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NOVEMBER

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

CYBERSLOT MEGACLUSTERS™



GAME ON

NOVEMBER 2020 PRESS RELEASE HIGHLIGHTS

BETIXON

Betixon secures UK Gambling Commission licence nod

Mobile-focused casino games studio Betixon has announced that it has received a casino software and games host licence from the UK Gambling Commission.

The firm, which is aiming to make “a name for itself as a rising star within the igaming industry,” is targeting a charge into a number of globally regulated markets as a result of the regulatory green-light.

The group asserts that the license will enable it to go live in Europe’s largest online casino markets, once it has finalised a number of agreements with a multitude of UK focused operators.

This latest news, says Betixon, also reaffirms its commitment to working in regulated markets, since it already holds a Romanian class 2 gaming license and its casino games are certified in Lithuania, Estonia, Italy, Colombia, with more set to come in the near future.

Lior Cohen, co-founder and CTO of Betixon, commented: “We are delighted to have received our UK Gambling Commission license. It not only demonstrates...

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EZUGI / BETPLAY

Ezugi enters Colombia with BetPlay integration

Ezugi has received approval to launch its suite of live dealer titles for the regulated Colombian market, with operator partner BetPlay to integrate the gaming roster as it aims to further cement its presence in Latin America.

Following in the footsteps of approvals from regulators in the Isle of Man, Estonia, Bulgaria and Lithuania, the firm has set its sights on Colombia as part of wider efforts to establish itself as “the number one live dealer content provider” in the LatAm region.

“We are thrilled to have secured certification in Colombia and offer live casino titles to players in the market via our operator partner, Betplay,” stated Erick Mendez, business development manager at Ezugi.

“Obtaining approvals in regulated markets around the world is at the core of our growth strategy and entering Colombia further establishes Ezugi as the leading live casino provider in LatAm and beyond.

“We have identified LatAm as having tremendous growth potential and Colombia in particular as a key market where live casino will enjoy incredible traction and engagement as it continues to mature.

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1X2 Network / TWIN

Twin adds 1X2 Network to online casino games lobby

Game developer and content aggregator 1X2 Network’s suite of igaming content is now available for players via the Twin online casino brand.

The integration, facilitated by GIG and Microgaming, will see titles from the developer’s 1X2gaming and Iron Dog Studio subsidiaries be made available to players for the first time.

Furthermore, Twin will also launch its very own Branded Megaways slot. The concept allows operators to create a bespoke Megaways title that captures the look, feel and ethos of their brand.

Kasper Bach, head of casino & VIP at Twin, stated: “One of the key ingredients in a successful online casino is the quality and variety of the games offered, which is why we go to great lengths to form partnerships with the best providers available, resulting in an astounding game portfolio to offer our customers.

“To that end, integrating content from 1X2 Network was an absolute no brainer for us, as was developing our very own Branded Megaways slot.

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BIG TIME GAMING / RELAX GAMING

Relax Gaming first to gain rights to Big Time Gaming’s Megaclusters™ with 12 months exclusivity

Relax Gaming, the igaming aggregator and supplier of unique content, has bolstered its partnership with Big Time Gaming (BTG) by signing an IP agreement covering the studio’s latest game engine mechanic, Megaclusters™.

Relax is the first partner to be offered the intellectual property rights to the mechanic, which offers an additional twist to the cluster pay concept and has proved widely popular with players since making its debut in BTG’s Star Cluster.

The deal enables the supplier’s in-house studios and Silver Bullet partners to apply Megaclusters™ to proprietary titles, providing additional value to the full-service offering already available to up-and-coming slot developers via Relax’s most comprehensive distribution option.

The agreement further cements the partnership between BTG and Relax, which has gone from strength-to-strength since the pair joined forces in 2018. As well as holding IP rights to Megaways™, Relax was also amongst the first three platform providers to distribute BTG’s content in Europe and launched games such as The Final Countdown with extended exclusivity.

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NOVEMBER 2020 PRESS RELEASE HIGHLIGHTS



REEL DEALER STUDIOS

Real Dealer to enter Sweden, Denmark, and Belgium

Real Dealer Studios has outlined the latest stage of its global assault, after revealing that it has gained certification for launch across Sweden, Denmark, and Belgium.

