bonus games can be triggered.

This includes Progressive Multiplier Free Spins which are triggered when four Bonus symbols are revealed anywhere on the reels, with 10 Free Spins awarded...

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STAKELOGIC

Stakelogic becomes founding partner of Dutch Gaming Association

Popular game developer to provide content to online casino platform provider for operators targeting the newly regulated market.

Stakelogic, the progressive and innovative online casino content developer, has become a founding partner of the Dutch Gaming Association and will provide its full suite of classic and video slots to operators through the DGA's platform.

Stakelogic will also develop slots that will be available exclusively to operators using the DGA platform. Offering slots on an exclusive basis has proved to be a very effective means of increasing player retention.

Analysts predict that 65% of the regulated Dutch online casino market will be made up of slots play, with classic slots expected to account for half of this number. Stakelogic is seen as the unchallenged world market leader in the classic slot segment, so it is expected to take a substantial share of the Dutch market

Stephan van den Oetelaar, CEO of Stakelogic, said: "The Dutch market provides tremendous opportunities for operators that can enter the market fast, with content that appeals to Dutch player preferences and is supported by a platform that is fully compliant with the new Dutch regulations.

"The DGA provides this and Stakelogic is delighted to be a founding partner..."

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CRUCIAL COMPLIANCE

Preparations the industry can't afford to avoid

The Gambling Commission's call for evidence on affordability checks suggests that new controls are on their way. Paul Foster sets out what operators need to do to prepare

The Gambling Commission's (GC) call for evidence from operators on proposals that "strengthen" the expectations on businesses to assess whether the gambling of players is affordable within thresholds set by the regulator has caused operators to sit up and take note.

The consultation raises a lot of questions about how operators are actively monitoring and managing the affordability risk of their customers, and how this can be improved on, when the availability and accuracy of data available to operators remains limited.

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FIRST LOOK GAMES / IGT

First Look Games lauds link-up with 'industry powerhouse' IGT

First Look Games has lauded a "momentous occasion" as the firm inks a partnership with "industry powerhouse" International Game Technology.

FLG aims to provide a link between game developers and igaming affiliates and publishers via the provision of game information, content about latest releases and full game libraries before anybody else.

The latest collaboration will open direct access to the marketing assets for select games from the IGT PlayDigital portfolio, including those such as Coin O Mania, DaVinci Diamonds, Cleopatra, Wolf Run and games inspired by licensed brands.

Enrico Drago, IGT PlayDigital senior vice president, said: "First Look Games has established itself as a leading gateway to the affiliates community. Our partnership with First Look Games provides IGT PlayDigital with a proven program for expanding the reach of our world-class digital games and driving digital growth for many of our global customers."

Last year, FLG launched its Demo Games Server, which the group explained represented a 'vital step' in its effort to 'nurture' the ecosystem that affiliates and game studios coexist.

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REAL DEALER STUDIOS

Introducing Real Baccarat with Courtney from Real Dealer Studios

Real Dealer Studios, the producer of casino games that combine cinematic-quality recorded video with RNG gameplay, has launched the second title in its innovative and unique baccarat series, Real Baccarat with Courtney.

Designed as a superior alternative to live casino, Real Dealer's games are created from high-quality recorded video clips of dealers which are then carefully integrated into the RNG gameplay to deliver a highly personalised, entertaining and immersive experience.

This innovative and unique approach uses professional actors and actresses, such as Courtney, as well as film directors and post-production crew to ensure Hollywood levels of cinematography and a flawless performance from the first round to the last.

Real Baccarat games are set in a private, luxury casino to provide the player with a feeling of one-on-one action with the dealer, with games hosted by Courtney and also Sarati now available with more hosts to follow in the coming months.

Courtney hosts the game with class, charisma and a winning smile, providing players with a personal, private table experience that is in sharp contrast to the often generic and sometimes sterile environment found in studio-based...

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STAKELOGIC / PAF

Stakelogic enters breakthrough partnership with PAF

Developer’s hugely entertaining and thrilling slots now available to players at tier-one operator.