The firm, which aims to produce casino games that combine Hollywood-style cinematography with RNG gameplay, specifically identified the three regions as prime targets for the latest stage of the group's strategic expansion.

This green-light across the trio of new markets has seen Real Dealer Studios' Real Roulette titles become available to operators in Sweden, Denmark and Belgium for the first time. The games follow the standard European Roulette format, with dealers each featuring in their own individual title.

Real Dealer's games are created from high-quality recorded video and use...

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LIVE 5

Live 5 promotes Oliver Vlaytchev to Director of Operations

Promotion comes as popular multi-channel slot developer continues to grow at a rapid rate following a run of tier one integrations and exclusives

Live 5, the multi-channel slot developer, is pleased to announce that Oliver Vlaytchev has been promoted to the role of Director of Operations as the studio continues to build out its senior management team.

Vlaytchev joined the Staffordshire-based slot developer back in 2017 as Software Games Developer & Coordinator and has quickly moved up through the ranks to reach Director of Operations where he will be responsible for a range of business-critical tasks.

This includes managing the day to day activities of all departments within the company, ensuring seamless communication between departments, project planning and managing, overseeing the product roadmap and working with third parties.

As Director of Operations, Vlaytchev will work closely with the Chief Product Officer on all new game releases to ensure they are on-trend and meet the exemplary standards the developer has set itself. He will also work alongside other senior members of the team on the studio's wider ambitions.

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STAKELOGIC / NETGAME ENT

Stakelogic's Greenlogic program recruits Netgame Ent

Netgame Entertainment has become the latest firm to join Stakelogic's Greenlogic partner program, praising an "incredible opportunity" to work on a series of "special" slot games.

By aligning with the program, Netgame will develop titles in partnership with Stakelogic and then distribute them to the developer's 500+ operator and aggregator partners.

The former will come up with the game concepts, specifications, gameplay and assets while Stakelogic will handle the more technical aspects of development and distribution such as certification, localisation, testing and distribution and integration. Games will launch under the Stakelogic brand with Netgame listed as a co-creator.

[READ THE FULL STORY](#)

EZUGI

Ezugi boosts New Jersey foothold with Caesars link-up

Ezugi has praised a partnership with "one of the biggest names in the casino industry," after launching a suite of titles with Caesars Entertainment's online casino and sportsbook in New Jersey.

Strengthening its position in the regulated US market as a result of the link-up, the deal will see players gain access to the live casino specialists' American Blackjack, American Roulette, Baccarat, Unlimited Blackjack, Three Card Poker and Casino Hold'em games.

"Caesars is bullish on the igaming opportunity in New Jersey and with that it is important that we offer our players the best experience," Christian Stuart, head of Caesars sports and online gaming, said of the firm's latest link-up.

"Ezugi has a great reputation for offering authentic and engaging live dealer content, and we are thrilled to be able to offer its games to our players in the Garden State for the very first time."

All titles featured as part of the collaboration will be streamed in high definition from the Ezugi studio situated in the Garden State.

From this location the firm says that it is primed to deliver live casino content to...

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SKILLONNET

PlayOJO aiming to raise awareness of the signs of problem gambling

PlayOJO has teamed up with The Only Way Is Essex star Gemma Collins to launch a spoof fragrance campaign that it hopes will raise awareness of the signs of problem gambling.

The online casino, powered by SkillOnNet, made the launch to highlight that problem gambling is the 'addiction with no smell,' and to help people recognise some of the early signs that someone they love may be developing an issue.

The fragrance itself was named Compulsion, to hint at the behaviours that are often displayed by those who are struggling, such as lying about their finances and exhibiting extreme mood swings.

To raise awareness of the hard-to-spot, tell-tale early signs of potential gambling issues, PlayOJO and Breakeven have also developed a new acronym to help concerned players, or those close to someone whom they suspect might be hiding an issue.

The SMELL acronym is designed to encapsulate the five signs of gambling issues that might be easiest to spot and are:

S – Sleep – is your loved one struggling to sleep at night?

M – Money – is your loved one inexplicably losing money or struggling...

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TROLL KO - GREEN JADE GAMES

Troll KO Released by Green Jade Games

Based on their biggest slot game success to date in the form of Hammer of Fortune, Malta based and UKGC licensed casino studio Green Jade Games, have this morning released Toll K.O, their latest video slot game in their KO series of games.

Initially exclusively with Lindar Media's MrQ.com as of this morning (9th November 2020), Troll K.O will be available at all operators which feature Green Jade Games casino game content from 23rd November later this month.

Troll K.O takes players to the heart of an enchanted forest where they must defeat the trolls in order to claim their treasures and riches. To help with their quest, the slot has been hooked up to Green Jade's patented Knock Out feature which allows players to knock symbols out of the reels to create a cascade effect.

The idea then is to line up three or more "Loot Box" symbols horizontally to trigger the game's bonus features, which include Free Spins, Instant Cash or a combination of the two.



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OTT™ ANDAR BAHAR - EZUGI

Ezugi breaks new ground with OTT™ Andar Bahar

Prominent Live Dealer Supplier brings a world first with brand new game release

Ezugi, a part of the Evolution Gaming Group is once again proving their market leading position as a principal live dealer supplier with their latest game release, Over-The-Table (OTT™) Andar Bahar.

This world first in live online casino gaming see's the company's most popular Indian style game to date brought to life. Streamed live from the palatial Marina Casino in Colombo, Sri Lanka, the latest OTT™ variant offers unrivalled player engagement.

Boasting additional betting rounds every game compared to the studio version, and headlining the now famous Ezugi Andar Bahar side bet, this attractive offering demonstrates why the live dealer powerhouse is now regarded as the region's number one casino provider.

Ezugi's OTT™ solutions, which emulate the authentic bricks and mortar experience by providing the most real casino atmosphere available, and broadcast from the most opulent locations in the world, are already a huge...



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FIRSTLOOKGAMES

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JUMP ABOARD FOR EXPLOSIVE WILD WINS!

Ahoy me hearties, introducing the ultimate revolution on cascading games, in a gaming first symbols slide directly into explosive ways, creating more chained explosions and plentiful plunder!

On top of this we have sliding Cannonball Wilds destroying ye' old symbols and replacing them with shiny new ones blowing open more explosions. Batten down the hatches! The Bonus Feature goes with a BOOM with an increasing multiplier for every explosion and reloading Sliding Wilds.

Arrgh! This game be not leaving you high and dry like ye' other games!

Explosive Wins & Sliding Wilds
 Symbols slide into the direction that ways pay, unlocking more explosions than any previous cascading game. Sliding Wilds can destroy symbols clearing the path for more explosive wins.

Bonus Feature
 Rapid BONUS Feature with an increasing multiplier that starts at x2 and can up to x99. As well as reloading Sliding Wilds! Win up to 14,827x bet!

Slot Slider
 Boasting two play modes allowing the best of both on desktop and mobile: Slide Spin spins right to left and plays left to right. Top Spin spins top to bottom paying bottom to top.

For demonstration and more information visit www.4ThePlayer.com

NOVEMBER 2020 GAME RELEASE HIGHLIGHTS



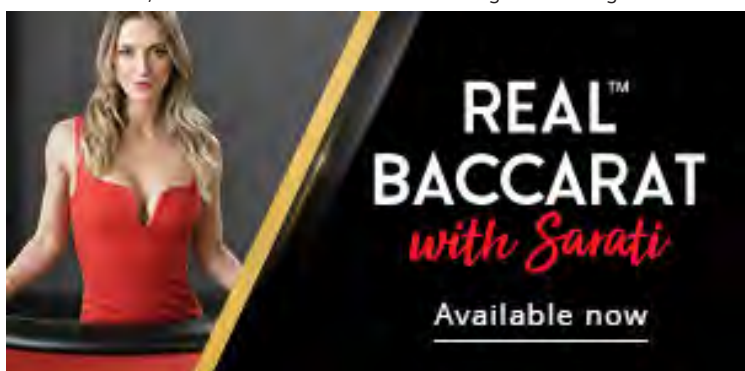
BACCARAT - REAL DEALER STUDIOS

Real Dealer Studios raises the curtain on debut Baccarat title

Real Dealer Studios, known for its high-quality casino games that combine Hollywood-style cinematography with RNG gameplay, has launched its first Baccarat title as the provider expands its unique product offering.

Distinct from live dealer products, Real Dealer's games are created from high-quality recorded video, with professional actors, film directors, post-production crew and developers collaborating to ensure a consistently flawless player experience from the very first round.