Stakelogic, the innovative online slot developer behind some of this year’s hits, has signed one of its biggest operator partners to date and will integrate its full suite of classic slot and modern slot games with Paf.

The integration means that Paf players will be able to access the developer’s blockbuster classic slots and modern video slots for the very first time. This includes player-favourite titles such as Book of Adventure and Book of Cleopatra as well as Volcano Deluxe and Runner Runner Megaways.

The partnership also includes branded slots such as The Expendables Megaways, Rambo Stallone and The Legend of Hercules, as well as Super Stake versions of Book of Adventure and Book of Cleopatra. Super Stake is a Stakelogic innovation and allows players to double their bet with every spin to land massive prize combos.

Stakelogic has built a formidable reputation for the production quality of its titles, which combine beautiful graphics and authentic sound with cutting edge features to deliver a player experience, and big win potential, like no other.

The deal means that the Nordic gaming operator Paf will be able to add more quality content to its online casino game portfolio, giving its players access to...

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INCENTIVE GAMES / BETSSON

Incentive’s games to be integrated by Betsson’s Betsafe brand in Kenya

Edinburgh headquartered Incentive Games has inked a content distribution agreement with online betting and gaming operator Betsson Group.

This will see the British games provider supply a suite of titles to launch on the group’s Betsafe brand in Kenya, with the firm’s sports focused offerings designed to “appeal to players that are not usually drawn to casino products”.

“Africa is a new region for Betsson and we see its potential as one of the fastest growing online sports betting regions in the world. As with other regions, we are taking a localised approach to the Kenyan market,” commented Ciara Nic Liam, product director at Betsson Group.

“To that end, we believe offering free to play and pay to play virtual sports games will be a major acquisition channel for us, and Incentive Games is one of the leaders in this area. We look forward to launching its games to our players shortly.”

Incentive Games, which offers bespoke African virtual and jackpot products, has specifically developed games for markets where cellular data costs can be a significant barrier for users.

John Gordon, CEO of Incentive Games, said: “We are delighted to be aligned with the Betsson Group and providing bespoke free-to-play and pay-to-play games for the Betsafe brand.

“We do not take a ‘copy and paste’ approach to deliver games for clients. We...

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1X2 NETWORK / KINDRED

1X2 Network and Kindred Group join forces

Slots from provider’s 1X2gaming and Iron Dog Studio subsidiaries now live at tier one operator Kindred Group’s 9+ brands, including the flagship Unibet brand.

1X2 Network has added yet another tier one operator to its growing roster of big-name partners after integrating games from its 1X2gaming and Iron Dog Studio subsidiaries with Kindred Group.

The integration is the first to be carried out via Relax Gaming’s Silver Bullet platform after 1X2 Network united with the content aggregator last year.

Pirate Kingdom Megaways™ was the first title to be released over the festive season with an aggressive rollout to follow through Q1 of 2021. This includes games such as Battle Maidens™, 1 Million Megaways™ BC, as well as player favourites Rainbow Wilds™ and Blood Queen.

1X2 Network has quickly built a reputation for designing and developing some of the most popular online slot and table games in the market by combining...

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FSB

FSB further bolsters US team with two major hires

Larry Pelzer joins as VP of Sales for North America and Mike Van Ermen as Vice President of Pre-Sales.

FSB, the award-winning sports betting and iGaming technology supplier continues to build out its senior management team ahead of its imminent entry into the US market with the appointments of Larry Pelzer and Mike Van Ermen.

Pelzer, who joins as VP of Sales for North America, has huge experience in the gambling industry having held senior sales roles at a range of organizations over a distinguished 17-year career.

Prior to joining FSB, he worked for real-money mobile gaming platform start-up Playport Gaming and spent two years at Scientific Games.

Pelzer will be US based and over the next few months will be responsible for driving brand awareness and introducing the provider’s full range of retail and online betting products and services to operators in North America.

Van Ermen joins as Vice President of Pre-Sales and will be charged with identifying potential partners by leveraging his strong operational experience. Before joining FSB, Van Ermen was the Strategic Operations Manager at Circa Sports.