Created using the same ground-breaking techniques behind the provider's Real Roulette series, Real Baccarat with Sarati is an RNG game starring the...



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SERENGETI WILDS - STAKELOGIC / HURRICANE WILDS

Serengeti Wilds launches on Stakelogic programme

Stakelogic and development partner Hurricane Games are taking players to the sandy plains of the African desert with Serengeti Wilds, one of the first slots to launch via the developer's Greenlogic Program.

Serengeti Wilds is a 5x4 reel, 25 payline video slot that captures the spirit and magic of an African safari. The game boasts a smart cascading reel mechanic which is combined with a number of features that roar with big win potential.

This includes a free spins bonus round, triggered when three or more scatter symbols pounce onto the reels. There are four animal trials to follow during the bonus which are completed by winning animal symbols in a line win.



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CASINO BLOCKS - GREEN JADE GAMES

Green Jade launches Casino Blocks

Arcade-skill game pioneers release follow up to hit Jade Puzzle that allow players to bet on every single move they make during the game

Green Jade Games, the progressive and innovative casino game developer, has launched the latest title in its skill-based arcade game series, Casino Blocks.

Casino Blocks is based on Green Jade's flagship skill-based arcade game, Jade Puzzle, it is not, however, an upgrade on the original but rather a paradigm shift.

Casino Blocks will perform much more like a slot with the bet per move cadence Green Jade first introduced with its Candy Prize BIG (Bet In Game) title.

When playing Casino Blocks, players are given a random series of shapes which...



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GODS OF SECRECY - STAKELOGIC

Stakelogic debuts Gods of Secrecy

Stakelogic is taking players on an ancient Egyptian adventure in its latest release, Gods of Secrecy.

Players are sent on a quest to find the Pyramids of Secrets where treasures, riches and big wins await. They are helped on their way by several generous features.

This includes a Free Spins bonus round that also includes Expanding Symbols. The feature is triggered when three or more Wild Scatter symbols land anywhere on the reels, awarding 10 Free Spins.

Once the bonus is active, one of the symbols on the reels will be randomly...



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FIRST LOOK GAMES

First Look Games: Demo Game Server a 'vital step'

Tom Galanis, First Look Games director, emphasised that its Demo Game Server is a 'vital step' in its effort to 'nurture' the ecosystem that affiliates and game studios coexist.

Last month, First Look Games teamed-up with player ID verification platform account to launch its Demo Games Server which enables game studios to serve their free-to-play demo games behind an advanced verification tool that meets UKGC standards.

"First Look Games was set up to bridge the divide between those making the games and those marketing them," noted Galanis. "DGS is a vital step in our effort to nurture the ecosystem both parties exist in, whilst serving to compliment the great work operators & their affiliate partners have been doing in terms of progressing compliance & social responsibility.

"At a time when all gambling businesses need to be doing more to comply with regulatory evolution, we're delighted to be contributing to the equation as best we can."

FLG game developers wishing to leverage the power of the platform need to provide the firm with their free-to-play demo game code, which runs from the studio or platform provider's server.

FLG embeds this code into its DGS tool which also includes age verification...

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BETSSON / MICROGAMING / FLG / AMBER GAMING

Countrywatch: Embracing regulated igaming in Germany

News that online casinos can continue to accept players from Germany ahead of regulations coming into force next year has seen operators breathe a sigh of relief. However, that relief could have been short lived – in order to remain active in the market, they had to ensure compliance with the new rules without delay.

This roundtable looks at some of the challenges operators will face over the coming months, and how by working closely with all stakeholders they can be overcome.

CasinoBeats speaks to **Rebecca Forrest**, business development executive at Amber Gaming, **Leon Thomas**, commercial director at Microgaming, **Matej Novota**, head of data and complaints at CasinoGuru, **Stefan Esch Schulte**, a managing director for Betsson Group, and **Tom Galanis**, managing director of First Look Games.

CB: The progress regarding regulated online gambling in Germany has been well documented in recent weeks, to begin with what is the potential for the market? What position within the wider European ecosystem can it realistically expect to represent?

RF: Germany has the potential to play a significant role within the European market and holds a position as one of the strongest and well-established economies in the world. Historically, it has been a complex market for online gambling.

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VAN KAIZEN

Headhunting takes some rare skill

Cosmo Currey, head of talent acquisition at Van Kaizen, talks about the headhunting firm's rapid growth in a tumultuous market and where investments are being made in the sector.

CasinoBeats: Van Kaizen seems to have appeared very rapidly in the igaming talent market; tell us your story.

CC: We started trading about 18 months ago, with just three of us. There was me, our back-office director Graeme, and another headhunter, Jo. We had this idea that igaming needed a firm truly focused on headhunting, as opposed to just a "place an advert and see what happens" style of recruitment agencies. The market responded really well to that approach.

It's been quite a journey since then! We're now up to 21 people across nine jurisdictions stretching from the USA to the Philippines. We cover enough time zones now that there's always a Van Kaizen consultant working away somewhere in the world and I believe we are already the largest igaming focused talent...

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MICROGAMING

Germany – Alles Gut?

After many years, it appears a settled state is in sight. Now attention turns to the future; will the new regime achieve anything like its aims when it comes to channelisation and what chance is there that the new regulator will be flexible on interpretation?

A vital question for the online sector has always been whether the opportunities provided by a newly regulating jurisdiction were worth the wait. Germany - where progress towards regulation can best be described as glacial - is the next up to test the sector's tolerances when the new Treaty of Interstate Gambling comes into force next July.

Ahead of that, transitional licences are now in place that will allow for operators to continue offering sports betting and a restricted gaming offering until then.

"Considering where we came from – no sports betting licences and a total ban on online casino games – we have made substantial progress in the last few months," says Luka Andric, managing director at Deutscher German bookmakers' association.

Yet as Andric goes on to say, the regulatory situation is far from ideal and "there is still room left for improvement". This might be an understatement.

Broadly there are four areas of concern, each connected to the theme of channelisation. One is around the deposit and staking limits; there are worries...

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BETSSON / MICROGAMING / FLG / AMBER GAMING

Countrywatch continues: Examining the keys to German success

News that online casinos can continue to accept players from Germany ahead of regulations coming into force next year has seen operators breathe a sigh of relief. However, that relief could have been short lived – in order to remain active in the market, they had to ensure compliance with the new rules without delay.

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Rebecca Forrest, business development executive at Amber Gaming, **Leon Thomas**, commercial director at Microgaming, **Matej Novota**, head of data and complaints at CasinoGuru, **Stefan Esch Schulte**, a managing director for Betsson Group, and **Tom Galanis**, managing director of First Look Games, continue the conversation.

CB: What challenges lie ahead during the coming months for those seeking to fulfil their German ambitions?

MN: From checking out the regulations, it seems to me that there is a big number of technological challenges that make participating in the regulated German market quite complicated.

Operators will have to work with game providers to ensure that the maximum bet per spin is €1 and that each spin takes at least five seconds to be completed. Similarly, implementing a site-wide €1000 limit for all players, a panic button...

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FIRST LOOK GAMES

Affiliates and Age Verification

Safer Gambling Week is an incredible initiative and the articles written and conversations had during the coming seven days can and will have a significant impact on the direction the industry takes over the next 12 months when it comes to responsible gambling.

A key topic this year will undoubtedly be the role affiliates play in marketing and promoting online gambling brands to players in the UK and beyond, and what more can be done to ensure best practice and how to continue to drive education around safe gambling.

Ultimately, it is an affiliate's job to educate the prospective customer so that they can make an informed decision to purchase or, in the case of online gambling affiliates, where to play and wager. This means they must meet the same standards set for operators and suppliers

To do this, affiliates should place the utmost credence on assessing the responsible gambling practices of licensed operators and suppliers, and ensure...

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NOVEMBER 2020 EDITORIAL HIGHLIGHTS



CONTINENT 8

Continent 8's Web Application Firewall - Protection Without Compromise

At a time when it's even more crucial for iGaming operators to provide a competitive and feature-rich offering to their players, it's equally vital their online presence is kept secure and protected from malicious attacks, says Leon Allen, Director of Innovation at Continent 8.

Whether it's during major sporting events or weekly poker tournaments, iGaming companies need a cybersecurity solution that protects them against malicious attacks and ensures their websites are resilient.

In addition, as operators offer their players innovative products across multiple channels, their technical infrastructures must combine integrating new partners, applications and features with the highest levels of security.