Dave McDowell, CEO of FSB, said: “I am delighted to welcome Larry and Mike to the team and for them to play a central role in our plans to enter the North...

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SKILLONNET / PLAYTORO

PlayToro launches with SkillOnNet

SkillOnNet, the award-winning platform and content provider, is pleased to welcome PlayToro to its roster of operator partners with the new online casino launching in regulated markets such as the UK, Denmark, Sweden and all Malta jurisdictions and Spain planned for Q1 this year.

PlayToro is available in nine languages and is offered in the hugely popular PaynPlay vertical fast becoming a favourite of Swedish, Finnish and German casino players. Players can also deposit and withdraw via a large range of payment methods including Visa, Mastercard, PayPal, Skrill, Neteller and Paysafecard and in local currencies.

The casino, run by experienced Casino industry stalwarts and slots lovers, offers a fun and entertaining environment in which to play more than 3,000 slots, casino, table, live dealer and instant win games from major providers including Big Time Gaming, NetEnt, Red Tiger, Evolution Gaming, Pragmatic Play and many more.

Depending on jurisdiction, players will also be able to take advantage of generous bonuses and promotions, including SkillOnNet’s famous daily picks, as well as take part in thrilling slot tournaments and reel races with incredible prizes up for grabs including free spins, the latest tech and even brand-new cars.

Jerry Land, from SkillOnNet, said: “We are delighted to be launching PlayToro via the state-of-the-art SkillOnNet platform

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LEANCONVERT / BETSSON

Betsson eyes business sustainability drive through LeanConvert sign-up

Customer experience, analytics and engineering firm LeanConvert has linked-up with Betsson Group as the operator aims to “take a substantive step” towards investing in future business sustainability.

The former will be utilising their approach to multivariate testing to reshape Betsson’s conversion rate optimisation services, along with reviewing the group’s overall strategic approach.

London-based LeanConvert, which aims to allow clients “to do more with fewer resources” via the application of Lean Methodology is completely platform agnostic.

“Betsson Group really has stood out as a company that prioritises digital innovation. We’re excited to work with a team that’s constantly looking to better understand their players and thus create more meaningful and engaging experiences for them,” explained Tim Axon, managing director of LeanConvert.

[READ THE FULL STORY](#)

JANUARY 2021 PRESS RELEASE HIGHLIGHTS



FIRST LOOK GAMES / NETGAMING

NetGaming now available at First Look Games

Popular game developer latest to join a prestigious list of studios to gain direct access to online casino affiliates via innovative platform.

NetGaming, the developer of bold and striking online slot games, has joined the growing list of studios to partner with First Look Games in a bid to boost marketing activity around its content portfolio.

By becoming a First Look Games partner, NetGaming will gain direct access to hundreds of online casino affiliates for the first time and can share with them information and assets for its existing portfolio of games and all future releases.

This includes game information sheets and marketing assets such as logos, images and videos of games being played. These are uploaded to the First Look Games library where they can be downloaded individually or in bulk by affiliates.

Assets can also be uploaded two weeks prior to game launch so that a select number of affiliates can have a "first look" at the information in order to create content ahead of go live which is then published in prime positions across their sites once the game hits operator lobbies.

NetGaming recently launched a new branded slot, MTV Pimp My Ride, based on the popular MTV show with information and assets for the game now available through the First Look Games library.

First Look Games also allows developers to push notifications about network promotions, bonus campaigns and operator partnerships to affiliate members, further increasing potential exposure for their games and brands.

Commenting on the partnership, Tom Galanis, director at First Look Games, said: "NetGaming is a cracking addition to our growing roster of popular game developers and will garner incredible interest among our affiliate..."

[READ THE FULL STORY](#)

1X2 NETWORK / LOTO-QUEBEC

1X2 Network makes Canada debut with Loto-Québec

Award-winning slot and table game developer now live with state lottery operator

1X2 Network has expanded its reach into the Canadian market after signing a deal to launch its games with state lottery operator, Loto-Québec.