But as iGaming platforms integrate these new partners and applications into their systems, their attack surface is increased, as is the potential for vulnerabilities to be exploited through malicious attacks. In reality, the threats have grown and evolved nearly as much as the technologies that they target.

And, of course, the impact of successful attacks on iGaming websites are as numerous as they are serious. They are difficult to detect because they are often automated, affect performance and functionality, can cause a major data...

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SLOT TEMPLES

Branching Out

With the affiliate marketing booming, it has become more important than ever to stand out from the crowd, according to Slots Temple's Fraser Linkleter.

Brands such as ours, Slots Temple, are busy right now adding new, innovative products in order to differentiate our offering and keep customers coming back.

We recently launched the free Slots Temple Tournaments, enabling us to build closer relationships with our customers and provide them with an interactive, entertaining experience on-site.

Visitors to Slots Temple can now register and enter the tournaments for free. They get a set number of spins on a slot and they collect points for events that occur during gameplay - for example, consecutive wins in a row or hitting a big win multiplier.

As they spin they accumulate points and compete against other players.

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INCENTIVE GAMES

Time to play the (free) game

John Gordon, CEO at Incentive Games, says that Free-to-Play (F2P) games are a powerful acquisition and retention tool for operators in emerging markets.

Operators are attracted to emerging markets such as Africa because of the tremendous potential they offer, but they are not without their challenges.

To enter a new market, build brand equity and loyalty and lay the foundations for a long and prosperous future, operators must clear legal, financial, technological and marketing hurdles.

This often means delivering a highly localised product that engages players, provides the experience they are seeking and ultimately fosters trust.

But the standard practices deployed in mature markets are not always available in emerging markets, especially when it comes to marketing.

If you take social media platforms such as Facebook in Africa, for example, it is very difficult to run consistent real-money gambling campaigns due to their strict restriction.

The same applies to the Apple App Store; sportsbook brands are prohibited...

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JESPER KARRBRINK

Caesars' potential post-takeover roadmap for William Hill

As speculation builds over the future of Hills' non-US assets, EGR chats to former Mr Green CEO Jesper Karrbrink about his former employer's direction of travel.

When US casino operator Caesars made its £2.9bn bid for William Hill in September, it ignited the biggest potential land grab in the industry since the Flutter/Stars merger. Detailing its intent to carve out the US-based business from Hills' historic international assets, the headlines since have seen operator after operator linked with a potential bumper acquisition deal. Separating the firm bidders from the 'well it'd be nice to have if we could afford it' brigade will ultimately occupy the thoughts and column inches of journalists, analysts and industry stakeholders alike over the next few months.

One man with experience of Hills' international business and the current management structure is ex-Mr Green CEO Jesper Karrbrink, whose former business is now a key cog in the Hills' international machine. Discussing the future of William Hill outside of the US, he shares his thoughts with EGR Intel.

EGR Intel: What's your opinion of Caesars' plans for the William Hill International business?

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BLACK PUDDING GAMES

Daring to be different

Nathan Howes, co-founder of Black Pudding Games, says that to truly stand out in a crowded market, game studios should not be afraid to be bold and do things differently.

With myriads of developers launching a tsunami of titles into the online casino game market every year, there's an increasing sense that players are being flooded with choice, but little actual differentiation between new releases from studios. Whilst most new developers routinely claim to be 'pushing boundaries', 'changing the game' and 'moving the needle', more critical observers would argue that the reality is the majority of these new entrants are simply adding minor twists to well-worn themes and mechanics. Do players seriously want or need another Egyptian-themed, 5x3, twenty-payline slot?

The reasons for this orthodoxy aren't unequivocal, but we would posit that the gambling industry is surprisingly risk-averse, leading new studios to fear that...

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CHAMPION SPORTS

Pandemic created 'much more focus' on responsible gaming

'Our focus is on providing the best tools to help...' noted Luke Campbell, head of sportsbook operations at Champion Sports, highlighting the issues arising from COVID-19 and responsible gambling.

Over the last ten months, responsible and safer gambling has been more crucial than ever before due to the ongoing pandemic and the resulting lockdowns leaving problem gamblers feeling isolated.

Yet Campbell noted that given the nature of the pandemic there has been 'much more focus' on issues and how to 'effectively assist customers and users alike' and noted that 'we've learned that early detection and signposting are a much more effective tool than trying to cure an existing issue'.