Under the deal, players at Loto-Québec will be able to access instant wins, slots and table games from the provider's brands 1X2gaming and Iron Dog Studio for the first time.

The partnership includes long-standing player favourites such as Rainbow Wilds™ and Blood Queen™ as well as recent releases like Battle Maidens™ and 1Million Megaways™ BC.

1X2 Network has quickly established itself as a leading slot and table game developer for operators in regulated markets; its games boast striking animation and authentic sound.

Each of its games offers a fun and entertaining player experience thanks to smart math and sophisticated mechanics that ensure there is plenty of big win potential.

The developer's focus on developing quality games that meet regulatory requirements in a wide range of markets has seen it become one of the most in-demand studios this year.

1X2 Network also picked up the award for Game of the Year at the EGR Operator Awards for its Branded Megaways™ title that allows operators to quickly and easily launch bespoke Megaways™ slots.

Kevin Reid, Chief Commercial Officer at 1X2 Network, said: "We are delighted to be entering Canada with Loto-Québec, one of the most prestigious operators in the market."

[READ THE FULL STORY](#)

STAKELOGIC / BAUMBET

Stakelogic bolsters Romanian footprint via Baumbet

Stakelogic has strengthened its position in the Romanian gaming market as the online casino content provider teams-up with igaming and online sportsbook operator Baumbet.

The collaboration comes with the latter striving to "stand out from its rivals with a superior game portfolio," with Baumbet set to take on-board Stakelogic's entire gaming suite.

"We work hard to ensure we offer the best player experience and that is why we are always looking to partner with innovative and exciting online slot developers. Stakelogic certainly fits the bill and its games are a great addition to our portfolio," stated Daniel Cordos, COO at Baumbet.

"The integration adds both classic slots and video slots to our game lobby, providing our players with more variety and, most important, more quality content than ever before. Here's to a hugely successful partnership for both Stakelogic and Baumbet."

Under the terms of the deal, the developer's most recent releases, Serengeti Wilds and Gods of Secrecy, will be made available, alongside Book of Adventure and Book of Cleopatra.

The group's wider portfolio also includes branded offerings such as The Expendables Megaways, Rambo Stallone and The Legend of Hercules, as well as Super Stake versions of Book of Adventure and Book of Cleopatra. Super Stake is a Stakelogic innovation and allows players to double their bet with every spin in a bid to land heightened prize combos.

Stephan van den Oetelaar, CEO of Stakelogic, added: "Baumbet is a leader in the thriving Romanian market and is the perfect partner with which to integrate our full suite of classic slot and video slot games as we look to strengthen our..."

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FSB

Keith Laidlaw to assist FSB with IT and tech strategy

Gambling industry veteran becomes board advisor to fast-growing sportsbook and casino technology provider.

FSB, the award-winning sports betting & iGaming technology provider, has onboarded industry veteran and consultant, Keith Laidlaw, to assist with the company's IT and technology strategy as it continues to drive growth in international markets and prepares for an increased presence in the US.

Laidlaw will work alongside FSB's highly skilled IT and technical teams, which are headed by Chief Technology Officer Sam Lawrence, and will share his vast knowledge and experience to allow the company to structure its strategy.

Having held senior level roles at GVC, Party Gaming and OnGame, Laidlaw is one of the most experienced technology specialists in the industry, and as a consultant has worked with a wide range of gambling companies to help them fine-tune their position and level up their products and services.

Dave McDowell, CEO of FSB, said: "Keith is another great addition to our ever-increasing pool of talent at FSB. His knowledge and experience of IT and technology within the gambling sector is immense."

"He will work alongside our co-founder and CTO Sam Lawrence to fine-tune our strategy so that we can ultimately deliver the best products and services to our clients."

Keith Laidlaw, Board Advisor at FSB, said: "FSB has a very interesting proposition and I am delighted to have been invited to work alongside Sam to help shape the company's technology strategy. It's clear to me that FSB has a big year coming up in 2021 and I'm looking forward to playing a part in it."

[READ THE FULL STORY](#)

ALIEN K.O - GREEN JADE GAMES

Connective Games launches live stream feature

Experience a close encounter of the third kind in Green Jade Games' latest addition to its Knock Out series, Alien K.O.

Alien K.O. is a 6x4 slot which includes Green Jade Games' Knockout (K.O.) feature along with Free Spins with Sticky Wild symbols.

The game puts players at the controls of an alien spaceship, which has just touched down on an unsuspecting farm in the deep south of America.

The spaceship is hooked up to Green Jade's Knockout engine, which allows players to knock symbols out of the reels in order to create a cascade effect.

Players have a K.O. meter that sits at the right-hand side of the game window and displays how many K.O. charges they currently have, with a maximum cap of 10 charges.

Each charge allows for a single symbol knockout. Charges are earned by base game spins at the rate of five spins per charge.

Player's must get K.O. symbols to line up three Loot Box symbols horizontally to trigger the game's bonus features, which include Free Spins, Instant Cash or a combination of the two.

The more Loot Boxes the player can align, the greater the prize they receive. Whether the prize is Instant Cash or Free Spins is determined at random.

If Free Spins are triggered, players can also take advantage of Sticky Wilds that appear while the bonus is active. If they land, they will remain in position for the duration of the bonus.

Mark Taffler, chief commercial officer at Green Jade Games, said: "Our K.O series is proving to be incredibly popular with players as it combines elements..."



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FIRSTLOOKGAMES

The GOLDEN SAIL



THE GOLDEN SAIL - SIVERBACK GAMING

Ahoy me heartied! Get yer sea legs on, we're going on an adventure!! The Golden Sail takes you on a journey full of excitement where immense riches await you.

Drink rum a-plenty and follow the map on your quest to the hidden treasure. This man-o-war will bring you to the edge of your seat with action-packed fun and thrills.

Get ready to heave-ho and hoist the mizzen, welcome to The Golden Sail!

Packed with tons of features and some explosive volatility, the Golden Sail takes you on a pirate's journey around the world for a chance to bring home the booty!

- ◆ Expanding Wilds shot from the cannons
- ◆ Free Spins with Increasing multipliers (Win up to 100 spins)
- ◆ Bonus Wheel (4 different sectors)
- ◆ Buy Feature (for those who can't wait)
- ◆ Pick Me Bonus: Minimu 100x guaranteed!
- ◆ Trail Treasure Quest (Win up to 1000x)

40 winlines, 95% RTP, 500x Max win per line



DOWNLOAD 'THE GOLDEN SAIL' MARKETING ASSETS OR FIND OUT MORE AT WWW.FIRSTLOOKGAMES.COM

JANUARY 2021 EDITORIAL HIGHLIGHTS



SPORTING WIN

Bulgaria, A Market With Great Potential

As the iGaming market continues to flourish and achieve success in an increasing number of regulated markets, we of course aim to highlight the key jurisdictions showing the most promise.

Bulgaria, as a market, has experienced mixed fortunes recently on a national scale but the future is looking promising.

In our conversation with Mark Chakravarti, Head of Investment at Sportingwin, he talks about the operator's plans for the Bulgarian market and why only a few operators have what it takes to succeed.

What does the future hold for the growth of the Bulgarian iGaming market and what role does the region play in your growth plans?

"The European online gambling market is mature and consolidated, so any major growth is going to come from new countries legalising online gambling, such as the Ukraine, or countries re-regulating, such as Bulgaria – the market we see with the greatest potential.

The market is currently worth €300m per year but with just five licensees active. We believe the market can increase 20% year on year for the next five years...

[READ THE FULL INTERVIEW](#)

CEGO / SPILLNU.DK

Spilnu.dk Chairman Jesper Karrbrink: Regulation Creates Sustainability

Jesper Karrbrink is Chairman of respected Danish iGaming brands CEGO and Spilnu.dk. CEGO is a supplier of iGaming solutions that began driving forays in the industry as early as 2000, embracing classic gameplay elements as well as innovation.