Commenting on what Safer Gambling Week means to him, Campbell expressed: "For us, we believe that it's important that the gaming sector continues to be a safe and fun place to play responsibly.

"It's important that users know that there are various ways to access support and help should they feel that they have an issue, and we are committed to helping in any way we can.

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FSB

There's still more to do industry-wide

Progress is being made, but there's still more to be done industry-wide, says Chris Graham, head of marketing at FSB, when examining various key issues amid the ongoing Safer Gambling Week 2020.

Representing the latest in CasinoBeats' ongoing series to coincide with the campaign, Graham asserts a belief that messaging around the topic is much more prevalent now than it was 12 months ago.

"It's a great opportunity to take stock and push safe gaming truly to the front of everyone's mind at FSB. Of course, it's a 365 day operation for us but this week allows us to spread the message to all of our internal departments more aggressively than ever," Graham says of what SGW means for the firm, and current plans for the week.

"Our marketing and compliance team have joined forces to create a fact pack for all FSB employees on safe gaming generally, and the initiatives we've taken as a company in the last 12 months within this area. We're also planning to have an SG focussed staff quiz during the week."

SGW has retained its 'Let's Talk About Safer Gambling' strapline for 2020, with the campaign set to see over 100,000 staff at more than 9,000 gambling venues and online sites participate.

This is despite hundreds of betting shops and gaming establishments in...

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BLACK PUDDING GAMES

Not just another bloody sausage factory

Established in 2018, Black Pudding Games is open in its ambition to try new things in its pursuit of creating future breakout hits. G3 interviews Nathan Howes, Luke Taylor and Dan Nyman, the company's three co-founders, about the challenges of differentiating in a crowded slots landscape.

What challenges has Black Pudding faced establishing itself as a new developer?

Nathan: An obvious challenge is to establish a dependable route to market for our ideas, which is where our relationship with 1x2Network has really paid off.

Luke: The fact 1x2Network embraced our initial ideas so quickly gave us the confidence to push ahead with developing those concepts into release ready games.

Dan: For me, it's the challenge in creating genuinely new real money gaming formats that are compelling to play yet still intuitive to players already well-versed in the ubiquitous casino machines and table games.

"Looking for a games studio that loves to 'do different'? Tired of trying 'new games' that prove to be all sizzle and no sausage? Then welcome to Black Pudding Games – purveyors of playful ideas for the casino curious." How important is finding a niche in an overcrowded market?

Luke: It's everything! We felt, as we started out, that it just wouldn't make...

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BETSSON

Embedding safer gambling process in company culture

It is of critical importance that the values unifying the industry during the seven day Safer Gambling Week are embedded into company culture, and are at the forefront of "everything that we do," says Betsson Group.

The comments come as part of the latest introduction to CasinoBeats' SGW series, which also coincides with the campaign's final day after initially getting underway on Thursday 19 November.

Following in the footsteps of the likes of Gamban, YGAM, Microgaming, and Amber Gaming, Eduards Jakubovs, head of responsible gaming at Betsson Group, takes to the hot seat.

"At Betsson Group we always support such initiatives which aim to raise more awareness about the importance of responsible gambling," he says on the company's undertaking during 2020's campaign.

"We believe the SG Week and other similar initiatives are incredibly important..."

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AMBER GAMING

Talking safer gambling, player protection & loot boxes, with Amber Gaming

Determining what activities are actually considered as gambling could be among the UK's most sweeping changes to come out of the government's impending 2005 Gambling Act review.

With safer gambling and player protection also highlighted as central focal points, the presence of loot boxes within console gaming could well gain a prominent place in the spotlight, says Amber Gaming.

"We envisage the upcoming review of the Gambling Act to include prescriptive measures relating to safer gambling and player protection," Rebecca Forrest, business development manager for Amber Gaming, begins by touching upon what could occur in the upcoming review.

"The latest Gambling Commission consultation is a sign of things to come, with the proposed threshold at which operators must conduct affordability checks looking to become more rigorous.

"The ability to operate in Great Britain under a white label partnership could also see drastic changes, with obvious concerns at present that the system is being abused by operators who would not pass the Gambling Commission's licensing checks to provide services themselves.

"The biggest changes that could, and should, occur may relate to what activity..."