Since 2012, CEGO has been operating its own online casino in Denmark, Spilnu.dk, that provides local consumers with a rich portfolio of over 60 dedicated and unique iGaming titles.

At a time of great change for the European iGaming sector, we feel Jesper is the right person to talk to about how Denmark has become the safest market for consumers while still developing and posting stronger annual results.

With this in mind, we take a stab at our first question to you Jesper.

Q: Can you tell us a little more about Spilnu.dk and CEGO. Is your company...

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SPORTING WIN

Sportingwin readies for launch in overhauled Bulgarian market

Sports betting start-up Sportingwin is preparing a launch in Bulgaria, and has said this planned launch has been largely unaffected by 2020's regulatory overhaul in the country.

Head of investment and board director Mark Chakravati (pictured) told iGB that Sportingwin expects to receive a licence under the country's new regulatory regime in the near future. The business was founded last year and also operates a white label site powered by Betconstruct's Vivaro Entertainment.

"Bulgaria is our number one priority at the moment," he said. "We see huge potential in Bulgaria. The market is currently worth around €300m a year with just five licensed operators active. "We believe the market can hit €500m a year in the next five years and that we can secure the lion's share due to the limited competition."

Bulgaria overhauled its regulatory setup for gambling last year, abolishing the State Commission on Gambling (SCG) following the passage of a bill in July. This saw gambling regulation put under the remit of the National Revenue Agency (NRA).

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SLOTS TEMPLE

Affiliate Spotlight: Spearheading the Responsible Gambling Challenge

Responsible gambling is an undisputed priority for all members of the iGaming industry. Despite this, in jurisdictions such as the UK, operators are still completely liable for any problem gambling or fraud incident that happens with a player on their platform, even though the source of the issue may not always be from the operator. This has led to massive efforts from affiliates to increase their own responsible gambling processes as a way of giving greater support to their partners while of course improving the player's overall experience.

This trend in 'Responsible Affiliates' is expected to continue and will for sure change the shape of the future customer experience. We caught up with Fraser Linkleter, CMO for leading affiliate Slots Temple to get his perspective on the future of player protection innovation in iGaming and what this means for the customer.

The first half of 2020, especially, was a challenging time for the majority of the gambling ecosystem. iGaming, Casino and Slots were affected the least, and in some cases, operators actually saw a lot of success in this adverse climate. How did you have to adapt your operations to suit the new industry landscape and how will it benefit the business going forward?

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VAN KAIZEN

North America: iGaming's Got Talent

The US online sports betting industry is still very much in a nascent stage and it still has a long way to go before it's able to reach its full potential. One of the biggest challenges for US iGaming stakeholders will be in finding the best talent to help bring them to that point of maturity, where US brands can measure up to their well experienced European counterparts.

We caught up with Brady Eagle, Senior Talent Acquisition Partner for International Executive Search Firm, Van Kaizen to get his perspective on the hunt for top iGaming talent in the US and what can be done as an industry to ensure the best minds in the industry are working for your organisation!

What can the iGaming industry as a whole do to attract the best talent? Especially considering the ongoing challenge of competing with other potentially more appealing tech-based industries?

[READ THE FULL INTERVIEW](#)

LIVE 5

The new normal

Lloyd Butler, CEO at Live 5, tells SiGMA News how the developer has refocused on three core factors to continue to drive growth at a time when the only certainty is uncertainty.

The past 12 months have been unprecedented in terms of the challenges the industry has faced but the way in which operators, suppliers, regulators and other stakeholders have adapted is something we should all be proud of.

That the wider industry has not only survived but in some instances thrived is nothing short of remarkable, and all while ensuring that the highest possible safe gaming standards are being met and players properly protected.

Here at Live 5 we have been able to ride the Covid storm by refocussing on three core factors which we believe has put the business in a strong position now and for the next 12 months where the only real certainty looks set to be another year of uncertainty.

Below, I discuss these areas in a little more detail and suggest how operators and developers can benefit by taking the same approach.

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EZUGI

Familiarity the key to success with Indian player

Ahead of his participation in the SBC Digital India conference and exhibition on January 27-28, Ezugi's business development director Pang Goh talked to CasinoBeats about the live casino supplier's approach to the rapidly growing gaming market in India.

CasinoBeats: How have you found your experience of working in the Indian market? And how does it differ from some of the more established gaming markets?

Pang Goh: The first thing that comes into my mind is the product customisation. In India, customers' requirements are very specific and they know exactly what they want. So when we develop games for this market, we do follow a few key criteria for the market. Not unlike the other markets, all these come back to familiarity.

CB: The Ezugi games portfolio includes a number of traditional Indian titles, such as Teen Patti and Andar Bahar. Could you tell us a little about those games? And how do you rate their potential to be successful for operators in other markets?

PG: Traditionally, the people in India have been playing these card games with their friends as part of their social life. We have taken these games, and adapted them for online audiences. Despite being traditional Indian games, these games are actually doing quite well in other markets such as Africa.

[READ THE FULL INTERVIEW](#)

CHAMPION SPORTS

Collaboration is key

Online sports betting brands looking to enter the market for the first time typically face a chicken and egg situation when it comes to deciding who they should use to power their sites.

They can either go with a market leading suite of products from a single provider with overall higher running costs, or they can go with a less expensive option that does not really meet their needs.

The main problem with the former is that as a new business, they are unlikely to have the sufficient capital to swallow the high running costs for long.

The obvious issue with the latter is that ultimately the player loses out in their overall experience and will simply switch to online sportsbooks that deliver what they need and expect. Either way, a new sportsbook brand may very well find itself on the side lines in a matter of months and the game is over before it's even begun.

The reason for the status quo comes down to a lack of collaboration among suppliers and a desire to be a one stop shop for operators.

For years now, suppliers have been trying to offer operators all the products and services they could possibly need instead of focusing on one or two and perfecting them.

This means suppliers inevitably spread their resources thin in an attempt to...

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REAL DEALER STUDIOS

Rise of table games and game shows

We're witnessing an interesting shift in the online casino hierarchy. For many years, the field has been absolutely dominated by slots, with few doubting that would ever change. But now table games and game shows - those showbiz-like games that often emulate TV counterparts - are gaining traction and players are gradually increasing their game time on them. We believe that trend will continue with game shows, along with esports, among the main contributors to industry growth in 2021.

Entertainment will be key

The battle for players' time and attention is becoming fiercer than ever given the sheer volume of tempting alternatives just a couple of clicks away. Why would a player login at an online casino instead of going straight to Netflix? it's all about screen time. Particularly now, with more jurisdiction-specific restrictions on bonuses being introduced, the competition will be won by whoever can deliver the most entertaining experience. For that reason, operators and studio...

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STAKELOGIC

Stakelogic recruits ex-Tipico exec as head of technology

Industry veteran Manjit Reddy Patlolla joins supplier from German giant to oversee IT and development operations.

Stakelogic has appointed former Tipico head of gaming Majit Reddy Patlolla as its new head of technology.

Patlolla joins the Malta-headquartered supplier from Tipico, where he served as head of gaming from April 2017 to November 2020.

Prior to joining Tipico, Patlolla built up a wealth of industry experience, serving as an operations manager at both Entain (bwin) and William Hill, before joining youwin as head of gaming in 2014.

Patlolla will be based in the Dutch city of Eindhoven and will reports into Stakelogic MD Stephen van den Oetelaar.

He will be responsible for overseeing IT infrastructure, game development, integrations and operations.

He will also manage the supplier's partner program GreenLogic, which holds relationships with the likes of Reflex Gaming and NetGame Entertainment.

Speaking on his arrival at Stakelogic, Patlolla told EGR Technology: "I'm very excited to be part of the project. It's a great challenge where I believe I can make an impact and drive the organisation forward."