[READ THE FULL STORY](#)

MICROGAMING

PlayItForward is fully embedded in our culture

Microgaming is certainly a prime example of one company whose rich history is scattered with a number of corporate social responsibility initiatives, particularly via the PlayItForward program.

During Safer Gambling Week 2020 alone the organisation has extended its support for the Gordon Moody Association, as well as donating social media safety packs to all Isle of Man schools and colleges with a view to helping protect the island's youngsters from online harms.

With all of this in mind, Kimberley Broad, Microgaming director of compliance, delves into some of the standout moments of 2020: "PlayItForward encompasses all aspects of Microgaming's longstanding CSR programme, aiming to change the game for people, place and planet," she says.

"Back in March, we broadened our support network to include more of our local communities, extending our charitable scope to assist COVID-19 projects across the Isle of Man, Malta and Gibraltar.

"From providing financial assistance to individuals and groups facing adversity, to purchasing vital medical masks for healthcare workers and provisions for families, each cause continues to make a positive difference. For me, though, the standout moment for PlayItForward was being able to support one local charity when it needed it most.

"During lockdown, Isle of Man Foodbank saw a massive surge in requests..."

[READ THE FULL INTERVIEW](#)





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

Back in 2007, I was working very happily as a Field Sales Rep for an industrial publication in Bolton and someone recommended me for a position at GB Media, the publishing company responsible for various gaming mags and I went for the interview with John Sullivan, their MD.

I quickly heard words such as Las Vegas, Macau and Barcelona etc and I was won over. 6 weeks later I was Sales Manager for Betting Business and Casino Review magazines.

I still to this day have no clue who recommended me, maybe it was someone who wanted to see the back of me at the Industrial mag?

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

My job title at SBC Gaming, where I have been since January 2017 is 'Senior Sales Manager'. Working on key accounts across our events and media portfolio and in those 4 years.

The events have grown not only in stature, duration and reputation but also in number of events, so (hopefully) we have in 2021, CasinoBeats Summit, Betting on Sports America, the SBC Summit, SBC Betting on Sports Europe, SBC Summit LationAmericas and the SBC Awards + various digital events I presume.

Media platforms when I joined SBC it was just SBC News and now we have lots of additions to that, namely CasinoBeats and SBC Americas. So it's my role to make sure all my clients get the event & media packages they require and that suit them best and their budgets.

But also I like to have a hands on account manager type style where I keep in touch on a regular basis with my clients and just make sure they are doing ok and end up chatting a lot about anything but work to be honest.. way more interesting at times .

What are the biggest challenges you face in your role?

Biggest current challenges are pretty obvious during this pandemic and especially now as I plan ahead for 2021 and hopefully back to the live events schedule...understandably many clients are being cautious about their 2021 event plans so it's a case of coming up with solutions around that and plan b's, c's etc and making sure they are happy with what we agree on.

Our digital events have been a God send for us and our clients, they have really appreciated the effort SBC has made on these and how we make them as interactive as possible and not just another glorified webinar like some are.

Ideally we don't want them to continue too much into 2021 of course, you can't beat the face to face meetings, networking parties, dinner out with friends and colleagues etc... I think everyone misses those.. I imagine the first live event allowed in 2021 will be huge and we'll all attend, even if it's on the North Pole.

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

My 3 fav tv shows, tough question, but a classic is HBO's Band of Brothers, the WW2 series following Easy Company, must have watched that around 15 times as I love my history.

A great recent watch was series 1-2 of Succession on Sky Atlantic, superb, very witty yet extremely dark and depressing at times.

Finally, has to be The Sopranos, a classic and also at my first G2E back in 2007, I met James Gandolfini as he opened the expo and I was extremely giddy about it and I always remember my colleague at the time saying 'I've never heard of him' as it was possibly only a series or two into it by then..

What's your favourite quote or motto?

Fav quote, funnily enough I saw a recent interview you did and a guy said 'Here Endeth the lesson' and amusingly I use that often as it was a great line used by Sean Connery in The Untouchables. Ask my daughter Ivy-Rose about other quotes I use, many daft ones I guess that make her sigh...

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

5 people round for dinner - Roy Keane, Eric Cantona, Alex Ferguson, Matt Busby and my Dad cos he'd never forgive me if I had them round for dinner at not him.. no need to tell you which football team I support..