[READ THE FULL STORY](#)



Dan Grigorescu - Champions Sports

CONTINENT 8

Lockdown, Social Distancing and Stay Safe - David Black, MD - EMEA

"Lockdown", "Social distancing" and "Stay safe" are just some of the phrases entering our collective lexicon in 2020. The most popular phrase for industry being perhaps "I can see but not hear you!" or some version of the same. It has been a tragic year for our global society. Despite the dreadful pandemic and the ensuing loss of physical events the industry has adapted as it always does to change and volatility.

The march ahead in the US for market share has continued largely unabated and in general we have seen some very large M & A deals. I would fully expect this trend in the US to continue and mature in the coming year and general deal flow to continue. I predict further consolidation with deals premised of course on revenue/ EBITDA but with an even sharper prioritisation on off balance sheet items such as culture fit and post deal integration. I predict there will be increased need and demand for security products and threat mitigation approaches throughout 2021.

[READ THE FULL STORY](#)



How & when did you first get into the iGaming industry?

I started working in the gaming industry in September 2003, when I joined a newly established B2B casino magazine called Casino Review as an Advertisement Manager.

I had previously worked for a regional newspaper in advertising sales and previously knew John Sullivan, who approached me to focus on the sales of the newly created monthly magazine, at a time when super casinos were planned for the UK sector.

What is your job title and what does your day to day responsibilities at iNETGAMINGi include?

For the past 3 years I have worked as a Sales Executive for iNETGAMINGi and manage the advertising in our B2B iGaming magazine, the website intergameonline.com and our daily e-newsletter. I liaise with our editorial team to ensure advertisers receive excellent PR coverage.

In a normal year, I will attend all the major iGaming events & relish the opportunity to meet international advertisers in a face to face environment. Additionally I use LinkedIn to further enhance the exposure for advertisers by sharing PR to my own 15,000 iGaming contacts, ensuring as well as our own medium, advertisers receive the best possible coverage for their products & brand.

What are the biggest challenges you face in your role?

With the current Covid19 situation, it has proved to be a challenge for many people, but personally

I feel I have settled into working from home effectively, however we are all missing out on not meeting up with our customers at events. It is always super positive to get together at the various events & catch up, discuss & present iNETGAMINGi in person and to meet any new advertiser who I may have not previously met.

What are your three favourite Netflix / TV shows to watch and why?

I am currently watching The Crown, always been fascinated by the history of the royal family and how the series has allowed us to peek inside a fictitious window alongside historical accuracies.

Happy Valley is a gritty Northern crime drama, has you on the edge of your seat from the first episode... Written by Sally Wainwright – it's gripping & will have you on the edge of your seat...

A recent watch has been The Queens Gambit, Anya Taylor-Joy is perfectly cast as Beth as the troubled & quirky orphan who evolves into an unlikely female chess prodigy, making the game of chess weirdly sexy & a totally intriguing.

Do you have a favourite book or podcast that you'd recommend anyone to read/ listen to?

I like to listen to the old podcasts of Desert Island Discs, on BBC Radio 4 – hard to believe this was first broadcast in 1942 and is still as popular as ever.

Guests share their 8 sound tracks while reflecting lifelong memories, which are often poignant.

A personal favourite being Cracker and Shameless screenwriter Paul Abbott.

Born into a dysfunctional family in Burnley (he based the TV drama Shameless on his upbringing) proving that you can be a success despite having the most horrendous and challenging start in life.

What's your favourite quote or motto?

'Worrying won't change the outcome'

Most things are out of our control and we all worry too much about those things, causing additional & unnecessary stress.

If you could invite five people round for dinner, who would they be?

My five people I would like to invite for dinner would be Sara Cox – BBC Radio 2 DJ – love her show, it's got me through lockdown.

Paddy McGuinness Top Gear presenter and former actor of Phoenix nights (if the conversation runs dry we can talk all things Bolton – as they are both from my hometown)

Madonna, been a fan since the 80's so we can have a Madonna sing along at the end of the night.

Kamala Harris, I think she is going to achieve great things for the US.

Finally, I would like to include my mother, who is the very best company (she doesn't drink or need a drink, so more for the rest of us) and has taught me to have good morals, common sense in abundance, to cook and more than anything to be kind to others.